

Interview with Donald Dell
SESSION 1 (12/19/2019)
Timed Log

[00:00:00]

Born in 1938 in Savannah Georgia, moved with family to Washington DC as a baby. Grew up in Edgemoor, a neighborhood in Bethesda Maryland, outside DC. Near his home was the Edgemoor Club, a tennis club where Dell started playing tennis at 6 or 7 years old. As Dell got older, 10, 12 years old, he would play members of the club. Tommy Beights, who played on the University of Maryland tennis team, took a liking to Dell and would coach him at the club.

[00:03:05]

Dell, at 15 years old, won the National Championships in Kalamazoo, MI. Edgemoor Club was not integrated in those days. Dell could play anyone he wanted at the club and African American players from other clubs and neighborhoods would play Dell. Dell remembers the Freeman family, an African American family of tennis players, who would come out to the club as Dell's guest. Dell's father became president of the club in the mid-50s, he integrated the club. Having the Freemans at the club helped members support the idea of integration. The club ended up putting a clause in their constitution that made membership available to local, high ranking players. Edgemoor was and still is the number one tennis club in the DC area.

[00:06:36]

Segregation and athletic clubs in the DC/Maryland area. Edgemoor Club was a leader in integrating in the area, outside of clubs in downtown Washington DC. It integrated in the mid-50s, whereas some others weren't integrated until closer to the 70s. Golf clubs and integration. Dell explains the importance of training in tennis, so access to clubs was key. Mentions that Arthur Ashe wanted more African Americans to play in the tournaments. At one time Ashe was financing players on the tour.

[00:10:19.00]

Dell started competing in tennis in DC at around 11, 12 years old. This led to playing in junior boys championships by 13. The year he won the national tournament in Kalamazoo he had won around 15 tournaments around the country. He was undefeated. His family moved when he was 16, but his new home was only a few blocks from Edgemoor Club. Recently, Dell was elected honorary lifetime member of the club. The club is well known and popular in its local neighborhood, it is surrounded by modest homes.

[00:13:02]

The Edgemoor neighborhood, when Dell was growing up, was considered a partly middle class and partly upper-class neighborhood. Describes his childhood home. By the time Dell was 18, he was ranked #1 in the US to play the nationals. Played and beat Australian player, Rod Laver, two weeks before the nationals in The Western Championships for Juniors. Laver was seated #1 in the international rankings and Dell #1 in the US rankings, although today they do not let foreign players play in the national junior championship. Recalls Laver beating him in the Semi-Finals in Kalamazoo and Laver's challenges with playing on a clay surface. Dell eventually goes off to college at Yale University. Dell played tennis while

at Yale, when he left Yale he ranked #23 in US Men's, during that same time Laver became #1 in the world.

[00:18:49]

Before "professional" tennis or open tennis, players paid their expenses, stay at local's homes. Dell shares the difference between that time and now. During that time some players would sign a "pro" contract with Jack Kramer and play on Kramer's circuit, but playing pro prohibited them from playing the amateur events (titles and Grand Slams). Laver won the Grand Slam in 1961, then turned pro and played with Kramer in 1962 and couldn't play any of the tournaments until the game went Open in 1968, when amateurs and pros could lay in the same matches. Laver won the Grand Slam in 1969.

[00:21:22]

Money was a major factor in an amateur deciding to go pro. Dell offers a description of how Kramer's circuit worked. Title tournaments were run by Federations and they controlled the game. Compares the control the Federations had to the current climate in the National Collegiate Athletic Association (NCAA).

[00:22:38]

Describes the difference between the two tours, Pro and Amateur. One difference was the money. In the amateur tours top players made more than lower-ranked players, but other expenses such as housing were free. Also amateurs had more opportunity to play a variety of tournaments and players versus Pros who only played on their circuit and only against other Pros. All in all the average top 5 amateurs would stay amateurs because of expenses.

[00:24:09]

Dell was a close friend of Jack Kramer. He references a Parade Magazine article Kramer wrote printed in 1967 titled "I Was a Paid Amateur" (originally printed in 1955). This article upset the Federations. Dell shares the reason the game went Open in 1968. In 1967 the Chairman of Wimbledon, Herman David, told Jack Kramer that he would have some of Kramer's Pros play Wimbledon on Court 1 three weeks after the Wimbledon Championships and go open if the matches drew a good crowd. The games were packed and David announced that Wimbledon will be Open. Bob Kelleher, who was the president of the United States Lawn Tennis Association (USLTA later USTA) followed announcing that the US Open would be open in 1969.

