

# Basketball Guru

## The Pete Newell Story

Pete Newell's legacy in the sport of basketball is a big part of the game's modern day history and is a compelling story that many continue to embrace. Experts throughout basketball circles would argue that Coach Pete Newell has had the single biggest impact on the sport next to its inventor, Dr. James Naismith. Known by many as the *Basketball Guru*, Pete Newell's influence on teaching principles and coaching philosophy is a big part of what has made the game so popular worldwide.

***Basketball Guru: The Pete Newell Story*** is a 75-minute documentary produced and directed by award winning documentary filmmaker Doug Harris, in conjunction with AUP Media. This heart warming story, as told by an extremely powerful cast of basketball personalities, chronicles the life story of a man who possessed the most brilliant mind for teaching and coaching basketball, of all time. Although his coaching career in college basketball lasted a brief 14 years, the late Pete Newell found his way into the Naismith Memorial Basketball Hall of Fame as the first coach to win the coveted "triple crown" (championships in the N.I.T., NCAA and Olympic Games). More important than his accomplishments as a coach, Newell

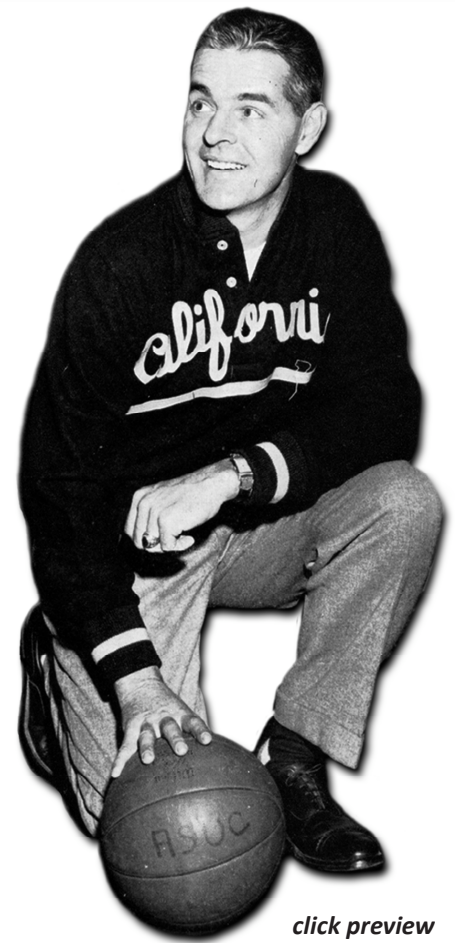
had a significant impact on the lives of some of the game's greatest coaches, players and NBA executives ever involved in the sport. During a career in basketball that spanned seven decades, many of Newell's concepts and principles are commonly viewed as standard operating procedure for today's basketball players, coaches and executives.

*Basketball Guru* explores Pete Newell's life through the voices of his many disciples from the college and professional ranks, all of whom were all a big part of his extended basketball family. Never one to bask in the limelight or blow his own horn, Pete Newell was always interested in helping the game grow to new heights. Whether it was leading college teams to their first championships or helping NBA players develop sound fundamentals and footwork, Pete Newell was a true friend to the game. The number of people he mentored and guided is unparalleled. Bobby Knight, college basketball's all time wins leader, was an early protege of Newell's dating back to his days as a young up and coming coach at Army. Mike Krzyzewski, another Newell protege, received tutelage in his early years when building Duke University into the premiere NCAA program in college basketball.

Pat Riley, NBA Miami Heat president and former coach of the Los Angeles Lakers, regularly sought Pete Newell's advice during his run of five NBA championships in the 1980s. The film's look into Pete Newell's NBA career, as a general manager, finds that he was responsible for building the foundation of what was to become the Los Angeles Lakers' "Showtime" era. One of the highlights of *Basketball Guru* tells the account of Pete Newell's greatest gift to basketball, his Big Man's Camp. For 32 years, after retiring from the day-to-day rigors of being an NBA general manager, Pete returned to the gym to provide training and group instruction to many of the NBA's greatest centers and forwards. The list of players and young coaches involved in his camp over the decades reads like a Who's Who list throughout the NBA and internationally.

The legacy of Pete Newell, and the icon he became in the sport of basketball, is all found here in this historic landmark documentary film, *Basketball Guru: The Pete Newell Story*.

