

NFL GRADS

This spring, 18 NFL players earned their college degrees, as players throughout the league continued the offseason NFL tradition of furthering their education. Many of the players who earned those degrees did so through the **Continuing Education Program** of the **NFL Player Development Department**, which is headed by the NFL’s Vice President of Player Development, Pro Football Hall of Famer **MIKE HAYNES**.

One of the 2003 graduates is Green Bay Packers running back **AHMAN GREEN**, who received his diploma from the University of Nebraska on May 12. Green, a two-time NFL All-Star who eclipsed the 1,000-yard rushing mark for the third consecutive season in 2002, fulfilled a promise he made to his parents and himself when he earned his degree in geography.

“A lot of guys make it to the NFL and say, ‘OK, I’m successful. I don’t have to get my degree,’” says Green. “Now I can say I’m successful at my sport but I’ve also got a degree to fall back on.”

Green, an Omaha native, left Nebraska in 1997 after rushing for 1,877 yards and 22 touchdowns to help the Cornhuskers to a share of the national championship.

"Ahman has been relentless with his follow-through on going back to get his degree," says **EDGAR BENNETT**, the Packers’ director of player development. “Once everything was in place through the NFL Continuing Education Program, he stayed on top of it. The importance of getting his degree weighs more with him than the accolades of being a Pro Bowl running back or the substantial contract he received several years ago."

NFL Player Development was created in 1991 by Commissioner **PAUL TAGLIABUE** to assist players and their families in their lives off the field. In the past five offseasons, more than 170 players have earned their degrees through the program, with at least 250 enrolling in courses each year. Following are the NFL veterans who earned college degrees this offseason:

PLAYER	COLLEGE	MAJOR
Kansas City T Darnell Alford	Boston College	Human Development Learning
Kansas City S Henry Baker	Maryland	Sociology
Dallas K Billy Cundiff	Drake	History
Cincinnati P Travis Dorsch	Purdue	Psychology
Carolina G Derrick Fletcher	Baylor	Education
Green Bay RB Ahman Green	Nebraska	Geography
Denver C Ben Hamilton	Minnesota-Twin Cities	Engineering
Seattle TE Ryan Hannam	Northern Iowa	Accounting
Carolina TE Keith Heinrich	Sam Houston State	Statistics
Arizona C Nathan Hodel	Illinois	Business Administration
San Francisco LB Saleem Rasheed	Alabama	Marketing
Tampa Bay QB Jim Miller	Michigan State	Materials and Logistics Management
Seattle CB Shawn Springs	Ohio State	Sociology
Detroit DE John Taylor	Montana State	Health & Human Performance
Atlanta DT Ryan Watson	Appalachian State	Health Promotion
Baltimore DE Tony Weaver	Notre Dame	Political Science and Computer Application
Seattle CB Willie Williams	Western Carolina	Sports Management
San Francisco LB Jamie Winborn	Vanderbilt	Human Organizational Development

APLINGTON-PARKERSBURG: 300 STUDENTS/FOUR NFLers

During early July, Kansas City Chiefs center **CASEY WIEGMANN** had his last chance to enjoy some down time before training camp began at the end of the month. How did Wiegmann choose to spend the week? He woke up at 6:30 to participate in a speed and agility workout with 70 high school kids at his alma mater **APLINGTON-PARKERSBURG HIGH SCHOOL** in his tiny, rural hometown of Parkersburg, Iowa. Wiegmann did not make it to the NFL by resting on his laurels.

Approximately 300 students roam the halls of A-P. Despite its small enrollment, no Iowa high school has produced more alumni currently playing in the NFL. “It’s the epicenter of possibly the most remarkable breeding ground for talent in the National Football League,” wrote one NFL writer.

Aplington-Parkersburg is one of 19 high schools in the United States that had four or more players in the NFL on 2002 Opening-Day rosters. Wiegmann credits longtime head coach Ed Thomas for the success of the program, “I can tell you he was probably the most important person in my reaching the NFL,” Wiegmann says. “What he taught me, what I learned from him, the confidence he had in me is something I can never thank him enough for. He instills work ethic in you.”

Eight years ago, Wiegmann became the first of four A-P alumni to play in the National Football League.

“Casey has given every kid in this area hope that they can use their athletic skills to get a college education and maybe play at the next level,” says Thomas. “He’s done that by simply achieving what he has and he does that every time he comes back here. He’ll work out with the kids, or hit the weight room, and it just lights a fire under them. They see what’s possible.”

Wiegmann is joined in the league by fellow A-P graduates **JARED DEVRIES**, a Detroit Lions’ defensive end; **BRAD MEESTER**, a Jacksonville Jaguars’ guard; and **AARON KAMPMAN**, a Green Bay Packers defensive end. “All the players get back quite a bit,” says Thomas. “During the summer, our kids will go to work out in the weight room and there might be two NFL players in there. How do you put a value on that?”

In February, Kampman, a 1998 graduate, was the last of the NFLers to have his jersey retired. In a town with a population of 2,000, more than 2,000 people filled the Aplington gymnasium for the ceremony. “You should see the elementary kids faces when these guys come back,” says Thomas, who is entering his 28TH season at A-P. “Their success allows the kids to dream. With the ability to dream and a little talent it shows that you can accomplish anything.”

Wiegmann, an University of Iowa graduate, has started 31 games for the Chiefs in the past two seasons. Meester is the first Jaguar to start his first 48 games after being drafted. DeVries is entering his fifth season with the Lions and has played in 38 career games. He set the Iowa career sack record with 43 sacks. Kampman started six games while playing in 12 as a rookie in Green Bay last season.

The A-P Falcons have won two state titles – one in 1993, which DeVries and Meester were a part of, and another in 2001. They made the finals on four other occasions. Aplington-Parkersburg and Harlin High School are the only two schools in the state to win seven or more games per season since 1983.

This from a school with only 300 students!

"Every kid that plays at Aplington-Parkersburg dreams of playing at the next level," said **TAYLOR SCHRAGE**, a freshman linebacker at Iowa State and a former all-state player for the Falcons. "You just look at those guys and wish someday that you could be like that."



**THE POP WARNER BROTHERS**

**POP WARNER FOOTBALL** is 74 years young this year, and it’s hard to find an NFL player who did not partake in the program. Such as Philadelphia Eagles quarterback **DONOVAN MC NABB** and former Eagles teammate linebacker **BARRY GARDNER**, new this year to the Cleveland Browns. The two played in the same Pop Warner program back in Illinois.

Pop Warner “gave me a great foundation for football, an understanding of the game,” and more than that “was a chance to establish discipline as far as athletics are concerned at an early age” says Gardner, who played on a team in Harvey, IL. McNabb agrees, noting that PW was integral for him in that it stressed the team aspect of sports. “You’re into the team atmosphere of things, you’re working together to find one common goal,” he says.