[00:26:33]

The economics of both amateur and pro tennis. Dell became the Davis Cup Captain in 1968, resigned in 1970. In March of 1970 Dell started managing and representing athletes as a lawyer. Dell became the first sports agent for tennis in the world. As tennis became Open, the best players started to turn pro so they could make a living. Dell became an agent and manager right at a time when there were significant, long-lasting changes in tennis. In 1972 Dell and Kramer found the Association of Tennis Professionals (ATP). Dell wrote the bylaws. Kramer was the first executive director and Dell was general council.

[00:29:51]

Their goal was to focus on prize money. Dell wanted to see tennis like golf. Golf was a professional sport. He was also motivated by tennis players being able to say that they are professional publicly and socially, which they couldn't before. ATP made possible a number of opportunities for tennis to be a money-making sport, i.e., products, sponsorships, prize money, events, media. ProServ and McCormack (International Management Group, IMG) were the two major management firms in tennis in the 70s. ProServ was a large, global firm. IMG, which was founded by Mark McCormack, was a larger firm but had been managing other professional sports before tennis went open. Although Dell and McCormack firms competed, they were very good friends. They would meet twice a year to chat.

[00:33:14]

Dell first met Arthur Ashe in 1963. They were both playing on the amateur tour. In 1961 Dell went to law school and during law school played on the Davis Cup team. Recalls retiring from the tour in 1966, but played a young Ashe in the last match he played on the tour in Fort Worth, Texas, September 1966. Ashe beat him in the quarter-finals. Dell went back to DC that fall and started working for a large law firm. Worked for the firm for two years before going to work with Robert Sargent Shriver Jr. and the Office of Economic Opportunity. He worked as Shriver's special assistant. He also lived with Shriver. Dell would play tennis with Robert and Ethel Kennedy during the weekends. In 1966 Dell was asked to do advance work for Robert Kennedy's campaign.

[00:37:48]

In 1968 Dell was asked to be Davis Cup captain and Robert Kennedy was running for president. Dell knew the Kennedy family well. Kennedy announced in March that he would run and Dell was asked to help. Dell was assigned to five states to be the lead advance, including California. The advance team was an important role in the campaign. Kennedy had a way with people. There was no secret service protection. Dell would pick people to help protect Kennedy. In California he chose Roosevelt Grier and Rafer Johnson.

[00:42:02]

Crowds were unruly. Dell remembers being knocked over during a visit to the Mormon Tabernacle in Salt Lake City, UT. He later shares with Ethel Kennedy his concern over crowds and protection for Kennedy, suggesting private security, which was believed by Ethel Kennedy and Eunice Shriver that Kennedy wouldn't go for. Describes being a pallbearer for Kennedy's funeral. Recalled an exchange with Eunice Shriver at the funeral.

[00:48:48]

Remembrances from both the Kennedy and Ashe funerals. The public response during the ride from Ashe's ceremony to the cemetery and during the train ride after Kennedy's ceremony.

[00:50:15]

As a result of the Kennedy assassination, Dell lost interest in pursuing a career in politics. Returned to his work in the Davis Cup.

[00:53:27]

Meeting Ashe in 1963 at a tournament on a grass court. Remembers Ashe's technique and serve. The difference between tennis then and now, the matches, the athleticism, the equipment.

[00:57:46]

ProServ started out as a law firm in 1970, first Dell Craighill later Dell Craighill Fentress and Benton. Dell had formed a partnership with his former law school roommate, Frank Craighill. Dell recalls in those days lawyers couldn't recruit players or advertise to get clients. In 1978, 1979 he shifted the law firm into ProServ as the marketing arm of the firm which allowed the firm the opportunity to be more competitive. Dell had gone into law before tennis went open and wonders what would have happen if he hadn't. Recalls developing a ATP commuter system that ranked players every two weeks based on the records in tournaments. This program greatly impacted the game, particularly making the game more global.

