



## PRO FOOTBALL HALL OF FAME TURNS 40

It is pro football's version of heaven. This year that heaven will celebrate its 40th anniversary.

Over the past four decades, the **PRO FOOTBALL HALL OF FAME** in Canton, Ohio has honored the careers of players, coaches, owners and other contributors to professional football. Two hundred and twenty one members have been inducted into its hallowed halls.

"We promote the positive values of pro football in American culture," says **JOE HERRIGAN**, the Hall of Fame's Vice President of Communications/Exhibits. "We provide special recognition to individuals who have had a significant impact on the game."

The Pro Football Hall of Fame officially opened its 19,000-square-foot, two-building facility on September 7, 1963 in Canton, the birthplace of pro football in 1920 and located 50 miles south of Cleveland. By 1995, the Hall underwent its third expansion project and grew to quadruple its original size to 82,307 square feet.

This year the Hall unveiled its new Hall of Fame Gallery. The gallery holds the 221 bronze busts that represent its illustrious members. The gallery also features six high-tech touch screen kiosks where visitors can view biographical profiles, photos and film clips of every Hall of Fame member.

"It is the ultimate recognition," says legendary head coach **DON SHULA**, a 1997 inductee. "That's where your career is judged and evaluated. When you think about all of the people that are enshrined there, who they were and what they meant to the game and the respect given to the game...to be able to go to one central place and find all of that, it's very special."

This August 2-4, the Hall hosted *NFL Homecoming* at which more than 113 inductees returned to Canton to celebrate the Hall's 40th anniversary and welcome the Class of 2003 – **MARCUS ALLEN**, **ELVIN BETHEA**, **JOE DELAMIELLEURE**, **JAMES LOFTON** and **HANK STRAM**. The guests included players from every era, such as 91-year-old **ACE PARKER** (Class of 1972), **CHUCK BEDNARIK** (1967), **GALE SAYERS** (1977), **JOE GREENE** (1987) and **JIM KELLY** (2002). Coaches such as Shula and **CHUCK NOLL** as well as legendary players like **DICK BUTKUS** and **BART STARR** joined such owners as **LAMAR HUNT**, **WELLINGTON MARA** and **DAN ROONEY** at the historic gathering of football greats.

Canton's pro football history began decades before the Hall of Fame opened its doors in 1963. The city was the birthplace of the American Professional Football Association (renamed the National Football League in 1922) in 1920. The Canton Bulldogs were the first two-time champion of the NFL, winning titles in 1922 and 1923. Pro football's first superstar, **JIM THORPE**, spent a majority of his career with the Bulldogs. By the 1960s, Canton citizens launched a determined, spirited fundraising campaign to have the city be the site of the hall.

"Canton had close roots to pro football and the city and its citizens felt it had a legitimate claim for the hall," says Horrigan, who has been with the Hall for 26 years.

By 1963, Canton successfully cemented its place in football history with the construction of the Hall.

It continues to be home to and draw some of the most passionate pro football fans. In 2002, 180,004 fans visited the Hall of Fame.

"It's a great joy to go back to Canton because the fans there are so knowledgeable," said **PAUL WARFIELD**, a 1983 inductee and Ohio native. "They're there to acknowledge those entering the Hall of Fame: They tell us how much they appreciated our contributions to the NFL. It gives us, for lack of a better term, a real good feeling. It's a good feeling to know that what we contributed is so appreciated."



## JETS CELEBRATE 40TH ANNIVERSARY

Forty years ago, a five-man syndicate composed of **DAVID A. (SONNY) WERBLIN**, **TOWNSEND B. MARTIN**, **LEON HESS**, **DONALD C. LILLIS** and **PHILLIP H. ISELIN** purchased the New York Titans franchise for \$1 million. On April 15, 1963, the owners hired **WEEB EWBANK** as the head coach and general manager and changed the team name to the "Jets."

For the past four decades, the **NEW YORK JETS** have been one of the highest profiled organizations in professional sports. Highlighted by their improbable Super Bowl III title, the Jets' tradition is one of big plays and prideful performances. The tradition continues today.

In 2003, the defending AFC East champion Jets will celebrate that tradition by asking fans to vote for the "New York Jets' Four Decades Team (NY-XL)." The names of 56 players, from quarterbacks **JOE NAMATH** to **CHAD PENNINGTON**, from running backs **FREEMAN MC NEIL** to **CURTIS MARTIN**, and from defensive standouts **JOE KLECKO** to **JOHN ABRAHAM**, plus write-in candidates, will appear on the ballots. NY-XL ballots will be available at participating Hess Gas Stations, as well as the Meadowlands for each Jets home game and fans can vote online at <http://www.newyorkjets.com>. Voting will take place from August 1 through November 23, when the Jets host the Jacksonville Jaguars.