**To view the special three-minute documentary preview, click on photo of Pete Newell above.**

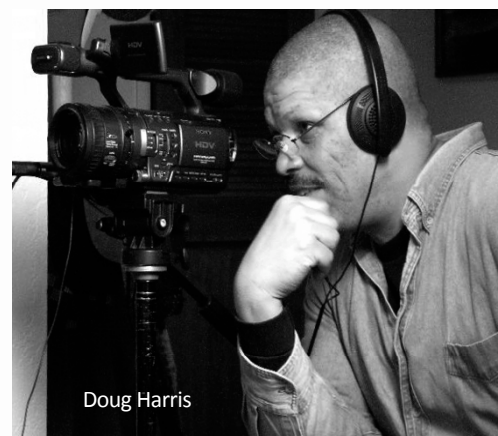


[click preview](#)

# Basketball Guru

## Filmmaker Doug Harris

Doug Harris' career as a documentary filmmaker evolved through his years of work as the executive director of Athletes United for Peace - AUP Media. His background in sports includes being named to the 1983 NAIA All America team as a forward for Central Washington University and being selected in the NBA draft that year by the Golden State Warriors.



Doug Harris' prominence in filmmaking came to the forefront through ***BOUNCE: The Don Barksdale Story*** about Berkeley's legendary African-American sports and entertainment pioneer who became the first of his race to be selected as an NCAA college basketball All American (1947, UCLA), Olympic basketball team member (1948, London), and the first to play in the NBA All Star game (1953, Boston Celtics). The documentary was aired on FOX Sports Net and received the 2008 Beacon Award for cable television's "Best Single Program" from the Association of Cable Communicators.

Harris' documentary, ***Tournament of Champions***, chronicled the 33 year history of one of the country's most illustrious post-season high school basketball tournaments held in northern California prior to the state division championships conducted today. The highly viewed documentary was aired in 2007 on FOX Sports Net. Doug participated in the 1978 Tournament of Champions as a member of the Berkeley High School Yellowjackets.

Doug's longtime involvement as a youth sports advocate, through Athletes United for Peace, inspired him to produce the popular film, ***Basketball in the Barrio***, the compelling story about one of the most unique youth sports camps in the country held each summer in El Paso, Texas. The documentary aired on PBS in the southwest and received the "Most Inspirational Film" award from the 2008 U.S. Sports Film Festival in Philadelphia, Pennsylvania.

In 2010, Doug formed the Harris/Maddison filmmaking team with Comcast SportsNet to produce the critically acclaimed documentary film, ***OUT: The Glenn Burke Story***, about Major League Baseball's first openly gay player. Burke, a native of Berkeley, played in the late 1970's for the Los Angeles Dodgers and Oakland A's. OUT was nominated for an Emmy Award for "Best Documentary" by the National Academy of Television Arts & Sciences in San Francisco and was also nominated for the national G.L.A.A.D. Media Award for "Outstanding Documentary".

In 2005, Harris had the opportunity to meet and interview basketball legend Pete Newell during the production of Doug's short documentary, ***USF Dons: How They Changed the Game***. Through that connection, the two teamed up to develop and produce *Basketball Guru*. Throughout the process of developing the documentary, Pete Newell introduced Harris to his far-reaching extended basketball family. "When Coach Newell passed away in 2008, it left a huge void in this project and left me feeling all alone in regards to moving forward," states Filmmaker Doug Harris. "At the memorial service I had the opportunity to meet Coach Newell's youngest son, Greg, who has teamed up with me as co-producer to work on preserving his father's legacy through this exciting documentary project."



Doug Harris (right) and Greg Newell discussing documentary

Greg Newell's involvement in basketball dates back to the time of his dad's coaching days at the University of California, Berkeley. Greg played NCAA Division 1 basketball at Pepperdine University where he earned his B.A. degree in 1979. Upon graduation, he accepted a position with the NBA Los Angeles Lakers as the director of the team's speaker's bureau and served as a local scout for the franchise.

In addition to his work in the NBA, Greg has worked for Converse Athletic Shoes as a sports marketing manager for the Pacific Region, overseeing 7 western states. Newell is currently the President/CEO of Left Coast Sports, a Southern California sports marketing company that specializes in organizing basketball related events and corporate product placement.

"As the co-producer of *Basketball Guru*, Greg is my go-to-guy whom I regularly count on to help move the filmmaking process forward," states Doug Harris. "I couldn't think of anyone better to have alongside of me in the foxhole."