



## Coach's Bio

**Ken Carter, Rumble Head Coach  
Slam Ball (2002 - Present)**

[Go to our [Slam Ball Section](#) for more info]

**Ken Carter, Head Coach  
Richmond High School - Richmond, CA  
(1997 - 2002)**

Mr. Carter had oversight of Richmond High School's basketball program from 1997 - 2002. Coach Carter made news when he locked out his undefeated Varsity basketball team in order to push them to improve their grades. Carter not only closed the Richmond High School gym, but he banned all basketball-related activities and was prepared to cancel the entire season program, because 15 of the 45 players were not living up to the classroom achievements they agreed to meet in contracts they signed earlier in the semester. ([Click here to read more articles about the lock out](#))

Coach Carter is an advocate for Richmond's youth and is active in his community. He is diligent in providing them with opportunities to build meaningful relationships with their peers and caring adults, and recognizes the advantages inherent in a sound sports program. In October, 2000 he announced his plans to travel from Richmond High School to the steps of the California State Capitol in Sacramento. Using only a [kick scooter](#), [Carter traveled for 3 days to Sacramento](#) hoping to draw awareness to the deteriorating state of our schools and the need for students, parents, teachers, and school board officials to commit to making a difference. His efforts proved successful, and subsequently Richmond High received building enhancements and computers from the Office of the Secretary of Education.

Under the direction and guidance of Coach Carter, in December of 2000, 11 students from Australia arrived in the U.S. to promote peace and to learn first hand what it takes to be an American high school basketball player. Coach Carter found a way to bring something positive to the lives of Richmond High students, where heroes and positive role models are few and far between.

Using basketball as the common bond, the intention of the visit was to offer these students an opportunity to meet each other, gain awareness about each others' culture and communities, and to learn hands-on about what it takes to be a top-notch American athletic. Carter feels that exchanges such as these are needed to promote a more just and peaceful place for us all to live in.

In addition to coaching, he is owner/operator of Prime Time Publications, Prime Time Sports, and is a promising Author.

Mr. Carter attended George Fox University, Oregon and has to his credit the following awards: Harvard Club's Distinguished Secondary Educator Award, NAACP's Impact Citizen of the Year Award, California State Lottery/Governor Gray Davis' Heroes in Education Award, San Francisco Mayor, Willie Brown's Leadership Award, California's Unsung Heroes Award, the A.N.G. California Boy's Coach of the Year Award, and has been presented with a Proclamation from the City of Richmond. He was recently honored as a recipient of CityFlight Newsmagazine's the "Ten Most Influential African Americans in the Bay Area" for 2000 in the Sports category.