Once the voting ends and the numbers have been tallied, the Jets will bring the NY-XL team back for a weekend celebration, culminating with the introduction of the NY-XL team on Saturday, December 20 when the Jets host the New England Patriots in a nationally televised prime time game on ESPN at 8:30 PM (ET).

In addition to the NY-XL team, the Jets this summer appointed Pro Football Hall of Fame quarterback Namath as the team's Ambassador-at-Large.

"We're thrilled as an organization to have Joe Namath return to the Jets," says club President **JAY CROSS**. "Joe is symbolic of our past and will play a key role in our future."

Namath, who earned the nicknamed "Broadway Joe," enjoyed a stellar 12-year career in New York, highlighted by his MVP performance in the Jets' Super Bowl III upset of the Baltimore Colts, when he guaranteed a victory.

"Four decades of Jets football is absolutely wonderful," says Namath. "I get goose bumps just thinking about it."

**NEW YORK JETS BY THE NUMBERS**

- Won Super Bowl III.
- Won 2 AFC East Division titles (1998, 2002) and have played in 16 playoff games.
- Appeared in 3 AFL/AFC Championship games (1968, 1982, 1998).
- Have 4 Pro Football Hall of Famers: Weeb Ewbank (Head coach, 1963-73; general manager, 1963-74), Joe Namath (Quarterback, 1965-76), Don Maynard (Wide receiver, 1960-72), and John Riggins (Running back, 1971-75).

**NEW YORK JETS INDIVIDUAL CAREER RECORDS**  
(Does not include years as New York Titans, 1960-62)

CATEGORY	PLAYER	YEARS	TOTAL
Rushing Yards	Freeman McNeil	1981-92	8,074
Rushing TDs	Emerson Boozer	1966-75	52
Passing Yards	Joe Namath	1965-76	27,057
Passing TDs	Joe Namath	1965-76	170
Receptions	Al Toon	1985-92	517
Receiving Yards	Don Maynard	1963-72	8,797
Receiving TDs	Wesley Walker	1977-89	71
Scoring (Points)	Pat Leahy	1974-91	1,470
Interceptions	Bill Baird	1963-69	34



**NFL-UNITED WAY PARTNERSHIP REACHES 30 YEARS**

The 2003 season marks the 30th Anniversary of the NFL and the United Way working together to build stronger communities.

Since 1974, more than 1,000 NFL-United Way television messages have aired – making it the longest-running public service ad campaign in television history.

“In three decades working with the United Way, we have shown how NFL players, coaches, and owners serve their communities in order to inspire others to join us in volunteering to make a difference,” said Commissioner Paul Tagliabue.

In 2000, the NFL and United Way added light-hearted humor to the TV message series. Over the past three seasons, the campaign has earned numerous awards.

Most recently, the American Advertising Federation recognized the series with four awards. The NFL-United Way campaign earned top honors for best regional/national public service campaign. Among the other 2002 award-winners were the ads featuring New England Patriots receiver Troy Brown, Denver Broncos (former Arizona Cardinals) quarterback Jake Plummer, and Chicago Bears defensive tackle Ted Washington.

Fans will be treated to 10 new NFL-United Way messages this season as the players’ community work is accompanied by humor. Among the messages in 2003:

- New York Jets defensive end John Abraham is in a classroom “tutoring” students on key historical dates. In his final question to the children, Abraham asks them the date of the Jets’ next Super Bowl victory.
- New York Giants running back Tiki Barber works with prospective young employees on their “Job Skills.” Barber attempts to show them how to put on a tie, but has difficulty himself and accepts help from one of the youngsters.
- San Francisco 49ers quarterback Jeff Garcia takes part in a local “neighborhood watch” program. After one of his neighbors notes that the community expected a player the size of a lineman, Garcia walks past two teenagers who are bigger than him, looks up and says hello.
- Miami Dolphins defensive end Jason Taylor plays “Santa” at a community center during the holidays. One gift he gives is a “Jason Taylor bobblehead” which is actually a Ricky Williams bobblehead with Taylor’s #99 taped on.
- Dallas Cowboys safety Roy Williams teaches children to play chess using football terminology. He relates the pawns to offensive linemen, the queen to the tailback, the knights to the wide receivers and the king to the quarterback.

Other players featured are Green Bay Packers wide receiver Donald Driver, Tampa Bay Buccaneers kicker Martin Gramatica, New Orleans Saints defensive end Darren Howard, Atlanta Falcons defensive end Patrick Kerney, and Kansas City Chiefs guard Will Shields.



## HAWAII CELEBRATES 25TH PRO BOWL

**HAWAII** has long been considered one of the premier vacation destinations in the world. The 50th state is also synonymous with the NFL’s greatest players, as the league’s season-ending All-Star game, the Pro Bowl, will celebrate its 25th anniversary in Hawaii this February.