What about PW youngsters discouraged by tough competition? Gardner says not to worry, pointing to the time he split his helmet delivering a tackle. “They had to buy me a new helmet,” he laughs. “I was the only little kid on the team with a new helmet.”

Moreover, Gardner stresses that kids at such a young age shouldn’t be so concerned with winning and losing that they forget about the truly important things. “Don’t worry so much, don’t look too far ahead,” he says. “Play for that day, play for that moment – be the best you can be.”

For 74 years, youngsters across the nation have been getting their first chances to pass, rush, catch and play on the gridiron thanks to Pop Warner. The program has been getting kids started in football since 1929, when it was founded by a Philadelphia stockbroker named **JOSEPH TOMLIN**. Today the organization bears the name of legendary college football coach **GLENN SCOBIE “POP” WARNER**, whose instructional lecturing to young football players is now the stuff of legend.

“My Pop Warner coach told me I had a chance to go to college on a scholarship if I did well on the football field and really applied myself,” says San Diego Chargers linebacker **DONNIE EDWARDS**. “That got me motivated.”

Over 300,000 boys and girls aged five to 16 participate in Pop Warner programs. Pop Warner knows that football isn’t just for the boys. Starting in the 1970s, PW added a cheerleading program to its roster, and today this branch of the organization includes performing groups ranging from pep squads to dance teams. Each year, both the National Cheerleading Competition and the Pop Warner Super Bowl bring the entire program together in grand fashion.

**DONOVAN MCNABB’S TIPS FOR YOUNG FOOTBALL PLAYERS**

- 1) Stay focused. 2) Work hard. 3) Listen to your mother and father. 4) Get good grades. 5) Shoot for the stars.

**SOME CURRENT NFL PLAYERS WHO ARE POP WARNER GRADS**

PLAYER	POP WARNER	PLAYER	POP WARNER	PLAYER	POP WARNER
RB Warrick Dunn	Baton Rouge, LA	TE Tony Gonzalez	Hunt. Beach, CA	DE Marcellus Wiley	Inglewood, CA
QB Jeff Blake	Sanford, FL	LB Zach Thomas	White Deer, TX	RB Emmitt Smith	Pensacola, FL
LB Ray Lewis	Lakeland, FL	RB Ricky Williams	San Diego, CA	RB Edgerrin James	Immokalee, FL
QB Drew Bledsoe	Walla Walla, WA	WR Joe Horn	Fayetteville, NC	RB Mike Alstott	New Lenox, IL
RB Corey Dillon	Seattle, WA	QB Rich Gannon	Philadelphia, PA	LB Derrick Brooks	Pensacola, FL
QB Akili Smith	San Diego, CA	TE Frank Wycheck	Philadelphia, PA	RB Michael Pittman	San Diego, CA
RB Eddie George	Philadelphia, PA	CB Troy Vincent	Morrisville, PA	QB Donovan McNabb	Dolton, IL
QB Charlie Batch	Homestead, PA	S Robert Griffith	San Diego, CA	DE Jevon Kearse	Fort Myers, FL
WR Torry Holt	Gibsonville, NC	DT La’Roi Glover	San Diego, CA	LB Barry Gardner	Harvey, IL

**PUNT, PASS & KICK GOES BEYOND FOOTBALL**

Since 1961, millions of youngsters aged eight to 15 have punted, passed and kicked their way through the NFL Pepsi Punt, Pass & Kick competition. Only a special few of the talented youngsters have what it takes to make it through their regional tournaments, and the cream of the crop get the chance to strut their stuff during halftime at a real NFL game.

Dozens of NFL players helped jumpstart their football careers thanks to PP&K. But it’s not just future footballers who test their young athletic mettle in the competition. New Baseball Hall of Famer **GARY CARTER** was one of the program’s first winners, triumphing in the seven-year-old division in PP&K’s first year. “PP&K got me started in young competition,” says Carter. “I was blessed with a little bit of glory early and it helped get me started.”

Carter is not alone in praising the virtues of PP&K’s unique competitive structure. The program is co-ed, enabling both young boys and girls to “be challenged and have a great time learning how to play football,” in the words of Philadelphia Eagles quarteback (and PP&K spokesman) **DONOVAN MC NABB**. “It’s about encouraging kids to be active and have fun. The benefits will last a lifetime, both on and off of the playing field.”

**SOME CURRENT AND FORMER NFL PLAYERS WHO ARE PP&K ALUMNI**

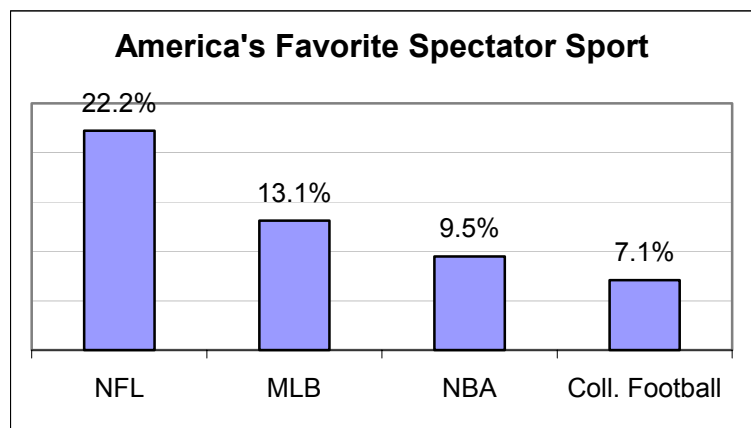
PLAYER	NFL TEAMS
QB Troy Aikman	Dallas
QB Drew Bledsoe	New England, Buffalo
QB Randall Cunningham	Philadelphia, Minnesota, Dallas, Baltimore
RB T.J. Duckett	Atlanta
QB Brett Favre	Green Bay
K Jay Feely	Atlanta
CB Mike Haynes	New England, Los Angeles
QB Jim Kelly	Buffalo
QB Bernie Kosar	Cleveland, Dallas, Miami
S Michael Lewis	Philadelphia
G-T Jack Linn	Detroit, Indianapolis, Cincinnati
QB Dan Marino	Miami
TE Dallas Neil	Atlanta, N.Y. Jets
P Tom Tupa	Tampa Bay, N.Y. Jets, New England

