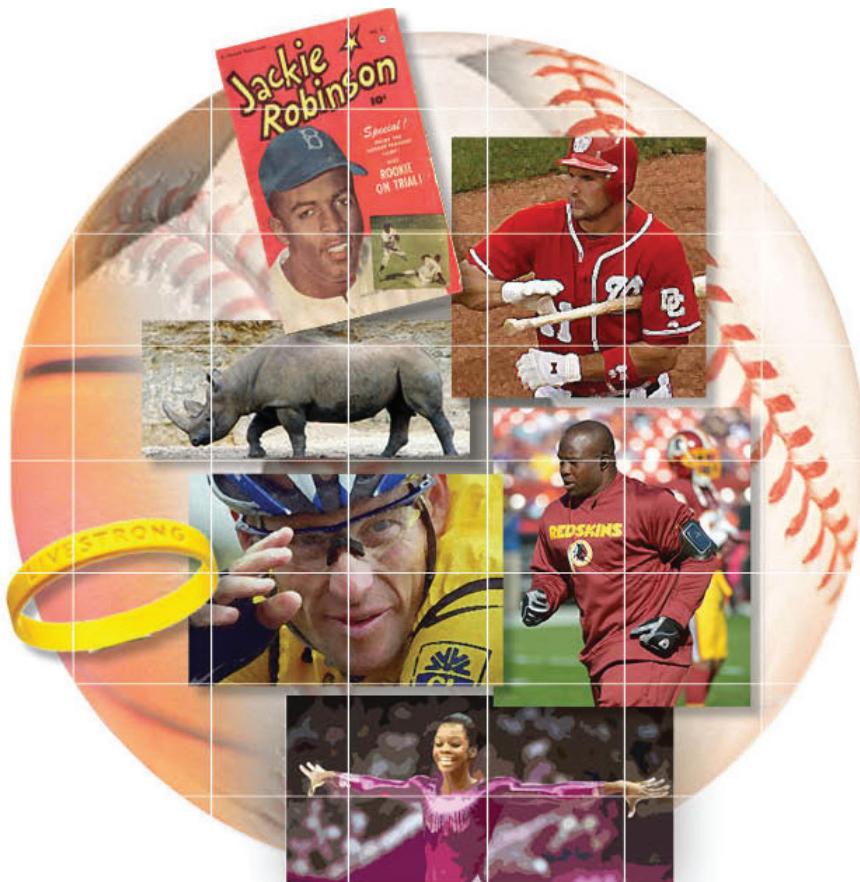


The Character of Sports

- KidsPost Reprint: “Are sports stars heroes?”
- Post Reprint: “Lance Armstrong doping allegations could leave lasting stain on Livestrong”
- Discussion Questions: Star Athletes as Heroes and Role Models
- Student Activity: Beyond the Games
- Post Reprint: “Iditarod gets its oldest winner, who says he’s not finished with dog sled racing yet”



- Case Studies:
Iditarod Decisions
- Cartoon Strip: Red and Rover
- Student Activity: Draw on Your Own Perspective
- Post Reprint:
“A business model to save the black rhino?”
- Discussion Questions:
When Animals Are a Business
- Educator Resources:
Resources for Character Development

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► THE SCORE by Fred Bowen

Are sports stars heroes?

Here's a question I have been thinking about lately: What is a hero?

Lots of kids count athletes among their heroes. Kids have posters of their favorites on their bedroom walls. They collect their player cards and wear their game shirts.

It is no wonder kids think athletes are heroes. Athletes can perform some amazing feats, such as throwing a football 70 yards to a receiver or sprinting 100 meters in less than 10 seconds.

But does that make them heroes?

I think it is good for kids, and their parents, to remember that just because athletes can do almost magical things, this does not automatically make them good friends or nice people. The last few weeks have given us some sad reminders of this truth.

Lance Armstrong was called a hero. He almost died of cancer, but he recovered to win seven Tour de France bicycle races in a row, from 1999 to 2005. Armstrong's comeback and racing wins inspired millions who have cancer to "live strong," as the yellow rubber wristbands from Armstrong's charity say.

Now it is clear that Armstrong cheated to win his championships. He took drugs and treatments that were against the rules to help make himself stronger and to pedal faster and farther.

Armstrong also lied for years



PHILIPPE WOJAZER/REUTERS

Lance Armstrong won the Tour de France seven times after recovering from cancer. That made him famous, but it did not make him a good person.