[01:02:59]

Dell's friendship with Ashe grew during 1963-66, playing tournaments. Dell also knew Ashe's college roommate Charlie Pasarell and was closer to Pasarell in those early years. Understanding Ashe's personality. The impact of Dr. Robert Johnson's training on Ashe's demeanor. Recalls playing Billy Winn, another protege of Dr. Johnson, who would always call close balls in his opponent's favor. Ashe's explained to Dell that that was how Dr. Johnson trained his tennis students to avoid hassles.

[01:05:54]

Dell friendship with Ashe grew especially during the Davis Cup in 1968. When he took the Davis Cup position, he left law and wasn't paid a salary as it was still an amateur game. Dell's transition from law to the Davis Cup, wanted to create a winning team. Getting Bob Lutz on the team, who was a student at University of Southern California.

[01:08:57]

[This portion of the audio has been sealed at the request of the interviewee.]

[01:09:46]

Describes 1968 and the Davis Cup as the happiest year of his life in tennis. The importance of the Davis Cup in the 60s and the difference between the Davis Cup then and now.

[01:11:13]

The response to Arthur Ashe being the first African American on the Davis Cup.

[01:11:25]

[This portion of the audio has been sealed at the request of the interviewee.]

[01:15:53]

Dells work with the Kennedys and social injustice influenced his leadership on the Davis Cup team. Dell describes the diversity of the team. On Mondays during the summers the team would do clinics in underserved neighborhoods. Dell and Ashe did a clinic in Washington DC at Banneker Playground, where Dell was mistaken for Ashe. Ashe inspired by that event, he suggested they run a tennis tournament. They

established the City Open in Rock Creek Park by The Washington Tennis Foundation. It offered tennis education for local kids.

[01:21:09]

Dell wanted tennis to be much more open and diverse, less confined to country clubs. Developed the mantra "The Ghetto of the Country Club" to address this. Dell wanted to see tennis go professional, go open and more diverse.

[01:24:16]

The conflict in 1969 between the Federation and the new pros. Dell leverages the success of the Davis Cup team to request more prize money for a tournament. For the first tournament that year in DC, The Citi Open, Dell was able to get \$25,000 in prize money from 5 sponsors. This was a big change from the usual tournament operations. Dell details the economics of the tournaments. Ashe and Charles Pasarell, as well as the other Davis Cup players loved the increased prize money.

[01:29:05]

Dell announced his resignation from the Davis Cup in January 1970. Pasarell wanted him to continue to captain the team. In a meeting with Ashe, Ashe suggest that Dell represent him professionally. Originally, Dell had planned to go back to law, but Ashe convinced him otherwise. Dell's law firm supported the idea, but Dell decided to start his own firm.

[01:33:25]

After the Davis Cup, Dell had no plans to manage athletes, but Ashe was a big motivating factor. Dell's vision for managing players was inspired by his time as Davis Cup captain and the team spirit of that experience. Sports going pro. The difference between tennis and other sports going pro. The dilemma of being a Davis Cup captain for too long. Ashe and Stan Smith were Dell's first clients. They had a year-long contract but continued after on a handshake.

Interview with Donald Dell
Session 2 (1/27/2020)
Timed Log

[00:00:00]

When Dell's father became president of the Edgemoor Club he moved to integrate it. Most of the members voted to integrate. African Americans were already playing at the club, but could now become members.

[00:03:02]

Boycott of Grand Slam events when tennis went open. The International Tennis Federation (ITF) voted against open tennis in 1964/65. When open tennis passed in 1968, it passed by one vote. Wimbledon's announcement to have an open tournament forced the vote to take place.

[00:06:04]

Countries in the ITF that opposed tennis going open. Australia was a strong opponent of open tennis. Makes comparison to what is currently going on with the National Collegiate Athletic Association (NCAA).

[00:08:13]

Jack Kramer computerized ranking system started in 1973. The system became an important mechanism in tennis. Now the system has a big impact on endorsement contracts and the rankings can determine how much money a player receives as part of their contract. The lasting impact of the Association of Tennis Professionals (APT) computerized ranking system.

[00:13:22]

The impact of Jack Kramer. Kramer started as a tennis player winning Wimbledon, the US open amongst other tours. He started his own pro tennis circuit. Dell calls him his hero.

[00:15:32]

Historical events of the late 60s and their impact on tennis and the Davis Cup. Before Dell became captain of the Davis Cup in 1968, the US had lost the Cup five years in a row. Deciding to become captain. Sargent Shriver gave him advice in making the decision.