# SURVEY SAYS!

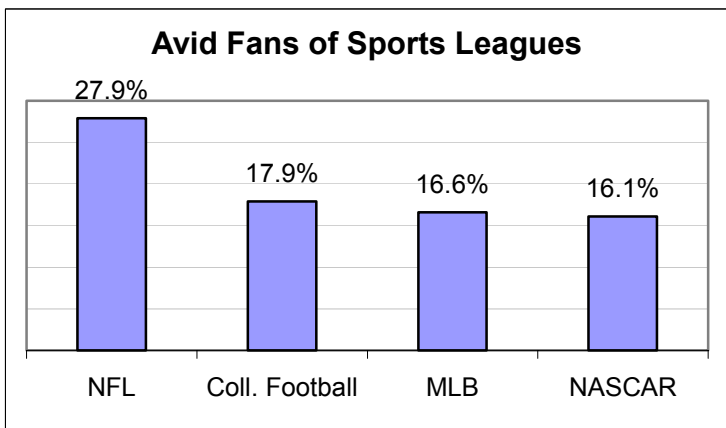
**THE NFL** has been acknowledged as America’s most popular sport for the past 38 years, rated No. 1 by fans in the Harris Poll since 1965. But NFL popularity can be measured in other ways. For instance:

- Members of the Super Bowl XXXVII champion Tampa Bay Buccaneers have been among America’s most sought-after guests/honorees this offseason. Head coach **JON GRUDEN** was a guest on *The Late Show with David Letterman* and rang the opening bell at the New York Stock Exchange. Running back **MIKE ALSTOTT** was awarded the key to the city of St. Petersburg and served as the starter for the Grand Prix of St. Petersburg. Linebacker **DERRICK BROOKS**, in addition to leading his “Brooks’ Bunch” student group on an educational tour of four U.S. cities, was named to the Florida State University Board of Trustees by Governor **JEB BUSH**. Tight end **KEN DILGER** spent time on “Pit Row” at the Indianapolis 500. Quarterback **BRAD JOHNSON** won the 989 Sports NFL Quarterback Challenge. Defensive tackle **WARREN SAPP** was a judge at the 2003 Miss USA pageant, grand marshal of the Pepsi 400 auto race on July 4, and a celebrity guest on the *H<sup>2</sup>: Hollywood Squares* television show.
- The NFL is the world's fourth largest brand in terms of licensing revenue, according to the April 2003 issue of *License!* magazine. According to the magazine, the league’s \$3.1 billion in retail sales ranks behind only Disney (\$14 billion), Warner Brothers (\$6 billion), and Bonjour (\$5 billion).

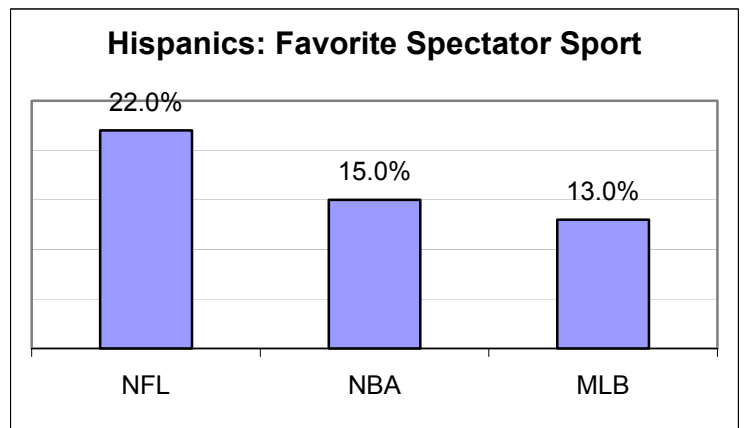
Following is a broader look at the NFL’s popularity:



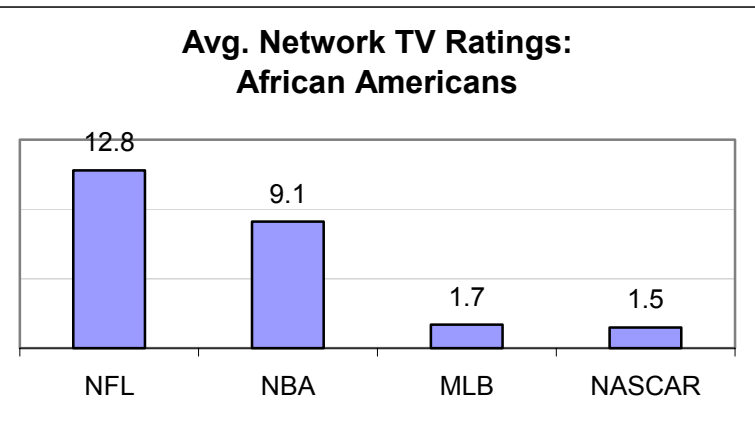
Source: 2002 ESPN Sports Poll



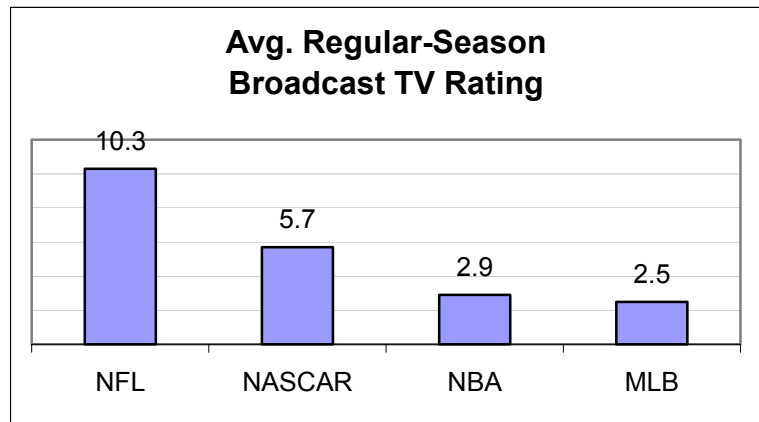
Source: 2002 ESPN Sports Poll



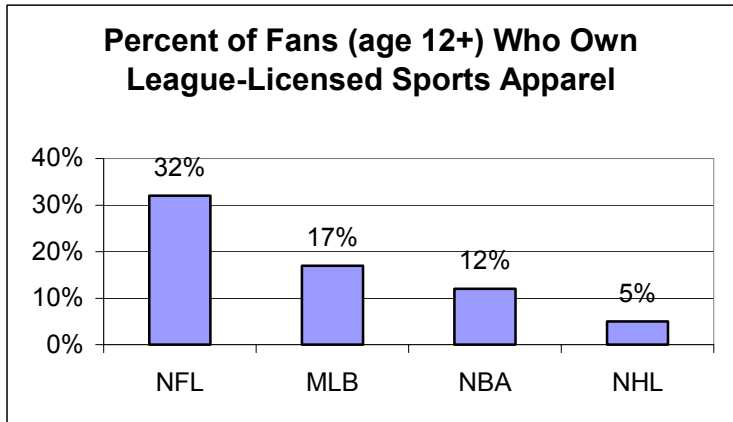
Source: 2002 ESPN Sports Poll



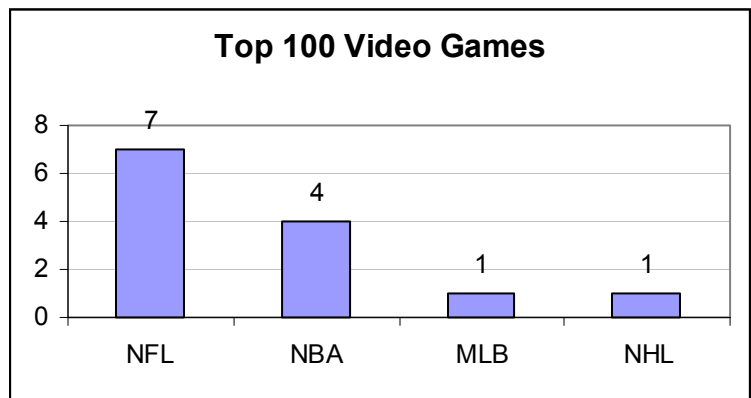
Source: NFL and Nielsen Media Research 2002