JACK DEMPSEY/ASSOCIATED PRESS



ED BETZ/REUTERS

Sammy Sosa, left, and Roger Clemens, above, were terrific baseball players, but they might never reach the Hall of Fame because they have been accused of cheating.

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KIDSPOST THE SCORE By Fred Bowen / *continued*

about whether he took drugs. He bullied anyone who said he had cheated. Armstrong was a great athlete, but that did not make him a good person.

The same was true with several star baseball players. Based on their career statistics, Roger Clemens, Barry Bonds, Sammy Sosa and Mark McGwire should have been voted into the sport's Hall of Fame last month. But each of those athletes has been accused of cheating to achieve some of his incredible

records, and none of them received enough support from the baseball writers who decide who gets in and who does not. In other words, the voters decided that being a Hall of Famer had to be about more than just records and statistics. At least in this case, it had to be about honesty and playing by the rules as well.

So, should kids take down the posters of their favorite players? No, athletes work hard to get better and don't give up when things get tough. Those are things that kids

should admire and try to imitate. Some athletes are good people as well as good players.

But everyone should remember that even if a player is the hero of the game, that doesn't make him a hero in life.

— February 6, 2013

Fred Bowen writes the sports opinion column for KidsPost. He is the author of 18 sports books for kids. His latest book is Go for the Goal!

Lance Armstrong doping allegations could leave lasting stain on Livestrong

BY CINDY BOREN

• Originally Published October 18, 2012

The damning and extensive report issued by the U.S. Anti-Doping Agency last week may have erased any lingering doubt about Lance Armstrong's alleged use of performance-enhancing drugs. But despite his decision to step down as chairman of the Livestrong Foundation, one of the world's most prominent supporters of cancer research remains tainted by Armstrong's alleged deception. As Cindy Boren writes:

The contrast between Lance Armstrong, the inspirational cancer survivor, and Lance Armstrong, the disgraced cyclist, has never been more distinct. Armstrong's reputation in cycling has been becoming increasingly tattered since this summer, with the U.S. Anti-Doping Agency's report last week labeling him a "serial cheat" and quoting former teammates who exposed the extent of his involvement in doping as he was winning seven Tours de France.

He lost a series of endorsement deals Wednesday, with Nike's announcement that it was severing ties with him emboldening others. Trek, Giro, FRS, Honey Stinger, 24 Hour Fitness, Anheuser-

Busch and Radio Shack all dumped him, with Oakley saying it would wait until the International Cycling Union issued its final report on Armstrong before making a decision. At this point, Armstrong is so toxic as a spokesman and so finished as an athlete at 41 that the decision was an easy one, even for Trek, which made Armstrong's bicycles.



But Armstrong isn't Barry Bonds or any other athlete who can be easily discarded as a cheat and a product of a corrupt era. He remains enormously popular as an advocate for cancer research and spokesman for cancer patients and survivors. Although he stepped down as chairman of his Livestrong Foundation on Wednesday, both Nike and Trek said they would continue to, as Trek put it on its website, "to support the Livestrong Foundation and its efforts to combat cancer."

Matt Powell, an analyst at SportsOneSource, told the *Wall Street Journal* that "I'd be surprised if the Livestrong brand was as big as \$100 million. The Livestrong brand was more about the foundation and fighting cancer than it ever was

about Lance Armstrong."

Now that Armstrong has stepped back from Livestrong — a foundation built largely on the cyclist's own reputation — the repercussions of his actions will have a lasting impact that extends beyond Livestrong. As Janice D'Arcy writes:

This is a charity that claims to have raised about \$500 million for cancer research and services for cancer patients. It's one that introduced the wristband ethic, which kids, in particular, embraced and have used as a model for countless charity efforts of their own. It will now be known more for its founder's association with drugs and lies.

It's a sad consequence that also serves as a good lesson, for kids and their parents and coaches, too.

Fred Bowen, who writes about sports for kids in *The Post*, said the spectacle has reminded him of a column he wrote in 2007 when Barry Bonds was closing in on breaking the home run record and Floyd Landis was accused of doping to win the Tour de France.

In it, he wrote, "Sports are moving in the wrong direction these days. We all need to get our games back — honestly."