[00:19:49]

Some of the teammates had student deferments and were assigned to the Davis Cup team which allowed them to play tennis representing the US and not go to war.

[00:21:23]

Going to the Vietnam War was a factor in some team member's decision to play on the Davis Cup team. Dell got Arthur Ashe and Stan Smith to help with Robert Kennedy's presidential campaign the day

before he was assassinated. Dell and Ashe did a clinic for young people in Washington DC where Dell was mistaken for Ashe.

[00:25:00]

The Davis Cup team visited military hospitals in Vietnam in 1968 and 1969. They played tennis in Saigon (Ho Chi Minh City). Describes the match in Saigon at the Cercle Sportif and the warning they received from Johnny Jones as the match attracted Vietnamese army general and diplomats. The team visited hospitals.

[00:27:26]

They were briefed on what to expect before their visits by General William Westmoreland. Journalist Richard Evans and Bud Collins joined the Davis Cup team on their visit. After Collins wrote a critical article for the Boston Globe on Gen. Westmoreland, Dell received a call from the US Department of Defense to have Collins leave Vietnam the same day.

[00:29:37]

The impact of Martin Luther King Jr (MLK) and Robert Kennedy's assassinations. Robert Kennedy announcing MLK's assassination. Ashe and Pasarell were attuned to the events. The Davis Cup team plays at Byrd Park, which was Dell's suggestion. Dell discusses Ashe's relationship with Richmond, VA. Ashe told Dell that he would never live in Richmond. Ashe was not outspoken in his criticism of Richmond but privately was critical of Richmond. Ashe's statue on Monument Avenue in Richmond amongst confederate statue.

[00:34:16]

There was opposition to erecting Ashe's statue on Monument Ave. Tom Chewning was a strong advocate for the statue. The city government also pushed for the statue. There were protests, arguments and threats against the statue. Dell attended the unveiling of the statue, there were protests. Dell believes that some objected to erecting a statue that was not connected to the confederacy in that location and others objected because Ashe was Black.

[00:36:59]

Dell's younger brother, Dick Dell, was closer in age to Ashe and would play in tournaments with him. Dell shares that after some tournaments his father in the Mid-Atlantic circuit, his father would give Ashe a ride home. They would drive through the night and Ashe was aware that the reason they didn't stop is that segregation laws would prevent them from staying in the same hotel. Dell recalls playing Billy Winn who was also a student of Dr. Walter Johnson. Dell asked Ashe why Winn would always give Dell a good call on balls that were close and Ashe explained that that was how they were trained by Dr. Johnson, to call the ball good in integrated games. Dell recalls, in 1961, that after a match, Ashe and other players decided to go to the movies, but the movie theater wouldn't sell Ashe a ticket. Ashe was upset about this incident. The next year that tournament was moved out of Charlottesville, VA. Dell describes Ashe as a "quiet, burning revolutionary," but was not always public or outspoken about the treatment he received because of racism.

[00:43:41]

Dell and Ashe were very close. Dell recalls his relationship with Jeanne Moutoussamy-Ashe in the first couple of years of their marriage. Dell shares that one year, early in his marriage giving Rolex watches to both Dell and Moutoussamy-Ashe for Christmas. Dell retired from tennis in 1966, in playing in one of his final matches in Fort Worth, TX, he played Ashe. Ashe beat him. Dell got to know Ashe a little on the tour but got to know Pasarell more and his friendship with Ashe took off when he called Pasarell to be part of the Davis Cup team.

[00:50:25]

The creation of Players Enterprises Incorporated (PEI). When Dell resigned from the Davis Cup in January 1970, PEI was established by Charlie Pasarell to continue the camaraderie of the team. Dell started to represent team members commercially, and therefore couldn't also continue as captain of the Davis Cup. Dell describes Pasarell as Ashe's best friend during that time. Dell got to know Ashe through his friendship with Pasarell.

[00:54:02]

The team traveled internationally. Developed a Davis Cup tour in France through Sargent Shriver who was The US Ambassador to France at that time and Philippe Chatrier, who became president of the French Tennis Federation. Dell, through Chatrier, became a television consultant for the French Open in 1984 which he still does to this day. Dell's friendship develops with Chatrier. He aids him through marriage issues and helps Chatrier son after an accident. Chatrier was in favor of open tennis.