When the stars gather in Honolulu for the February 8 Pro Bowl, they will once again do so before a packed house. The Pro Bowl has played to sellout crowds for 24 consecutive years at Aloha Stadium, and the 2004 contest is expected to be no different.

“The fans in Hawaii have been phenomenal,” says Oakland Raiders quarterback **RICH GANNON**, who earned consecutive Player of the Game awards in 2001-02. “It’s always fun to go out and put on a great show for them.”

And according to the Hawaii Tourism Authority, those Pro Bowl fans come from far and wide. The HTA estimates that more than 18,000 visitors flocked to the state for the 2003 contest and that the NFL’s annual All-Star game continues to be a boon to the local economy. The 2003 Pro Bowl generated \$28 million in visitor spending, as well as \$2.7 million in state taxes.

“The Pro Bowl is huge economically for Hawaii,” says **REX JOHNSON**, executive director of the HTA. “But even more than that, it is part of our community.”

The NFL has continued its tradition of community service during Pro Bowl week, contributing more than \$100,000 to various charitable organizations through the state last year alone. In addition, NFL All-Stars make various hospital visits and spend time with military personnel, highlighted in 2003 by a visit to the aircraft carrier USS Carl Vinson.

The Pro Bowl found a permanent home in Hawaii beginning in 1980, after previous games were played at different sites around the country, including the Los Angeles Coliseum, Texas Stadium and the Louisiana Superdome.

“Making it to the Pro Bowl is the ultimate sign that you have arrived as a player,” says four-time All-Star quarterback **BOOMER ESIASON**. “When your coach stands before the team and announces that you have been chosen as one of the best players in the NFL, that is really a special moment and a tremendous honor.”

The excitement of being named to the Pro Bowl is just as great for the current crop of NFL stars.

“There are a lot of young players in the NFL today who are going to be coming to the Pro Bowl for many years to come,” said four-time All-Star tight end **TONY GONZALEZ** of the Kansas City Chiefs. “It’s a great feeling to know you’re one of the best.”

A look inside the numbers at the 24 Pro Bowls held in Hawaii (1980-2003):

<u><b>Series</b></u>	13-11 – AFC	<u><b>Ind. TDs</b></u>	5 – Jimmy Smith
<u><b>Points</b></u>	1,053	<u><b>Passing Yards</b></u>	890 – Dan Fouts
<u><b>TDs</b></u>	121	<u><b>Rushing Yards</b></u>	271 – Marshall Faulk
<u><b>Most Pro Bowl Selections</b></u>	14 – Bruce Matthews, G-C, Hou-Ten	<u><b>Receiving Yards</b></u>	495 – Jerry Rice
<u><b>Most Player of Game Awards</b></u>	2 – Rich Gannon, QB, Oak	<u><b>Sacks</b></u>	9.5 – Reggie White
<u><b>Con. Player of Game Awards</b></u>	Rich Gannon, QB, Oak, 2001-02	<u><b>INT</b></u>	4 – Deion Sanders, Everson Walls

## 25TH ANNIVERSARY: THE HOLY ROLLER

Twenty-five years ago, one of the most memorable plays in NFL history took place, one that would be called the “Holy Roller,” but was far from virtuous.

From 1968 to 1977, the Oakland Raiders did not lose to the San Diego Chargers in 18 consecutive games before the Chargers won the AFC West rivals’ second meeting in 1977. San Diego was poised for back-to-back victories over the Raiders in Week 2 of the 1978 season with a 20-14 lead. Oakland had time for one last play with the ball on the Chargers’ 14-yard line.

“(Chargers linebacker) **WOODY LOWE** beat whoever was supposed to block him and he came in pretty clean and got to me just as I had begun to set up,” says former Raiders quarterback **KEN STABLER**. “He got to me pretty quick and that’s when everything starts to take place.”

“I was about to get me hands on Kenny,” says Lowe. “Kenny was backing away and I thought Kenny had tried to throw the ball underhanded. I thought it was an incomplete pass. I thought I was the hero of the game, to be honest.”

Raiders running back **PETE BANASZAK** called for Stabler to throw him the ball by yelling, “Snake! Snake!” Stabler was hit and fumbled the ball forward to where Banaszak, in trying to scoop the ball up, botched his attempt and propelled it forward toward the Chargers’ goal line before falling under a pile of bodies. The ball then hit the foot of Raiders Hall of Fame tight end **DAVE CASPER** on the two-yard line and caromed into the end zone before Casper fell on it to tie the game at 20-20. Raiders kicker **ERROL MANN** converted the game-winning point-after with no time left on the clock for a 21-20 victory.

The play was dubbed “The Holy Roller.”