He went on to make a point that he reiterated to me today: "An honest effort that falls short must be admired as much as a victory. When we can do that, we will be on the road back to reclaiming what is best about our sports." ■

Star Athletes as Heroes and Role Models

Read Fred Bowen's KidsPost article "Are sports stars heroes?" Answer the following questions.

1. How do you distinguish a “hero” from a “role model”?

2. Bowen gives Lance Armstrong as an example of an athlete who has been a hero.
 - What athletic feats made him a hero?
 - What good deed made him a role model?
 - What revelations have disappointed his fans?

3. Bowen indicates that cycling is not the only sport in which outstanding athletes have cheated or broken the rules of conduct. In what sport are his other examples?

4. Why does this American pastime serve as a news peg?

5. What do you think about outstanding athletes being denied entry into a Hall of Fame?

6. Bowen asks, “So, should kids take down the posters of their favorite players?” Do you agree or disagree with his answer? Give your response in a paragraph that gives your reasons.

Name _____ Date _____

Beyond the Games

Athletes

Endorsements, foundations, ventures

Your Suggestions



Ryan Zimmerman, Baseball



Nene, Basketball



Alfred Morris, Football



Gabby Douglas, Gymnastics



Alexander Ovechkin, Ice Hockey



Dwayne De Rosario, Soccer



Venus Williams, Tennis

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TIM DAHLBERG

Iditarod gets its oldest winner, who says he's not finished with dog sled racing yet

• *Originally Published Online
March 13, 2013*

A lot of dog lovers must have been happy this week when Michael Vick's book tour was called off. The last thing they wanted was a rehash, excuse or even an apology from a player many of them will never be able to forgive.

The news out of Alaska should make them even happier. For the fourth year in a row, no dogs died while running the 1,000-mile Iditarod sled race.

That isn't such a big story in Alaska, where the race from Anchorage to Nome is an ingrained part of the state's culture. People who live there understand the rugged outdoors is risky to both man and dog, and bristle at the suggestion that the more than 1,000 dogs competing annually in the race are somehow being treated inhumanely.

To them, the Iditarod is a celebration of all things Alaskan, a tribute to the hardy people who call the 49th state home. To the mushers themselves, it's also a tribute to the dogs that carry them along the way.

"My dog team is my heart," said Aliy Zirkle, a pretty good story herself after finishing runner-up for the second year in a row.



JEFF SCHULTZ / IDITARODPHOTOS.COM

Mitch Seavey, 53-year-old winner of the 2013 Iditarod Sled Dog Race, is the oldest to win the race. He completed the more than 1,000-mile course in nine days, seven hours and 39 minutes.

Some outside groups aren't so sure that's always the case in a race that attracted 65 mushers this year — including 13 rookies and 16 women — most of whom started with teams of 16 dogs each. Though the Humane Society of the United States has in the past done little but express concern about the toll of the arduous race on the dogs, other groups like People for the Ethical Treatment of Animals have been vocal in opposing any competition involving dogs in harnesses.

Six dogs died in the 2009 race, including Dizzy and Grasshopper, who met their demise in the Alaskan wilderness as the wind howled, temperatures dropped to 45 degrees below, and their owner fought for his own survival. Musher Lou Packer was found by race organizers on foot leading his dogs instead of the other way around as he struggled to find the trail in a brutal storm that hit the state.

But there have been no fatalities since that race. The dogs that start,

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for the most part, pretty much finish. Those that can't are treated by some of the 52 veterinarians staffing the race and reunited with their owners afterward.