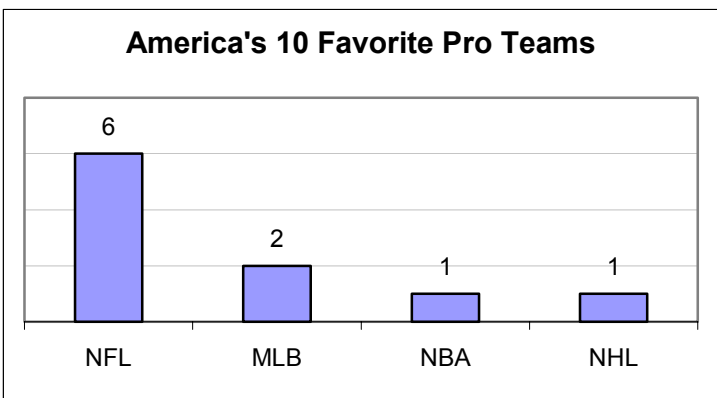
Source: NFL and Nielsen Media Research 2002



Source: 2002 ESPN Sports Poll



Source: TRSTS Video Game Reports



Source: 2002 ESPN Sports Poll



WOMEN: A LARGE PART OF THE NFL

Women are right out there with the men following the pigskin — in the stands, faces painted, cheering for their favorite teams. **From stay-at-home moms to stockbrokers, 43% of the NFL’s fan base is women.** Whether they’re grandmoms, working moms or women just working hard, 54 million women find time to fit in some NFL football each year.

“Women comprise a large part of our fan base,” says NFL Senior Director of Brand & Consumer Marketing **MARJORIE RODGERS**. “Our average regular-season 4.3 TV rating in the women’s demographic is the highest in sports.

“One of our major initiatives working with the clubs over the years has been the NFL 101 Workshops for Women,” continued Rodgers. “NFL 101 is a seminar which covers life in the NFL, the history of football, strategy, equipment and officiating, among other things. Each season, more than 10,000 women participate in these sessions.”

The Pittsburgh Steelers have utilized the popularity of the NFL 101 workshops.

In 2002, their second annual Motorola Women’s Training Camp was again sold out with more than 200 women participating, from members of the National Women’s Football League’s Pittsburgh Passion to family members of Steelers players.

"I was here last year and had an absolute ball," said **ANN KARAICA** of Gibsonia, Pa. "I had such a good time last year. The whole thing is so organized. It amazes me. I like the idea of learning what the players do. I've learned to appreciate them more as players. When they make mistakes, I don't criticize them like I used to because I now understand how difficult it really is."

The Steelers hosted the third Motorola Women's Training Camp at Saint Vincent College on Sunday, July 27.

The Kansas City Chiefs have also created their own training clinic for women.

Each year, a Chiefs player hosts the AMC's of Football Clinic for women in the Kansas City area. The consistently sold-out one-day clinic teaches over 400 women about the game of football from position-by-position breakdowns to offensive and defensive plays. The clinic covers everything from the basic strategies of football to film breakdown and more advanced philosophies.

More than 20 teams offer the NFL 101 Workshops for Women. Below are a few other club programs that have developed out of the workshops:

TEAM	PROGRAM	IMPLEMENTED
Arizona Cardinals	Football For Women	1995
Dallas Cowboys	Let Us Play! Sports Camp for Girls	1997
New Orleans Saints	Women's Minicamp	2001
St. Louis Rams	Football University	2001

Female executives at the NFL and the 32 teams keep the game going:

Name	Title	Organization
Charlotte Anderson	VP/Director of Charities & Special Events	Dallas Cowboys
Dawn Aponte	Salary Cap Analyst	New York Jets
Delores Barr Weaver	Chair and CEO of Jaguars Foundation	Jacksonville Jaguars
Susan Bass	VP of Communications and Community Relations	Atlanta Falcons
Katie Blackburn	Executive VP	Cincinnati Bengals
Jeanne Bonk	VP & Chief Financial and Administrative Officer	San Diego Chargers
Adrian Bracy	VP of Finance	St. Louis Rams
Rena Clark	VP of Community Affairs & Corporate Philanthropy	New England Patriots
Denise DeBartolo York	Owner	San Francisco 49ers
Shawn Dennis	VP of Marketing Services	National Football League
Jesse Ewing	VP of Strategic Development	National Football League
Georgia Frontiere	Owner	St. Louis Rams
Nancy Gill	Senior VP of Human Resources	National Football League
Melanie Marohl	Salary Cap Analyst	Green Bay Packers
Virginia McCaskey	Owner	Chicago Bears
Christine Procops	VP and CFO	New York Giants
Jill Strafaci	Senior VP of Finance & Administration	Miami Dolphins
Suzie Thomas	Senior VP/General Counsel/Chief Administrative Officer	Houston Texans
Amy Trask	Chief Executive	Oakland Raiders
Marsha Wells	Controller	San Diego Chargers
Kimberly Williams	Senior VP of Finance & NFL Business Ventures	National Football League
Karen Zust	CFO	Chicago Bears

Last year, NFL Films and Lifetime Television, the No. 1 cable TV network for women in prime time, spotlighted an eclectic group of women from 15 to 65 years old whose lives have been affected by football in the special, “Her Life & the NFL.” "CSI" star and Oakland Raiders fan **MARG HELGENBERGER** hosted the special, which received the 2003 Gracie Allen Award in the sports category.

A few highlights of the show included:

- Maryland Senator **BARBARA MIKULSKI** not only loves her hometown of Baltimore, but she loves the Ravens enough to have bet New York Senator **HILLARY RODHAM CLINTON** that they'd beat the Giants in Super Bowl XXXV.
- Feature on filmmaker **MARCIA RAYMOND**'s battle with Lupus and the efforts of New York Jets owner **WOODY JOHNSON** to dramatically change the lives of millions of women like her. Ninety percent of those who suffer from this life-threatening disease are women.