“It was one of those things that, maybe you can’t do that, but the rules say you can do that, so you can do that, and if you don’t want to do that, then go change the rule,” says **JOHN MADDEN**, then the Raiders head coach, now the analyst for *ABC’s Monday Night Football*. “And that’s exactly what they did – they changed the rule. Now you can’t do it anymore.”

Madden is partially correct. By the players’ own admission, Stabler intentionally fumbled forward and Banaszak deliberately fumbled the ball toward the Chargers’ goal line knowing he had no chance to advance the ball with San Diego defenders around him. Both acts violated NFL rules. However, neither was discernable to officials on the scene.

Following the 1978 season, the NFL rulebook was amended under Rule 8, Section 4, Article 2: “After the two-minute warning, any fumble that occurs during a down (including a PAT), the fumbled ball may only be advanced by the offensive player who fumbled the ball, or any member of the defensive team.”



**10TH ANNIVERSARY: CAROLINA & JACKSONVILLE AWARDED FRANCHISES**

1993! It’s hard to believe that the Carolinas and the city of Jacksonville were awarded NFL franchises only 10 years ago.

On October 26, 1993, NFL owners unanimously selected the Carolinas as the location for the NFL’s 29th franchise. The Carolina Panthers became the league’s first expansion team since 1976.

A month later, on November 30th, Jacksonville was awarded the league’s 30th franchise. And the Jacksonville Jaguars were born.

Both franchises have made tremendous strides since their births.

By 1996, in only their second season, Carolina and Jacksonville reached the NFC and AFC Championship Games, respectively – the fastest of any franchises in league history to do so.

Owners **WAYNE WEAVER** of Jacksonville and **JERRY RICHARDSON** of Carolina have not only put a quality product on the field, they have introduced new facilities that have brought nationwide attention to their regions.

In July of 1996, Carolina opened the state-of-the-art Ericsson Stadium in Charlotte.

"The National Football League is at the forefront of American culture and the Panthers have been proud of their association with the League over the last ten years," says Richardson. "The Carolinas market has proven to be a strong link in that chain and the support has been everything we envisioned when the franchise was awarded. The last decade has been a point of strong growth for both the League and our region. It has been a tremendous experience and a dream come true for the many people who made NFL football a reality in the Carolinas."

In 2005, Jacksonville will host America’s biggest sporting event – Super Bowl XXXIX.

“Jacksonville has been transformed over the past 10 years, and the Jaguars have been part of that growth,” says Weaver. “A decade ago, few people would have imagined an NFL team in Jacksonville, and no one would have imagined a Super Bowl in Jacksonville. We now have both and that’s a tribute to the vision of the NFL owners and to the citizens of Jacksonville who have risen to the occasion.”

Now led by new head coach **JACK DEL RIO**, the Jaguars have developed some of the league’s finest on-field talent. Quarterback **MARK BRUNELL** is the only NFL quarterback to lead his team in passing in each of a franchise’s first eight seasons. He’s also the league’s ninth-rated all-time passer (85.1) and holds 40 team records.

Wide receiver **JIMMY SMITH** accumulated 642 receptions for 9,287 yards from 1996-2002 – more catches and receiving yards during a seven-year span than any NFL receiver other than **JERRY RICE**. Smith is the team’s longest-tenured player and holds Jaguars career records in receptions (664), receiving yards (9,287), average yards per catch (14.0) and receiving touchdowns (51).

“As we near the 10th anniversary of our franchise, I am reminded of that day in 1993 when Commissioner **PAUL TAGLIABUE** made the announcement,” says Weaver. “It was a proud moment for our city and for all the people who worked so hard to realize this dream.”

Under second-year head coach **JOHN FOX**, Carolina enters the 2003 season with high hopes. The Panthers signed two-time All-Star running back and eight-year veteran **STEPHEN DAVIS** as a free agent to bolster their offense. Davis, who spent his first seven seasons with the Washington Redskins, was the only player in club history to rush for more than 1,000 yards in three consecutive years (1999-2001).

The Panthers are strong on defense, too. Last season, defensive end **JULIUS PEPPERS** was named the Associated Press’ Defensive Rookie of the Year, accumulating 12 sacks. Third-year defensive tackle **KRIS JENKINS** is coming off of his best season as a pro. After finishing the year with a career-high seven sacks, third among NFC DTs, Jenkins was selected to play in his first Pro Bowl.

**CAROLINA PANTHERS & JACKSONVILLE JAGUARS BY THE NUMBERS**

<b>3 DIVISION TITLES</b> – Carolina, NFC West 1996; Jacksonville, AFC Central in 1998 and 1999.
<b>5 PLAYOFF APPEARANCES</b> – Carolina 1996, Jacksonville, 1996, 1997, 1998 and 1999.
<b>3 CHAMPIONSHIP GAME APPEARANCES</b> – Carolina 1996; Jacksonville, 1996, 1999.
<b>44 PRO BOWL SELECTIONS</b> – Carolina 22; Jacksonville 22.