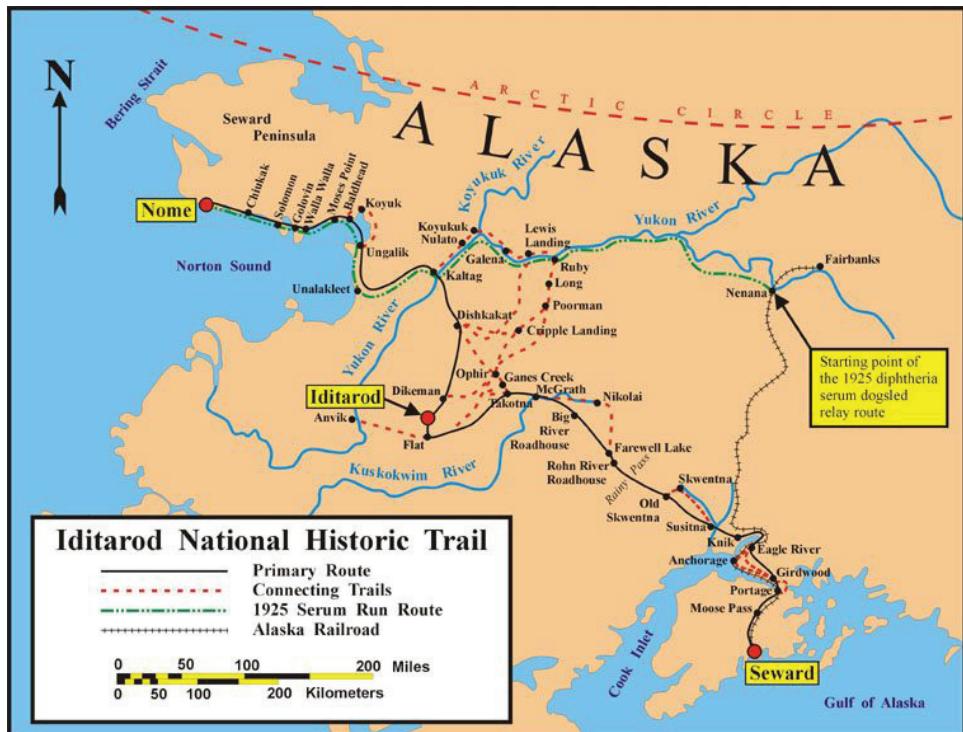
Mushers say their dogs are born to run, and happy doing what they do. A hundred miles of pulling a sled every day isn't for the family pet, but these dogs are supremely conditioned and they spend their days running in front of the people who know them best.

"The Last Great Race on Earth" is quite a test, indeed, for man and beast, stretching across two mountain ranges and through some of the most remote Alaskan wilderness. The 41st version that ended Tuesday night when Mitch Seavey drove his team through cheering crowds to victory in Nome after nine days, 7 hours and 39 minutes on the trail was, by most accounts, about as good as sled racing gets.

Seavey and Zirkle dueled in a spring to the finish along the frozen Bering Sea coast with history at stake. Zirkle was trying to become the first female winner since the late Susan Butcher won her fourth title in 1990, while Seavey was trying to become the oldest Iditarod winner ever at the age of 53.

"This one was for gentlemen of a certain age who still have it going on," Seavey said after winning by 24 minutes and holding one of his lead dogs, Tanner, in his arms for photographers.

The most interesting part for dog lovers, though, might be how he won. The former champion did it



by, of all things, knowing when to give his dogs a rest.

"I admire the fact that Mitch can make a choice for his team to rest his team," Zirkle said. "A lot of people who are out there and watch us and follow us on this race, they always say, 'Go, go, go, go,' and they never think of the stop, stop, stop, and the fact you have to refuel your animals and yourself."

For the dogs it's all physical. The mushers aren't exactly just along for the ride, either, though the mental aspect of dealing with long hours alone on the trail may be the toughest obstacle of all.

"The brain kind of stops working somewhere along the Yukon," Seavey said. "I offered Aliy a cough drop this morning. She decided it was too complicated to unwrap it."

Zirkle is a rising star in mushing circles, and Seavey said afterward that she will not only win a race but probably multiple races in coming years. Seavey, whose son won the race last year and whose father raced in five Iditarods, won for the second time.

Asked if he would be back next year to defend, Seavey replied in true musher's fashion:

"Of course, what else does one do?"

What else, indeed. In Alaska what they do is race dog sleds.

And, after a week of being reminded about the worst things people do to their dogs, maybe that's not so bad after all. ■

Tim Dahlberg is a national sports columnist for The Associated Press.

Iditarod Decisions

In March 2013 the 41st Iditarod Race was run from Anchorage to Nome, Alaska. The trail covers remote wilderness across two mountain ranges. It took 53-year-old Mitch Seavey, the oldest musher to win, and his team nine days, seven hours and 39 minutes. He placed ahead of female musher Aliy Zirkle who finished second for the second year in a row. In 2012, Mitch's son Dallas won, the youngest musher to come in first.

1. The sleds are pulled across the mainly snowy trails by teams of dogs. What are three arguments for the race?
 - a.
 - b.
 - c.
2. In the 2009 race, six dogs died. Give three arguments, illustrated by these deaths, that are given against holding the more than 1,000-mile race?
 - a.
 - b.
 - c.