[00:59:12]

The first group of players in PEI were Stan Smith, Charlie Pasarell, Arthur Ashe, Robert Lutz, Dennis Ralston and Roscoe Tanner with Donald Dell and Frank Craighill. The purpose of PEI was to organize players around commercial interest. PEI operated for six years.

[01:01:30]

The idea for PEI came from Charlie Pasarell and Dell. Dell's relationship with Frank Craighill. Dell and Craighill started a law firm together. In 1983 Craighill and another partner left the law firm. The split was difficult for Dell. Pasarell and Craighill's wives were sisters. The intricacies of these social relationships caused the downfall of PEI.

[01:05:19]

Ashe was an officer in PEI, but there were no formal titles. Dell was the Deputy Chairman of the International Tennis Hall of Fame for 12 years, today Stan Smith is the President and Pasarell is the Vice-Chair.

[01:07:04]

Dell got to know Ashe during the Davis Cup. Ashe was not an introvert, but was definitely not an extrovert. Dell received a call from People Magazine to comment on a quote that Ashe had made. Dell confronts Ashe regarding a quote that he made to People Magazine on race, stating that being born Black was worse than AIDS. Dell argues that Ashe made more money being Black in a White sport than Black in a Black sport. Ashe agreed but explained the social impact of being Black in the spaces that he encountered. Pasarell, who is Puerto Rican, related this dilemma more than Dell.

[01:12:16]

Ashe was immensely popular. In 1974 Diana Ross called Dell once to request booking a room next to Ashe during one of his visits to Washington DC. Previous to that Dell and Ashe saw Ross perform in Las Vegas. She spotted Ashe in the audience and invited him on stage. Ross sang a song to Ashe.

[01:14:27]

[This portion of the audio has been sealed at the request of the interviewee.]

[01:16:35]

Dell compares Ashe's persona to President Barack Obama. Comments on other African American tennis players, the Williams Sisters, Althea Gibson, and they not getting their due. Dell discusses how he managed his clients to be great athletes not just Black athletes, but Ashe being Black in a White sport, and the uniqueness of that made him more attractive to endorsers, than if he had been Black in a Black sport.

[01:21:05]

Class and the sport of tennis. Changes in audience demographics over time. The growth of the Black middle class. Current politics. Ashe came out of the American Tennis Association, which attracted the Black middle class. Ashe funded a number of younger emerging players. How an athlete's uniqueness can be strategized for endorsements, yet athletes can have different personal goals.

[01:28:49]

Ashe's romantic liaisons before he was married. Ashe would call on Dell when he found himself in difficult romantic situations. Dells recalls being present when Ashe disclosed to his father that he had AIDS. Dell share the moment when he learned of Ashe's death. Ashe's body remained at the hospital while Dell came to pay his respect. Dell reflects on the closeness of Dell's friendship with Ashe.

[01:37:02]

Dell describes his relationship with Ashe as a friendship and a business relationship based on friendship and not business. Recalls an article on Ashe that interviewed a number of Ashe associates, but not Dell.

[01:38:40]

Ashe's endorsement deals and being one of the first African American's to receive one. Although there was prejudice in the way that endorsement deals were given out, Dell felt that Ashe was so popular and had appeal across different demographics that he transcended some of that difficulty. Head, a ski company, wanted to develop a new tennis racquet and wanted Ashe because he was the number one player at that time. It was the first non-wood racquet, within a few years there were no more wood racquets. Tennis equipment is different now.

[01:41:04]

Negotiating endorsements deals for Ashe. Head pursued Ashe. Dell pursued Coca Cola to secure a deal for Ashe. Higher-ups at Coca Cola had an interest in tennis. Dell never experienced any resistance to Ashe because of his color in pursuing endorsements deals. Companies were eager to have Ashe endorse their products. Political movements of the 60s and the impact on Ashe's growing celebrity.

[01:43:30]

The Black Panthers came to Ashe to ask for his help raising funds via an event. Dell thought an event would negatively affect his endorsement deals. Ashe wanted to support the Panthers and ended up making a donation on Dell's suggestion.