- **ANNA MC GOWAN**, one of NASA's leading scientists, grew up loving the Redskins. She gets a visit by the Carolina Panthers' **DAMIEN RICHARDSON**, who grew up loving science.



FAMOUS LOVE THE NFL

DAN RATHER, anchor of the CBS Evening News since 1981, pursued a football career before settling on his role as one of America's most trusted newsmen. He sought a football scholarship as a means of going to college.

“College was the route out of my neighborhood and football was the ticket into college,” says Rather. “That’s the idea that became fixed in my mind. I was going to college on a football scholarship.”

Even though he never got that scholarship, his dream of playing football still got him to college. And he found other ways to support himself – one of them being a job at a local radio station broadcasting local high school football games.

“Football: I love it, and I owe it much,” says Rather. “Even if my own football career didn't turn out quite as I'd planned.”

Rather is just one of the famous who turn into fans when it comes to the NFL:

WHAT WELL-KNOWN PEOPLE SAY ABOUT THEIR BEST-LOVED SPORT

Tim Allen, Actor	“Don’t ask me how I became a Lions fan in Denver, but that’s what happened!”
James Blake, Tennis Player	“Being born in New York means I’ve always supported Big Blue.”
Jon Bon Jovi, Singer	“Football was always my family’s sport and my love of the New York Giants dates back further than I can recall. Any year I’m not out on the road touring, my Sunday ritual starts with watching the pregame shows and then turning on the satellite dish for all the games.”
Larry Joe Campbell, Actor	“I’ve always loved the Detroit Lions. My wife is a Dallas Cowboys fan. I met her during the middle of the Cowboys’ heyday so it’s always been tough. She’ll always throw those Super Bowl titles in my face.”
Samuel Jackson, Actor	“I’m just a fan of the game as a whole. I love watching football, period. I’ll watch any game, anywhere, any time. It’s just my nature.”
Bob Knight, Texas Tech Basketball Coach	“If you grew up in central Ohio like I did, there was nothing bigger or more reverential than the Cleveland Browns football team.”
Spike Lee, Film Director	“I grew up loving the New York Jets and Joe Willie (Namath).”
Branford Marsalis, Jazz Artist	On being a Saints fan: “I usually watch with my family, but my brothers and I talk after every big play during the game. My phone bills on Sundays between September and December are really big.”
George Pataki, Governor of New York	“I love football and we’re just very proud that the Giants come here every summer to train (University of Albany).”
James Van Der Beek, Actor	“I love the way Brett Favre plays the game – jumping up and down after every TD, stiff-arming defenders, throwing blocks downfield, and always keeping his team in the game.”

CELEBRITIES & THE TEAMS THEY SUPPORT

Arizona Cardinals	Luis Gonzalez, Alice Cooper, John McCain
Atlanta Falcons	Cam’ron, Jermaine Dupri, Faith Evans, Fabolous, Bubba Sparxx, Keith Sweat
Baltimore Ravens	Josh Charles, Barry Levinson, Cal Ripken, Jr.
Chicago Bears	Jim Belushi, John Cusack, Tim Duncan, Dennis Franz, Bill Murray, David Schwimmer
Dallas Cowboys	Clint Black, Celine Dion, Nelson Mandela, Lee Ann Rimes, Randy Travis, Shania Twain
Detroit Lions	Jeff Daniels, Eminem, Kid Rock, Uncle Kracker
Green Bay Packers	Lance Bass, Eric Braeden, Richard and Kyle Petty, James VanDerBeek
Houston Texans	George & Barbara Bush, Destiny’s Child, Matthew McConaughey, Lee Ann Womack
Indianapolis Colts	Cameron Crowe, John Mellencamp, Bob Newhart, Hunter Thompson, Jon Voight
Jacksonville Jaguars	Deron Cherry, Storm Davis, Robert Ingram, A.J. Pierzynski
Kansas City Chiefs	George Brett
Miami Dolphins	Lee Majors, Jesper Parnevik, Darius Rucker
Minnesota Vikings	Al Franken, Craig Kilbourne, Kevin Sorbo, George Steinbrenner, Jesse Ventura
New England Patriots	Aerosmith, Ben Affleck, Matt Damon, Farrelly Brothers, Elton John, Neil McDonough
New Orleans Saints	Pantera, Britney Spears
New York Giants	Marc Anthony, Jason Biggs, Jon Bon Jovi, Busta Rhymes, Tom Cruise, Ray Romano, Andy Rooney
New York Jets	Danny Aiello, Kevin James, Alicia Keyes, Mike Piazza, Adam Sandler, Martin Scorsese
Oakland Raiders	Jamie Foxx, Ice Cube, LL Cool J, Carlos Santana, Joe Torre, Chris Tucker, Tiger Woods
Philadelphia Eagles	Boyz 2 Men, Bill Cosby, Eve, Ryan Phillippe, Mike Piazza, Will Smith, Reese Witherspoon
Pittsburgh Steelers	Christina Aguilera, Garth Brooks, Michael Keaton, Paul McCartney, Gwyneth Paltrow, Brad Pitt, Adam Sandler, Hank Williams Jr.
St. Louis Rams	Sheryl Crow, Nelly, Andy Roddick, Serena Williams
San Diego Chargers	Alec Baldwin, Dean Cain, Kelsey Grammer, Magic Johnson, Lorenzo Lamas, Phil Mickelson
San Francisco 49ers	Danny Glover, Nicole Sullivan, Kristi Yamaguchi
Tampa Bay Buccaneers	Nick Carter, Jennifer Love Hewitt, Hulk Hogan, Jay-Z, Randy Savage
Tennessee Titans	Faith Hill, Alan Jackson, Samuel Jackson, Tim McGraw, Reba McEntire, Justin Timberlake
Washington Redskins	JC Chasez, Dale Earnhardt Jr.



## FAMOUS IN THEIR OWN RIGHT

Most NFL wives have worked just as hard as their husbands to get where they are today. But some achieved fame before their famous husbands entered the picture.