What Would You Do?

Respond to these scenarios with the action you would take if you were involved.

3. Because of your illness of the last month, you have not been able to do training runs with your sled dogs. The Iditarod requires stamina, skill and knowledge of the terrain and dogs. Should you continue with your plans to race?
4. In addition to snow, you might encounter stones, mud and icy areas. What would you do if you hit wet ice, strong winds and rough terrain?
5. You are within 100 miles of the end of the race. You see tracks in the snow that lead off the main route. Stopping, you hear a cry for help and the yelp of dogs. If you stop, you will lose time and your place in the finish. What do you do?

Red and Rover: Draw on Current Events

RED AND ROVER**BRIAN BASSET****April 2, 2013**

1. Cartoon strip writers may incorporate current events or annual events in their panels. What is the “Iditarod Dog Sled Race”?
2. What two aspects of the race are referred to in the third panel?
3. What point of view about the Iditarod Dog Sled Race does Red represent?
4. What point of view about the Iditarod Dog Sled Race does Rover represent?
5. What is your point of view about the Iditarod Dog Sled Race?

Name _____ Date _____

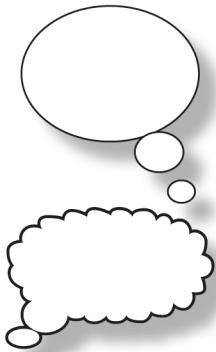
Comic Tool Box

Basic cartoon elements

TRADITIONAL
CARTOON TEXT IS IN
A HAND-WRITTEN STYLE.
ALL CAPS AND IN REGULAR
AND **BOLD WEIGHTS.**

Label box

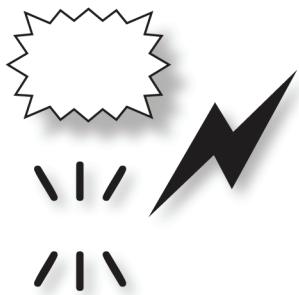
Thought balloons



Speak balloons



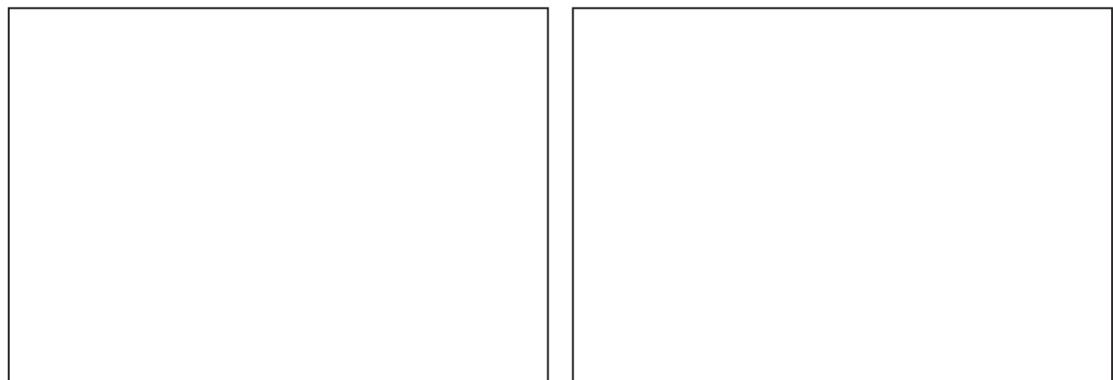
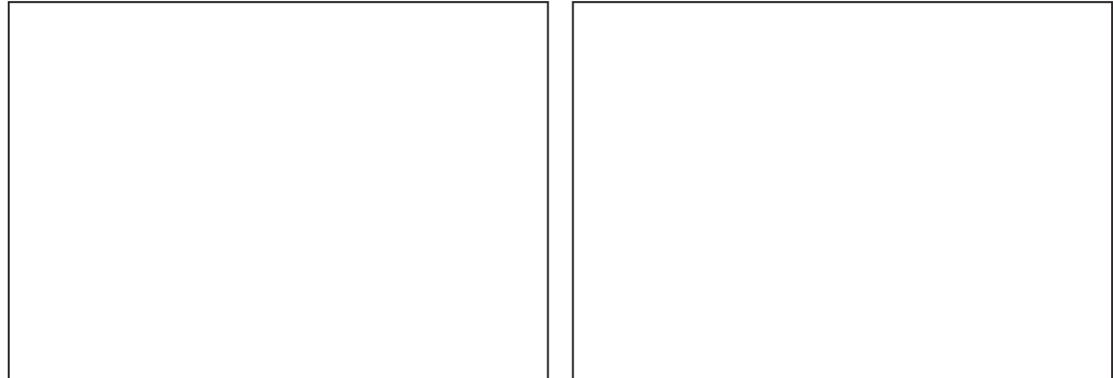
Special effects