[01:45:06]

Ashe was very politically active, but not outspoken. Ashe's involvement in TransAfrica and the influence of Randall Robinson. Robinson and Ashe were friends and Ashe greatly admired Robinson. Robinson encouraged him to be more outspoken in his activism. Dell remembers a gathering at Andrew Young's house with Ashe after Martin Luther King Jr.'s death. People were gathered to discuss leadership after King's death. Tensions between Jesse Jackson and Ashe. Jackson confronts Ashe suggesting that he speak out more. Ashe told Jackson that he shows his activism through his actions more than with his mouth. Jackson later arrived at Ashe's funeral uninvited. He ended up speaking at the service and getting others to sing at the burial.

Interview with Donald Dell
SESSION 3 (2/10/2020)
Timed Log

[00:00:00]

Arthur Ashe's crossover appeal. The "Ghetto of the Country Club."

[00:03:55]

How Dell strategized to get endorsement deals for Ashe. Ira "Ike" Herbert, who eventually became president of Coca Cola, called Dell regarding endorsements. Ashe was one of Herbert's heroes. This deal helped open the sport of tennis up to endorsements. Although Ashe opened the doors for other African Americans to get endorsements, the public perception of tennis as an elitist sport made it harder.

[00:07:54]

Ashe's trip to South Africa. Ashe's negative comment about South Africa in press conference in 1968/69 made his chances of curry favor with South African officials difficult. The third time that Ashe applied for a visa, Dell went to Pretoria ahead of time to meet with the Minister of Interior and Sport. The minister agree to grant permission with one condition: that Ashe would not speak to the press about politics. Ashe accepted those terms although Dell warned that Black people in South Africa might be offended by that. Ashe was granted a visa and flew to South Africa with Dell, his wife Carole Dell, and journalists: Richard Evans and Frank Deford. The group was in South Africa for two weeks. Ashe integrated Ellis Park Stadium requesting integrated seating for the time that Ashe was playing, but signs that directed segregated seating were not taken down so many people went to their regular seating.

[00:12:51]

They visited Soweto to give a tennis clinic which attracted a large crowd. After the event, they stayed to answer questions from the crowd and Dell remembers that the tone of the questions became more and more aggressive and angry. There was a lot of pressure on Ashe to talk about politics, which he couldn't and people were getting mad.

[00:15:05]

Ashe lost this tournament to Jimmy Connors. South Africa's "banned people." At the airport, while leaving South Africa, a man approached Dell's wife, Carole, and ask her to give a newspaper to Ashe. Once on the plane, she gave the newspaper to Ashe. Inside was a handwritten letter from Winnie Mandela. The letter was a scathing critique of his visit. There was a press conference organized when they landed at the airport in the US. There he shared his political thoughts. Despite that Ashe was asked back to South Africa the following year. He went with Annie Young and Mike Cardoza, Dell's assistant. During this trip Ashe visited Robben Island to see who Dell thinks was Nelson Mandela. There is some debate on who he visited, but Dell felt strongly that it was Mandela because when Mandela was released in 1990, when he came to visit New York he requested to meet Ashe.

[00:22:04]

Mandela was going to be on Nightline and Ashe and Dell went to the studio to meet him. They sat in the green room talking with Mandela for over an hour. It was not a political conversation more cultural and social. Dell found Mandela mesmerizing.

[00:24:42]

The social aspect of the first trip to South Africa. The group met South African Poet, Don Mattera, at the time he was a writer for a leading newspaper. Mattera became a banned person after they left South Africa. Mattera wrote a poem for Ashe. They met Mark Mathabane, author of Kaffir Boy, during the trip. He was a teenager at the time. Ashe's presence in South Africa had an impact on young people. Political tensions in South Africa.

[00:31:56]

Ashe was popular with white South African, particularly more liberal Whites. Economic issues in South Africa.

[00:35:51]

Ashe and his support of women in tennis. He advocated for women in tennis. Ashe and Billie Jean King. He advocated for not just more women in tennis but in sports in general. Ashe supported Dell's daughter in tennis. He came to her match at Columbia University, ironically former New York City Mayor, David Dinkins was there too rooting for the opposing player.