# THE TEAMS

## WHAT TO LOOK FOR IN 2003

The **CHICAGO BEARS** need two victories to become the first team with 650 total victories. The Bears have a 648-469-42 all-time record.

The **GREEN BAY PACKERS** need eight regular season victories to become the second team (Chicago Bears, 634) with 600 regular season victories. The Packers have a 592-468-36 regular-season record.

The **WASHINGTON REDSKINS** need six regular season victories to reach 500 regular season victories. The Redskins have a 494-441-27 regular-season record.

The **PITTSBURGH STEELERS** need 14 victories to reach 500 total victories. The Steelers have a 486-486-21 all-time record.

The **DALLAS COWBOYS** need one victory to reach 400 total victories. The Cowboys have a 399-290-6 all-time record.

The **CLEVELAND BROWNS** need five regular season victories to reach 400 regular season victories. The Browns have a 395-309-10 regular-season record.

The **NEW YORK JETS** need 7 victories to reach 300 total victories. The Jets have a 293-357-8 all-time record.

The **SEATTLE SEAHAWKS** need 2 victories to reach 200 total victories. The Seahawks have a 198-230-0 all-time record.

The **SAN FRANCISCO 49ERS** have scored in 402 consecutive games, the longest streak in NFL history.



## STEELERS PLAY THEIR 1,000TH

On October 26, one of the most hallowed teams in the NFL, the **PITTSBURGH STEELERS**, will play their 1,000th NFL game, joining Arizona, Chicago, Detroit and the New York Giants as the only teams in history to do so.

Following is a brief history of this illustrious NFL franchise:

1933	Steelers (as Pittsburgh Pirates) founded by Art Rooney on July 8, one of 10 teams in the NFL at the time.
1938	Rooney signs Byron “Whizzer” White, the first “big-money” NFL player. White will go on to serve on the Supreme Court.
1942	Renamed the Steelers in 1940, the team posts its first-ever winning record, going 7-4.
1947	Team plays its first postseason game, losing 21-0 to the Philadelphia Eagles.
1969	The team re-builds, drafting Joe Greene and, a year later, Terry Bradshaw.
1970	Two big moves: first, into the AFC Central when the NFL merges with the AFL; second, into Three Rivers Stadium
1972	Win first division title and first playoff game (13-7 over the Oakland Raiders) thanks to the “Immaculate Reception.”
1974	Begin streak of six consecutive division titles. Capture first championship, defeating Minnesota 16-6 in Super Bowl IX.
1975	Become third team in NFL history (along with Green Bay and Miami) to win back-to-back Super Bowls.
1979	Capture fourth Super Bowl title, first team in the NFL to do so, and are called the “Team of the Decade.”
1991	Twenty-three-year veteran head coach Chuck Noll retires, replaced by the young Bill Cowher
1995	Cowher becomes youngest (38) NFL head coach to lead team to a Super Bowl, losing to the Cowboys 27-17
2002	Wins its second division title in a row.
2003	Play franchise’s 1,000th game, against St. Louis (10/26).

The all-time records of the NFL’s 1,000-game teams:

TEAM	FOUNDED	RECORD
Chicago Bears	1920	634-454-42
Arizona Cardinals	1920	436-615-39
Green Bay Packers	1921	615-480-36
New York Giants	1925	567-465-33
Detroit Lions	1930	462-499-32

Pittsburgh Steelers	1933	486-486-21
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## BUCS STOP EVERYWHERE!

The phrase “defense wins championships” has entrenched itself throughout the sports world as an axiom that players, coaches and fans all hold dear. And perhaps the 2002 **TAMPA BAY BUCCANEERS** are the quintessential example of that phrase come to life.

The Bucs earned the franchise’s first championship, capturing Super Bowl XXXVII with a convincing 48-21 victory over the Oakland Raiders, thanks in large part to a defense that may be remembered as one of the NFL’s all-time best.

The unit enjoyed a remarkable 2002 season in every way. The Buccaneers finished as the NFL’s top-ranked defense, surrendering 252.8 yards per game. Its 196 points allowed were the fewest in the league – with only two other teams allowing fewer than 300 points – and fifth-fewest since the NFL moved to a 16-game schedule in 1978.

The team recorded two shutouts in 2002, held opponents to seven points or less six times and 10 points or less nine times. Tampa Bay led the NFL with 31 interceptions, allowed an NFL-low 21 touchdowns and 236 first downs. Five Buccaneers defenders – **LB DERRICK BROOKS**, **S JOHN LYNCH**, **LB SHELTON QUARLES**, **DE SIMEON RICE** and **DT WARREN SAPP** – were selected to the Pro Bowl.