A list of women who were in the spotlight *before* they married NFLers or who have become famous on their own:

Wife	Famous for/Famous family	Married to
Monica Ambrose	Competitor on CBS reality show, <i>The Amazing Race</i>	Saints CB Ashley Ambrose
Sheree Buchanan	Competitor on CBS reality show, <i>The Amazing Race</i>	Falcons CB Ray Buchanan
Kaye Cowher	Former professional basketball player with the New York Stars and the New Jersey Gems of the Women's Professional Basketball League	Steelers head coach Bill Cowher
Amy Van Dyken	Five-time Olympic gold-medal swimmer	Steelers P Tom Rouen
Shaelyn Fernandes	Three-year soccer goalkeeper for USC "Lady Trojans." Ranks high in USC career stats.	Bengals QB Carson Palmer
Elisabeth Hasselbeck	Former cast member of <i>Survivor: The Australian Outback</i> and current host of <i>The Look for Less</i> on the Style Network	Eagles QB Tim Hasselbeck
Shelley Gannon	Daughter of former Vikings running back Bill Brown	Raiders QB Rich Gannon
Angie Harmon	Actress, former co-star on <i>Law &amp; Order</i>	St. Louis Rams S Jason Sehorn
Tracy Henderson	Center for the WNBA's Cleveland Rockers	Engaged to Dolphins RB Robert Edwards
Nikki Johnson	All-region volleyball player at University of South Florida and finished as school's all-time leader in kills and digs	Buccaneers QB Brad Johnson
Nanci Kincaid	Novelist	49ers defensive assistant coach Dick Tomey
Kelli Kuehne	Pro golfer	Vikings T Jay Humphrey
Linda Lynch	Competed on women's pro tennis tour for two years	Buccaneers S John Lynch
Roxi Nurse	Point guard at Syracuse University/Assistant Director of Academic Support at Villanova	Eagles QB Donovan McNabb
Stephanie Rivera	Former assistant coach with the WNBA's Washington Mystics	Eagles linebackers coach Ron Rivera
Holly Robinson-Peete	Actress, <i>For Your Love</i> ; formerly <i>Hangin' with Mr. Cooper</i> and <i>21 Jump Street</i>	Panthers QB Rodney Peete
Pat Smith	Former Miss Virginia	Cardinals RB Emmitt Smith
Katina Thomas	Sister of Dolphins LB Zach Thomas	Dolphins DE Jason Taylor
Mary McLean Wilson	Nationally and internationally ranked tennis player in 55+ division.	Bills owner Ralph Wilson
Marisa Wong	Sister of Mario Lopez, Host of <i>Pet Star</i> and <i>The Other Half</i> , formerly "A.C. Slater" from <i>Saved By The Bell</i>	Texans LB Kailee Wong



### A SITE TO BEHOLD!

The NFL has been acknowledged as America's most popular sport for the past 38 years, claiming the top spot in 1965 and rating No. 1 among fans ever since, according to the Harris Poll. The league continues to give fans what they want. Not surprisingly, the NFL Internet Network is also tops among all sports leagues.

In 2002, the NFL Internet Network set monthly fan usage (traffic) records for September, October, November, December and January, according to Nielsen//Net Ratings. As the playoff races heated up in November, 11.28 million unique users visited the network -- a total which exceeded the combined traffic of the next four sports league sites and marked a single-month record for any sports league.

And for the second consecutive season, the fan vote for Super Bowl MVP on SuperBowl.com provided the winning margin -- as Tampa Bay safety **DEXTER JACKSON** took the honors a year after New England quarterback **TOM BRADY**.

Among the features slated for the NFL Internet Network in 2003:

- Analysis from the top names in the business, including **TROY AIKMAN**, **CRIS COLLINSWORTH**, **BOOMER ESIASON**, and **PHIL SIMMS**.
- NFL Films will create video feature pieces and highlights for use on NFL.com and team websites.
- Enhanced NFL Fantasy Football -- including live drafting and scoring, e-mail and wireless updates, a 200+ page draft kit, daily training camp updates and personalized video highlights.
- Live audiocasts of nearly every game (fed from the team radio station's broadcast).
- "Passion for the Game" columns featuring an entertainment or prominent personality.
- The *NFL Insider Radio Show*, a weekly program which debuted on NFL.com last season, will air on Westwood One radio stations this season. The series, 22 weekly shows, running from September through February, features hosts **STEVE COHEN** and **GIL BRANDT**, the former Dallas Cowboys personnel chief and current contributor to NFL.com.
- Additional content on the NFLHS high school site -- including information for coaches, a "Tips and Drills" section for players, and a chance to sign up to win a visit to your school by an NFL player.



**2003-04 NFL SEASON CALENDAR**

<b>September 4-8</b>	Kickoff 2003 Weekend.
<b>October 14</b>	Trading deadline.
<b>October 29-30</b>	NFL Fall Meeting, Chicago.
<b>November 11</b>	Deadline for clubs to sign drafted players, franchise and transition players, and restricted and unrestricted free agents to whom June 1 tender was made. If such players are not signed by this date, they are prohibited from playing in the NFL in 2003.
<b>December 27-28</b>	Final regular-season weekend.
<b>January 3-4</b>	Wild Card Weekend.
<b>January 10-11</b>	Divisional Playoffs.
<b>January 18</b>	AFC and NFC Championship Games.
<b>February 1</b>	Super Bowl XXXVIII, Reliant Stadium, Houston, Texas.
<b>February 8</b>	AFC-NFC Pro Bowl, Honolulu, Hawaii.
<b>February 18-24</b>	Scouting Combine, Indianapolis, Indiana.
<b>March 28-April 1</b>	NFL Annual Meeting, Palm Beach, Florida.
<b>April 24-25</b>	NFL Draft, New York City.



**F E B R U A R Y 1 , 2 0 0 4**  
**H O U S T O N**

**FUTURE SUPER BOWLS**

<b><u>Super Bowl</u></b>	<b><u>Date</u></b>	<b><u>Site</u></b>
XXXVIII	February 1, 2004	Reliant Stadium, Houston
XXXIX	February 6, 2005	ALLTEL Stadium, Jacksonville
XL	February 5, 2006	Ford Field, Detroit





# HAPPY ANNIVERSARY!

## ANNIVERSARY ANNALS

A rundown of anniversaries that will be celebrated in the NFL in 2003:

Celebration	Anniversary
70th	Divisional play is instituted to decide the NFL championship, the forward pass is legalized, and hashmarks and goal posts on the goal line are instituted (2/25/33).
60th	Bert Kuczynski (Detroit Lions and Philadelphia A's) becomes the first two-sport player (1943).
60th	The NFL adopts free substitution and makes the wearing of helmets mandatory (4/7/43).
60th	Pittsburgh Steelers and Philadelphia Eagles merge into Phil-Pitt for one season, and are called the "Steagles" by fans (1943).
55th	Officials other than referees are equipped with whistles and a flexible artificial tee is permitted at the kickoff (1/14/48).
55th	Halfback Fred Gehrke of the Los Angeles Rams paints horns on the Rams' helmets, the first modern helmet emblems in pro football (1948).
40th	The New York Titans change their name to Jets (4/15/63).
40th	The Pro Football Hall of Fame is dedicated at Canton, Ohio (9/7/63).
35th	The New York Jets, in the 1968 season, defeat the Baltimore Colts 16-7 in Super Bowl III, becoming the first AFL team to win the Super Bowl (1/12/69).
30th	NFL Charities, a nonprofit organization, is set up to support education and charitable activities and to supply economic support to persons formerly associated with professional football who were no longer able to support themselves (6/26/73).
30th	Buffalo Bills running back O.J. Simpson becomes the first player to rush for more than 2,000 yards in a season, gaining 2,003 (1973).
25th	The AFC-NFC Pro Bowl is played for the first time at Aloha Stadium in Honolulu, Hawaii. The NFC defeated the AFC 37-27 in the first Pro Bowl played in a non-NFL city (1/27/80).
25th	A seventh official, the side judge, is added to the officiating crew (3/14/78).
25th	The NFL plays for the first time in Mexico City, with the New Orleans Saints defeating the Philadelphia Eagles 14-7 in a preseason game (8/5/78).
10th	The NFL becomes the only pro sports league that combines voting by fans, coaches and players in determining its all-star teams (10/12/93).



