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Chicano Assimilation Into US Athletics

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Chicano Integration Into U.S. Sports

By:Anthony McChesney

The Start of MLS(Major League Soccer)

- Founded December 17, 1993(MLSsoccer.com)
- 10 teams
- Very unpopular among Americans
- Very popular among Chicano/a crowd
- 1993 20% Chicano/a fan base(MLSsoccer.com)
- 1997 30% Chicano/a fan base(Wahl)
- Less than 5% Chicano/a players(MLSsoccer.com)



Crowd at Seattle Sounders Game 1993 vs Present day

MLS Today

- 19 teams
- Popularity among Americans has greatly risen
- Chicano/a make up 40% per game of the fan base as of 2009(Ortiz)
- 40% of MLS office workers are bilingual(Ortiz)
- Paired with 3 Spanish speaking and 1 Portuguese TV broadcast partners(Ortiz)
- 16% of players are of Chicano descent(Wahl)

MLS Today cont.

- The MLS has started bringing young players directly from Mexico (and South-America) offering them spots on a team in the US, and a training and athletic level they'll never get in any Mexican team (Cardenas)
- The US Mens National team that will be playing in the world cup this year features 13 Chicano's where there were only 4 just 4 years ago(Afrozander)



US Mens Starting 11 feature 5/13 Chicano's

Why is this an issue?

- MLS commissioner Don Garber likes to say the Chicano/a market is part of the league's DNA, it is apparent in the stands of its stadiums. Forty percent of fans attending an MLS game in the past year were Chicano/a. The census estimates nearly 47 million Chicano/a people reside in the United States. Eighty-five percent of that population has roots in countries where soccer dominates the sporting landscape.(Ortiz)

Why is this an issue? Cont.

- Chicanos/as make up 40 percent of the MLS fan base. The NBA comes in second with 16 percent, followed by the NFL (13 percent). Baseball, with nearly 30 percent of the players Chicano/a, comes in fourth with 12.9 percent.(Wahl).
- This just shows that Soccer is the sport most watched by Chicanos so there needs to be more Chicano players for them to root for

Conclusion

- For MLS, it's about appealing to Hispanics as fans and consumers, not as simply a minority group.
- The league recognizes and celebrates Hispanic Heritage Month. But within MLS, Hispanic Heritage Month simply serves as an extension of what MLS is doing year-round.
- "Everything we do as a soccer league and on a team level is already directly focused on Hispanics," said Marisabel Muñoz, director of international communications for MLS and Soccer United Marketing. **"This is their sport."**
- The realization of that passion and the league's eagerness to embrace it should continue to pay off for MLS in terms of community visibility and revenue.(Wahl)



The 5 Chicano players on the starting 11

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