So, head coach **JON GRUDEN**, what are some of the attributes that made your defense so special?

“You are talking about the complete package,” says Gruden. “We are a very good tackling defensive team and very fast. These guys have a tremendous amount of pride. Warren Sapp is a force in the middle. Simeon Rice can really rush the passer. Impact players like Derrick Brooks can run sideline to sideline. We’ve got enforcers in the middle, like John Lynch. And two corners no one really talks much about. **BRIAN KELLY** led the NFC in interceptions and **RONDE BARBER** is as good a football player as I have ever been around.”

With Tampa Bay having turned the page on last year’s Super Bowl triumph and eagerly awaiting the chance to kick off the 2003 campaign, opposing teams will have to figure out a way around the immovable object that is the Buccaneers’ defense. What better place to begin than in New Orleans, as the NFC South-rival Saints handed the Bucs two of their four losses last season.

Saints head coach **JIM HASLETT** led his club to a 26-20 overtime victory in Week 1 and a 23-20 win in Week 13, as New Orleans was the only NFC South team to defeat the Super Bowl champions. In both games, the Saints outrushed their opponent and only committed one turnover.

“Tampa has always been good on defense and they play at a high level,” says Haslett. “Especially in our second meeting, we played very physical on offense. We did not get a lot of yards, but I think you are not going to get a lot of yards when you are playing a quality defense like Tampa. We tried to run the football and play physical, and also get some big plays.”

The Philadelphia Eagles split their two games with the Buccaneers last season, earning a 20-10 regular-season win but dropping a 27-10 decision in the NFC Championship Game. The Eagles and Bucs will renew acquaintances again in Week 1, as Tampa travels to Philadelphia on September 8 to usher in the new season of *ABC’s NFL Monday Night Football*.

In their October 20 win, the Eagles were able to connect on several big plays, including a 42-yard touchdown reception by WR **TODD PINKSTON**, a 29-yard punt return and 47-yard kickoff return by **BRIAN MITCHELL** and a 57-yard run by RB **DUCE STALEY**.

“I think you have to know where all their players are at all times,” explains Eagles quarterback **DONOVAN MC NABB**, who is 4-1 including postseason, in five career starts against Tampa. “John Lynch plays a major part in their defense. By reading him and the other safety, you get a great feel of what blitz you will be presented with. You look over the whole defense and keep an eye on the safeties because they can tell a lot.”

Eagles head coach **ANDY REID** has great respect for the speed and pass rush the Buccaneers bring.

“We know that they are an extremely fast and extremely quick defense, so to run laterally on them is probably not going to be effective,” Reid says. “To drop back and pass on them every time, that is not going to be effective, either. We felt that we had to go right after them and play downhill football and try to utilize some of our size and strength.”

The Buccaneers are anxious to begin their quest for a second consecutive championship, as **MONTE KIFFIN** begins his eighth season as Tampa Bay’s defensive coordinator. He will once again rely heavily on Brooks, his standout linebacker.

Brooks was named the Associated Press Defensive Player of the Year in 2002, as he helped the Buccaneers defense achieve its heights while becoming an All-Star for the sixth time.

“We have to stay a lot more focused and not let being world champions become a distraction,” says Brooks. “So far, I would say we have turned the page and moved on.” A scary thought for teams around the NFL.

A look at how the Buccaneers fared in some key statistical categories last season:

<u>Fewest Points in Season Since 1978</u>	<u>Year</u>	<u>Points</u>
2000	Baltimore	165
1986	Chicago	187
2000	Tennessee	191
1978	Pittsburgh	195
<b>2002</b>	<b>Tampa Bay</b>	<b>196</b>

<u>Most Games in 2002 Allowing 10-or-less Points</u>	
<b>Tampa Bay</b>	<b>9</b>
Philadelphia	6
Atlanta	4
Carolina	4
Green Bay	4
Miami	4
Tennessee	4

<u>Consecutive Games with Takeaway (Active)</u>	
<b>Tampa Bay</b>	<b>41</b>
Seattle	11
Oakland	10
NY Giants	9
Carolina	7

<u>2002 INT Leaders</u>	
<b>Tampa Bay</b>	<b>31</b>
Baltimore	25
Atlanta	24
Green Bay	24
Miami	21
Oakland	21



THE 3-4's INCHING BACK

Hand a chef a bushel of tomatoes and he'll make tomato sauce. Give a football coach an abundance of talented linebackers and he may cook up a 3-4 defense.

Five NFL clubs will make the 3-4 their primary defensive formation in 2003: Atlanta, Baltimore, Houston, New England and Pittsburgh. That is three more than at the start of the 2001 season when only Pittsburgh employed it in every game and New England used it as their base defense for Weeks 1-6.