## 70TH ANNIVERSARY – MAJOR NFL RULES CHANGES

The NFL did not always feature the wide-open passing offenses that teams use today.

One of the most influential rules that was adopted 70 years ago opened up the modern-day passing game by allowing passers to throw the ball from anywhere behind the line scrimmage.

Prior to the 1933 season, passers had to be at least five yards behind the line before throwing a pass.

Changing the passing rule gave offenses newfound power and freedom. Original Chicago Bears owner, coach and league visionary **GEORGE HALAS** called the new rule the fundamental force in changing the game.

Was he ever right!

Last season, the passing game continued was a dominant force in the NFL. Quarterbacks attempted more passes than ever – 17,292 – and there were 79 300-yard passing games, one less than the most ever in a season (80, 1995).

The 2003 season marks the 70th anniversary of four major rule changes that were instituted for the 1933 season.

- **A passer could throw from anywhere behind the line of scrimmage** – Prior to 1933, passers had to drop back five yards behind the line of scrimmage in order to throw a legal pass.
- **The NFL was separated into two divisions** –For the 1933 season, the league split into Eastern and Western Divisions. The division winners met in the championship game. Prior to 1933, all the NFL teams competed in one division and the team with the best record was crowned the league champion.
- **Hash marks were added to the field of play** – If a play ended out of bounds, the ball was placed on uniform hash marks 10 yards from the sidelines for all NFL games in 1933. Prior to '33, if the play ended out of bounds, the ball was placed at a point one yard from the sideline.
- **Goal posts moved to the goal line** – Goal posts moved from the end line to the goal line.



## **200TH ANNIVERSARY OF OHIO: BIRTHPLACE OF NFL**

**OHIO** is a place where football is a lifestyle, not simply a “season.”

The home state of seven U.S. presidents, creators of the world’s first airplane and the first man to orbit Earth celebrates 200 years of statehood in 2003. In addition, Ohio city Canton – birthplace of the NFL in 1920 – has been the home to the Pro Football Hall of Fame for 40 years.

Renowned for steel production, agriculture, auto assembly and mining, Ohio is inhabited by people who identify with the same knowledge and principles that enable NFL clubs to win Super Bowls: intelligence, sacrifice, teamwork and tradition.

“Football has always been very, very important to life in Ohio,” says Pro Football Hall of Fame quarterback **LEN DAWSON**, a native of Alliance (60 miles southeast of Cleveland). “Football is kind of a way of life there.”

Ohio has produced 19 Hall of Famers, including coaching legend and pro football innovator **PAUL BROWN** (Norwalk, 60 miles east of Cleveland) and forward-thinking administrator **JOE CARR** (Columbus), who served as the NFL’s president from 1921-39. Beyond the hallowed list of 19 stands college football pioneer and Cleveland native **JOHN HEISMAN**, along with Ohio State University coaching legend **WOODY HAYES** (Clifton, 130 miles east of Columbus).

“Ohio, along with western Pennsylvania, was one of the areas where pro football first began to take root,” says Cincinnati Bengals President **MIKE BROWN** (Massillon, 55 miles south of Cleveland). “I could only speculate on why, but it may have sprung from the life and culture in the mill towns that were so widespread in those days.

“Those towns produced a lot of hard-working, rugged young men, and the people in those towns just took to football. For whatever reasons, it thrived. One reason we have had so many football innovators here may be simply that the game got started here earlier than in most places. The players and coaches here got something of a head start.”

Football fills Ohio’s autumn weekends like falling leaves blanket its front lawns. The weekend’s action kicks off on Friday nights in high school stadiums from Lake Erie to the Ohio River. Dawson, 68, vividly recalls his high school days.

“When I was growing up, high school football was *the* thing – period,” says Dawson. “The ultimate goal for a boy would be to play on the football team. They would shut down the town for a high school football game – regardless of the team’s record.

“When I was young, there two powerhouses – Massillon and Canton McKinley – and we were in the same conference. If you beat one of those two schools, it was tremendous. We beat McKinley when I was at Alliance High. It was the first time we had done it in 19 years. They tore the goal posts down.”

“I just think the people love the game,” says Columbus native and Ohio State University Associate Athletic Director **ARCHIE GRIFFIN**, the only man to win the Heisman Trophy twice (1974-75). “Ohioans grow up with it. This state has always been among the top in high school football. When you think of the best states for high school football, you think of Ohio along with Florida, Pennsylvania, Texas and California, and it’s always been that way here.”

Cincinnati native and Pro Football Hall of Famer **ROGER STAUBACH** recalls his early football days before winning the Heisman Trophy (1963), four NFL passing titles and Super Bowl VI Most Valuable Player honors.

“There’s always been a good work ethic in Ohio,” says Staubach, 61, who was introduced to organized football through the Catholic Youth Organization and grew up emulating the Cleveland Browns with stars such as **OTTO GRAHAM** and **BOBBY MITCHELL**. Today, the Naval Academy alumnus and Vietnam War veteran runs the Staubach Group, a nine-country, 51-office and 1,200-employee commercial real estate enterprise. “As kids, football was a great outlet for us.

“It starts on the playgrounds, kicking a ball, tackling the man with the ball. Football is a competitive game and you’ve got to pay the price, run the laps and break a sweat and whether kids were from the farms or the cities, they’ve had the work ethic that the game demanded. You also see extraordinary football in Texas, Pennsylvania and Florida, too.”

In the 1960 Ohio North-South All-Star High School Football Classic, which was played in Canton’s Fawcett Stadium, Staubach played against a North team that included a receiver named **PAUL WARFIELD**.

Warfield grew up in Warren, Ohio, 14 miles north of Youngstown near the Ohio-Pennsylvania border. After graduating from Ohio State University, the smooth, sure-handed receiver was drafted by the NFL’s Cleveland Browns and the AFL’s Buffalo Bills. Warfield chose Cleveland and continued his path to greatness within the Buckeye State.

“Ohio has a proud and great heritage that rivals any other state like Pennsylvania, California and Texas,” says Warfield. “It begins with the great interest you have – and this starts with mothers and fathers of high school players.