Draw on Your Own Perspective

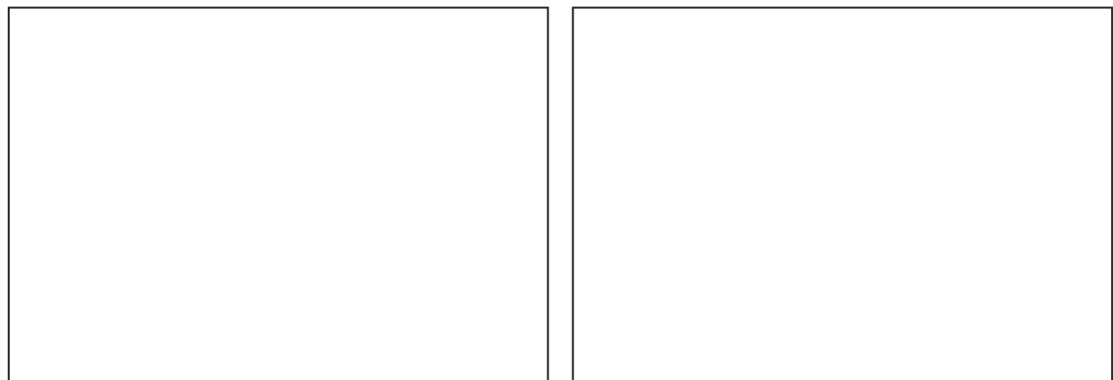
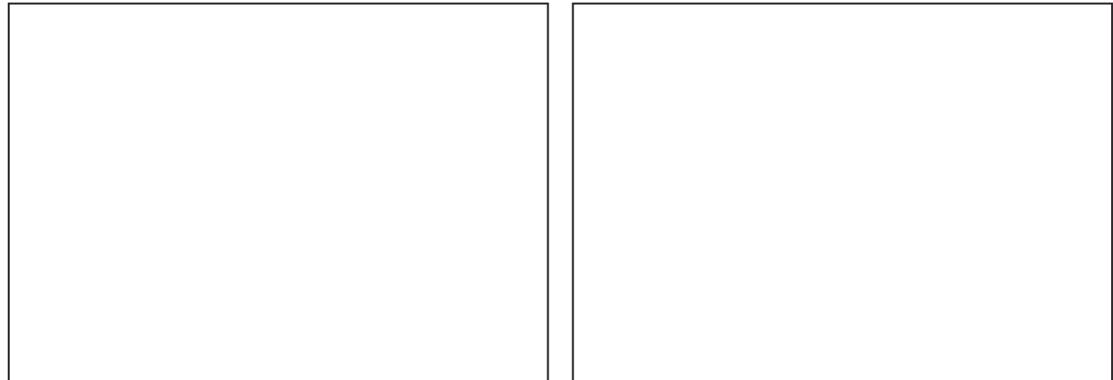
Multiple panels

Draw a series of images and text to show a slice of life, advance a continuing story line or convey an idea.



Multiple panels

Draw a new series of images and text or continue the story line from the panels above.





A business model to save the black rhino?

BY JARED HARRIS AND R. EDWARD FREEMAN

• *Originally Published March 15, 2013*

The big idea

Can a for-profit big-game farm in South Africa be the answer to saving the endangered African black rhino?

The scenario



In 2011, the black rhino was close to extinction. Poaching rhino for the black-market sale of their horns was the primary cause of a precipitous population decline. At the time, rhino horns could command up to \$60,000 a kilogram on the black market.

The presence of the black rhino created economic value for local communities via the hunting and eco-tourism industries in South Africa, making its impending extinction more devastating. Big-game farmer and businessman John Hume recognized the rhino's value when he opened Mauricedale Game Ranch, a privately owned, for-profit farm in northeastern South Africa. Hume decided to use his land holdings as a game ranch and began stocking it with buffalo, antelope, hippopotamuses, giraffes, zebras, ostriches and white and black rhino.