**O.A. "BUM" PHILLIPS**, the former Houston Oilers (1975-80) and New Orleans Saints (1981-85) head coach, was the first to use the 3-4 set on every down in 1975. In 11 seasons as a head coach, Phillips' defenses ranked in the league's top half nine times. When he became the Saints' head coach in 1981, Phillips inherited the league's worst defense (No. 28 overall) and built it into an NFL top-five unit in three of the next five seasons.

"To work the 3-4, you need linebackers who can really run," says the 79-year-old Phillips from his Texas ranch 150 miles southwest of Houston. "Defensive lineman in the 3-4 can all be tackle-types. It's a whole lot easier to find defensive tackles than ends. We still rushed four people 90 percent of the time and sometimes we sent five.

"It gave you a chance to get a linebacker rushing against a halfback and they couldn't block them one-on-one. I remember (with Houston) one time up in Buffalo, we rushed (outside linebacker) **ROBERT BRAZILE** on **O.J. SIMPSON**'s side. Well, O.J. never came out of the backfield."

According to Phillips, by 1980, 19 of the league's 28 teams ran the 3-4.

"I think it's a matter of talent more than philosophy," says Ravens defensive coordinator **MIKE NOLAN**, who will use the 3-4 in Baltimore for a second consecutive season in 2003. Baltimore's defense finished in a tie for the NFL's lowest average yards per rush (3.7) in 2002 and posted an AFC-best 25 interceptions, eclipsing the franchise record of 23.

"You always want to get your best players on the field," says Nolan. "We have more good linebackers than we have defensive linemen right now. If we have **PETER BOULWARE**, **EDGERTON HARTWELL**, **RAY LEWIS** or **TERRELL SUGGS** standing on the sideline during a game, then we aren't playing our best 11 on defense."

As a first-year expansion team in 2002, the Houston Texans' 3-4 base finished the season ranked No. 16 in the NFL overall (326.9) and No. 4 in the AFC against the pass (196.3). Defensive coordinator **VIC FANGIO** believes an offense's unfamiliarity with the 3-4 offers his unit advantages.

"It changes blocking schemes in pass protection at times," says Fangio. "I do think that if you get an opponent at a point in the season where they haven't seen a 3-4 in a couple of months, that could be an advantage."

Fangio echoes Phillips and Nolan in stressing how important playmaking linebackers are in the 3-4.

"The dominating outside linebacker is the most critical position. Most colleges aren't using the 3-4 and smaller guys are playing linebacker. If you're playing outside linebacker in this defense, you're half defensive end and half linebacker. You need a defensive end's size and the athletic ability of a linebacker at that position."

Two-time Pro Bowl inside linebacker **KEITH BROOKING** of the Falcons enjoys playing in the heart of the 3-4 under defensive coordinator **WADE PHILLIPS**, Bum's son. The Falcons reached the NFC Divisional Playoffs last season with a defense that forced more turnovers (39) than every NFL club other than Green Bay (45).

"As players, it allows us to go out there and just play aggressively and play defense the way you should play it," says Brooking. "It creates havoc for opposing offenses because you can blitz from a lot of different places when you have four linebackers.

"If you have two outside linebackers who can really rush, offenses can't slide their protection to one of those linebackers because you don't know which one is going to come."

A snapshot of the five NFL clubs who will use the 3-4 defense as their base formation in 2003:

<u>TEAM</u>	<u>3-4 HAS BEEN BASE DEFENSE SINCE</u>
Atlanta Falcons	2002
Baltimore Ravens	2002
Houston Texans	2002
New England Patriots	2003
Pittsburgh Steelers	1983

MORE "BUM" PHILLIPS

Although he hasn't coached in an NFL game in 18 years, O.A. "Bum" Phillips' passion for the NFL continues to beam.

"You know I watch them every Sunday," says Phillips. "I've got the satellite package (NFL Sunday Ticket). Oh, I watch 'em. I enjoy the games.

"I like to watch Wade in Atlanta – that's my No. 1 priority. **CARL MAUCH** was a center for us when I coached in San Diego. He's in Detroit now (offensive line coach), so naturally I pull for Detroit. And I've always liked Pittsburgh."

Asked why he roots for former Houston division rival Pittsburgh after the Steelers defeated his Oilers in the 1978 and 1979 AFC Championship Games, Phillips says, "Anybody who can win four Super Bowls in six years can call me a fan of theirs."





SOUTHERN COOKING

Did realignment work? Well, looking at the new south divisions, it certainly did. They each sent two teams to the playoffs, two of four divisions to do so.

The **NFC SOUTH** sent the Tampa Bay Buccaneers, who went on to win Super Bowl XXXVII, and the Atlanta Falcons, who advanced to the divisional playoffs.

The **AFC SOUTH** sent the Tennessee Titans, who reached the AFC Championship game and the Indianapolis Colts, who lost in the wild card round.