“Football in Ohio evolves from the scholastic level to Ohio State and other colleges like those of the Mid-American Conference and the Ohio Athletic Conference. They all possess a great football tradition. The game was elevated thanks to the legacy of the Cleveland Browns with what they established in the state.”

The Browns were a charter member of the eight-team All-America Football Conference (AAFC) in 1946. Tall on talent, the AAFC began its first season with 100 NFL-experienced players and signed 40 of the 66 College All-Stars from 1945. Cleveland dominated the league with a 47-4-1 regular-season record and won all four championships (1946-49). When the AAFC disbanded after 1949, the Browns, Baltimore Colts and San Francisco 49ers merged into the NFL. In the Browns’ first NFL season, head coach Paul Brown promptly guided his team to the 1950 NFL Championship.

Brown, a legendary winner on all levels, set standards of excellence on high school (Massillon), college (Ohio State) and professional platforms (Cleveland Browns, Cincinnati Bengals). His 158-48-8 (.767) record with the Browns earned the club four AAFC titles, three NFL championships and 16 winning seasons in 17 years. He was the key leader in bringing an AFL expansion team to Cincinnati in 1968 and coached the Bengals from 1968-75. In 1970, the club’s third season and its first in the NFL, Brown guided the Bengals to the playoffs.

200<sup>th</sup> Anniversary of Ohio...continued

“Ohio has been very important to the NFL because of the people it produced,” says Cleveland native, former Browns player (1953-59) and Pro Football Hall of Fame coach **CHUCK NOLL**. “Paul Brown, for one. Look what he did for the Browns and then what he did in Cincinnati.

“He was very well organized and we had very efficient practices. We didn't spend a lot of time on the practice field because we were so well organized.”

Dawson was Cleveland’s backup quarterback from 1960-61 before joining the AFL’s Dallas Texans/Kansas City Chiefs. He went on to lead his teams to three AFL championships and earned four AFL passing titles along with being named the Most Valuable Player of Super Bowl IV (Kansas City 23, Minnesota 7).

“I've heard about Paul Brown all my life,” says Dawson, who in 2003 enters his 19th season as a radio voice of the Chiefs and is the weekday sports anchor for Kansas City’s ABC-TV affiliate.

“Respect and fear are two words that fit right in when you think of Paul Brown. Here was a guy whose position was, ‘If you can’t do it, we’ll find someone who can.’ There was a fear factor. I remember going into meetings where veteran players were shaken if they hadn’t played well. Paul Brown ran things his way. He was such an innovative guy. He created playbooks and full-time coaches – you can't imagine a team without a playbook today. He was the guy in charge.”

“I think of teacher first,” says Pro Football Hall of Fame coach **DON SHULA** of Brown. Shula, a Grand River native (30 miles east of Cleveland), was a Browns defensive back and played under Brown from 1951-52 in Cleveland. Shula was the 1951 NFL defending champions’ lone rookie at the start of the season until his former teammate from John Carroll University, **CARL TASEFF**, joined the Browns in mid-season.

“I feel that he brought teaching into coaching,” says Shula. “He brought the classroom into pro football. That is what differentiated him most from other coaches in those days. He had such great organizational skills and brought a plan to practices. No detail was overlooked. I took that with me.”

While playing for the Browns, Shula learned from both Brown and chief assistant coach **BLANTON COLLIER**, who succeeded Brown in Cleveland and maintained the club’s NFL-elite status with a 79-38-2 (.675) record from 1963-70.

“I took so much of my basic coaching philosophy from Paul and Blanton,” says Shula. “So many of Paul’s assistants were teachers, like **WEEB EWBANK**. They were teachers.”

A combination of Ohio football on all levels continues to grow the game in the state where the NFL was founded.

“I first became interested in football when I first heard about the Cleveland Browns as a youngster growing up in the ’50s,” says Warfield. “We played pick-up football – the game was not given much exposure. There was no instant and widespread coverage of football games. But nevertheless, some of my friends were talking about the Cleveland Browns and we were fortunate to be able to drive to the old stadium to see Browns games.

“I recall players like Otto Graham, **MARION MOTLEY**, **BILL WILLIS**, **LOU GROZA**, **DANTE LAVELLI** – they would always win games and we emulated those players.”

Griffin, who has six brothers and one sister, states that football has always been a family affair.

“My brothers got me hooked on the game,” he says. “We grew up playing pickup games around Columbus and when we found out about organized football teams, we joined them. My oldest brother, Jim, went to high school at Columbus East and we all watched him there. I knew right away that this was a game I wanted to play.

All six Griffin boys received full or partial college scholarships through their passion for the gridiron.

“A lasting memory I have was when my oldest brother, Jim, played football at Muskingum College,” recalls Griffin. “Our family would climb into our big, white station wagon and watch his games. That told me that I could go to college because my brother had made it. I also knew that if I was good enough, I could get a scholarship and take a burden off of my parents.

“Football has been a huge part of our lives.”

**OHIO NFL FACT**

Since 1941, every NFL game ball has been hand-made at the Wilson Football Factory in Ada, Ohio, and must pass approximately 12 quality control inspections before it is ready to be used on the field. Ada is 140 miles west of Canton.

**MORE PAUL BROWN**

At the time of Paul Brown’s passing on August 5, 1991, teams coached by either a former player or assistant of Brown’s won 10 of the 25 Super Bowls played. In addition, six times the losing coach in the Super Bowl either played for Brown or was hired by him (Shula 4, **FORREST GREGG**, **SAM WYCHE**). The 10 teams coached by Brown disciples to win the Super Bowl:

<u><b>WINNING COACH</b></u>	<u><b>TEAM</b></u>	<u><b>SUPER BOWL</b></u>	<u><b>SEASON</b></u>
Bill Walsh	San Francisco 49ers	XXIII	1988
Bill Walsh	San Francisco 49ers	XIX	1984
Bill Walsh	San Francisco 49ers	XVI	1981
Chuck Noll	Pittsburgh Steelers	XIV	1979
Chuck Noll	Pittsburgh Steelers	XIII	1978
Chuck Noll	Pittsburgh Steelers	X	1975
Chuck Noll	Pittsburgh Steelers	IX	1974
Don Shula	Miami Dolphins	VIII	1973
Don Shula	Miami Dolphins	VII	1972
Weeb Ewbank	New York Jets	III	1968

**FROM THE GOVERNOR’S MANSION**

“Ohioans love their football at all levels,” says Ohio Governor **BOB TAFT**. “As the birthplace of the National Football League, Ohio has a long and distinguished football tradition. Monday Night Football premiered during that historic 1970 Cleveland Browns win over the New York Jets and has become a weekly ritual for football fans across the nation. And, for 40 years Canton has been the proud home of the Pro Football Hall of Fame, drawing visitors from across our state and the nation to remember and relive the greatest players and plays of the game.”