[00:40:24]

Ashe started the Nation Junior Tennis League with Charlie Pasarell and Sheridan Snyder in 1968. Snyder came up with the idea and sold it to Ashe who later took it to Pasarell. The NJTL's first office was in Dell's office ran by Ray Benton. Dell raised the money for the first office. Coca Cola gave \$50,000 to fund the national office. Ashe wanted coed matches, and for participants to have team uniforms breaking away from the traditional "whites." Ashe was deeply involved in implementing the program. Ashe's goal was to give everyone who wanted to play tennis the opportunity to do so. Tennis player, Yannick Noah, developed a similar program in France after Ashe passed away. Noah replicated the NJTL in France. The French Federation now funds the program.

[00:45:13]

The mission was to bring tennis to the inner city as much as possible. To Dell the biggest challenge is that the only promotion of the sport is through The Tennis Channel. Dell finds other big organizations to be too administrative and clunky. Dell details the economics of NJTL.

[00:48:16]

There were other programs for young people that predated the NJTL. NJTL was first to operate a team competition.

[00:49:33]

Ashe's involvement in TransAfrica. Randall Robinson was one of the first to get Ashe to speak out about social issues. Dell found Robinson to be warm, engaging, and intelligent. Robinson and Ashe were

friends. CORRECTION: Max Robinson, Randall Robinson's brother died of AIDS in 1988. Randall Robinson is still alive at the time of this interview.

[00:53:26]

Ashe made New York his home in 1967. Ashe's involvement in TransAfrica's Haiti protest. Ashe got more involved in activism as he got older. Ashe's health issues accelerated his activism work. Dell discusses the climate around AIDS diagnosis at that time. Ashe did a lot of activism for AIDS, even up until days before he passed. Ashe developed his activist platform over time. Ashe aspired to run for office one day. Dell saw him as a forerunner to former US President Barack Obama.

[01:01:54]

Ashe had an interest in politics. Dell got to know former New York City mayor David Dinkins through Ashe. Dell describes Dinkins' personality and public appeal.

[01:02:44]

(This portion of the audio has been sealed at the request of the interviewee.)

[01:04:23]

Dinkins' popularity amongst New Yorkers. Dell thinks Ashe and Dinkins met in a fundraiser. Dinkins was an avid fan of tennis.

[01:06:07]

In 1979 Ashe had his first heart attack as he was going to give a speech. A cardiologist at the event noticed that Ashe wasn't feeling well and immediately took him to the hospital. Ashe had heart surgery and his doctor was a fraternity brother and friend from his time at UCLA. Dell recalls Ashe traveling in Egypt when he has a coronary occlusion. He is rushed back to the US. By 1983 Ashe needs a second surgery. Dell suggests he has the surgery at the Cleveland Clinic, but Ashe insist on staying with his friend and original doctor. Ashe asks Dell to sit with his father during the surgery. Dell describes Ashe Sr. personality and the events of the operation. Dell and Ashe were very close.

[01:14:06]

Six months after the surgery, the Dells and the Ashes were on vacation together two weeks before the US Open. Ashe gets dizzy while playing golf. They drive back to New York to take Ashe to the hospital and during this operation Ashe learns that he had AIDS. Dell details what happens before and during this discovery and how Dell and Ashe responded to the news. Ashe had received tainted blood during his previous surgery. Ashe had to be on a rigorous medical routine. He later catches pneumonia and died shortly after.

[01:24:04]

Ashe shared his diagnosis with very few. Ashe's health was declining and people were starting to notice, he asked those who knew to not disclose his illness to protect his daughter. Dell recalls having to lie to his friend, Joseph Cullman, who was the CEO of Philip Morris Company and a friend of Ashe's. Cullman had suspected that Ashe was ill and may have AIDS. Dell confronted Cullman, but a year later after Ashe's public disclosure, had to go back and apologize to Cullman.

[01:26:18]

Dell recalls when Ashe met Jeanne Moutoussamy. He met her at a match, she was working for NBC.

[01:30:08]

Ashe's public disclosure of his AIDS status. Dell recalls the events leading up to his disclosure and setting up the press conference. Dell was at the press conference with Ashe. Ashe couldn't finish his statement and his wife finished it for him. Ashe was worried about the impact of the public disclosure on his daughter. Ashe vigorously advocated for HIV/AIDS initiatives after his disclosure.

[01:36:48]

Dells share what Ashe and the friendship meant to him. Ashe made Dell want to be a better person. He reflects on the friendship, the funeral, Ashe's relationship with his daughter.

[01:43:17]

Ashe's legacy. His legacy goes beyond tennis.