Although controversial, Hume's management and utilization of the rhino via breeding, limited sport hunting and horn harvesting have resulted in significant population gains, making Hume the largest private rhino owner in the world. He became an unintentional advocate

for the rhino and a primary stakeholder in the rhino preservation effort, along with governmental and third-party organizations.

However, complex international regulations and economic challenges threatened the long-term profitability of his enterprise. Hume believed that it would neither achieve full market potential nor become a replicable model until the global rhino horn trade was legalized. Additionally, regulations in South Africa historically set a sustainable hunting quota of five "surplus male" black rhino per year, limiting hunting licenses and the corresponding income available from black rhino hunting at Mauricedale. According to Hume, the permitting process could stifle the ranch's long-term growth.

Hume's detractors argue that he is motivated purely by financial gain, but he contends that profits are necessary to reinvest in breeding more rhino. An advocate of monetary incentives, Hume said, "All conservation efforts need funding, and what better way to motivate the private farmer to breed rhino than to afford him the opportunity to be viable?"

The resolution



At the heart of the Mauricedale business philosophy was Hume's belief in "sustainable utilization." Because rhino had long been poached for their valuable horns, Hume said, the dual creation of legalized markets for both rhino hunting and the sale of rhino horn were necessary

to enable the species' recovery.

Hume said that the dehorning process has protected his rhino stock from poachers. Hume has accumulated a stockpile of rhino horns registered with the provincial government and micro-chipped for security purposes.

The horn trade's global legalization would make raising rhino on private

property economically viable and poaching much more difficult, he said.

The lesson

Hume believes his business model is the best way to stop the black rhino's extinction. By using economic incentives to convince poor African communities that they can make money by breeding rhino

than by poaching them, Hume has presented a way to help save the black rhino, make money and supply a resource that is in demand.



GALLERY OF PALEONTOLOGY AND COMPARED ANATOMY, NATIONAL MUSEUM OF NATURAL HISTORY, PARIS

Black Rhinoceros skull, an historic specimen (with the whole skeleton), was collected in southern Africa by Pierre Antoine Delalande during his travel between 1818 and 1820.

Previous page, below:

Kenya Wildlife Service (KWS) wardens insert a transmitter on a tranquilized male black rhinoceros in Kenya's Rift Valley, in this 2010 file photo by Thomas Mukoya/Reuters.

Harris and Freeman are professors at the University of Virginia's Darden School of Business. This case was prepared by Trisha Bailey and Sierra Cook, Darden School of Business MBA 2011 students, and Jenny Mead, senior researcher at Darden's Olsson Center for Applied Ethics

When Animals Are a Business

“A business model to save the black rhino?” is set up as a case study or scenario. Read The Washington Post Business article and answer the following questions to clarify the facts of the situation.

1. You may encounter new vocabulary in the article written by two professors at the University of Virginia’s Darden School of Business. Define the following terms: “advocate,” “black market,” “conservation,” “detractor,” “endangered,” “poaching,” “precipitous,” “stakeholder,” “sustainable” and “viable.”
2. Locate South Africa on a map. The Mauricedale Game Ranch is located in the Lowveld region south of the Kruger National Park. Find this area on the map. What do you know about climate in this part of South Africa?
3. Convert a kilogram to an ounce. How much might the seller of an ounce of rhino horn get?
4. In order to protect the black rhino from extinction, South Africa established a hunting quota of five “surplus male” black rhino per year and limited hunting licenses. Why are international and domestic regulations needed?
5. Why would a community develop an eco-tourism business?
6. As a businessman, John Hume expects to make a profit. What is the product or service that he sells at Mauricedale Game Ranch?
7. Hume sought to legalize the global rhino horn trade. What motivates him?
8. Explain the arguments given by Hume’s detractors.
9. What is a “monetary incentive”? What is “supply and demand”? In what ways do these economic concepts apply to John Hume’s rhino breeding business?
10. Do you think the for-profit big-game farm is a viable model for saving no/a few/some/most endangered species?

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Resources for Character Development

These references and websites were compiled by the Character Education Partnership (www.character.org) as resources for coaches, parents, and other stakeholders to better understand the unique challenges and opportunities sports provide toward character development in our nation.

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