The **NFC South** compiled more wins, 37, than any other division. Of course NFL rivalries develop over time, but when Tampa Bay's vaunted defense clashes with human-highlight film quarterback **MICHAEL VICK** and the Atlanta Falcons, it is a must-watch game. Atlanta intensified its pursuit of division champion Tampa Bay this offseason by acquiring 1,000-yard receiver **PEERLESS PRICE** from Buffalo.

"We know that role," says Buccaneers linebacker **DERRICK BROOKS**. "We chased the Green Bay Packers when I first got in the league."

Tampa Bay swept Atlanta last season. "We know that we're on the top of the hill," says Brooks. "We look forward to playing Atlanta. I think in my years playing, it has been a heated rivalry. They bring out the best in us, and we bring out the best in them."

The rest of the division also expects to challenge the Buccaneers. Carolina, which improved from 1-15 in 2001 to 7-9 last year, signed former Redskins running back **STEPHEN DAVIS** to bolster its offense. New Orleans, which just missed the playoffs with a 9-7 record, returns the NFC's leading rusher **DEUCE MC ALLISTER**.

"I think the rivalries develop with these teams competing against each other year in and year out," says McAllister, who rushed for 1,388 yards in 2002. "It brings a lot of fans to each game, so the fans definitely look at it as intense."

In the **AFC South**, the Tennessee-Indianapolis rivalry is beginning to grow fierce as well. The Colts appeared to be in the driver's seat for the division title heading into Week 14 last season. Tennessee unseated Indianapolis with a 27-17 victory to sweep the season series. The Titans went on to edge the Colts for the division title by a single game. With the Titans led by all-star quarterback **STEVE MC NAIR**, and the Colts by quarterback **PEYTON MANNING**, the two division rivals should battle for years to come.

"When the schedule comes out, we know this is going to be a big game in the AFC South," says Manning. "We certainly want to be competitive in this division. We know the Titans will be competitive, and those December division games are going to be the ones that can decide the division."

TURNOVERS/THIRD-DOWN CONVERSIONS = PLAYOFFS

There are a lot of recipes for teams seeking to make the playoffs. But many coaches believe that winning the battle for turnovers and converting third-down attempts will keep their teams playing through January.

"Those are probably the most important statistics," says Buccaneers head coach **JON GRUDEN**. "We document rushing stats, total offense and total defense, but the turnover ratio and third-down percentage are the two most important stats we talk about as a team."

Last season, the teams committing the fewest turnovers won 82 percent of the games, the highest such figure in any season since 1960 (83 percent). Four of the five best teams in third-down conversions entered the playoffs.

The top five teams in both categories in 2002:

THIRD-DOWN CONVERSIONS	%	2002 Finish	TAKEAWAYS	+/-	2002 Finish
San Francisco	52.3	NFC Divisional Playoffs	Green Bay	+17	Wild Card Round
Oakland	45.3	Super Bowl runner-up	Tampa Bay	+17	Super Bowl XXXVII Champs
Indianapolis	44.9	Wild Card Round	Kansas City	+16	Did not make playoffs
Minnesota	44.0	Did not make playoffs	Philadelphia	+14	NFC Championship Game
Tennessee	43.5	AFC Championship Game	Oakland	+12	Super Bowl runner-up

CENTURY SHUTDOWNS

The top minds in the NFL share a common philosophy – running the ball effectively leads to victory.

Well, the game's top defensive minds are out to prove that *stopping* the run is just as important.

Under defensive coordinator **TIM LEWIS**, the Pittsburgh Steelers have led the NFL in rush defense for the past two seasons and have not allowed a 100-yard rusher in seven games, tying for the fourth longest active streak in the league.

The six NFL teams with the longest streaks of limiting opposing rushers to 100-yards, have a combined 36-16 (.692) record in those games, and all made the playoffs last season, including the Super Bowl XXXVII champion Tampa Bay Buccaneers.

CURRENT STREAKS / CONSECUTIVE GAMES WITHOUT ALLOWING 100-YD RUSHER

TEAM	GAMES
Indianapolis	12
San Francisco	10
Tennessee	9
NY Giants	7
Pittsburgh	7
Tampa Bay	7



## '03 Xs & Os

It used to be that you could map out most of a team's plays on a chalkboard. The coach would put up a few Xs and Os, the team would diligently copy the plays into their notebooks, and formations and strategies were born.

Not anymore. These days, playbooks for NFL teams are as complicated as computer instruction manuals. With multiple coordinators and assistants per team not only working on their own playbooks, but also burning the midnight oil to study their opponents' strategies, it's no wonder that the complexity of plays has increased.

With playbooks as thick as phonebooks and secrecy so intense that Kansas City Chiefs linebacker **SHAWN BARBER** actually used a Lo-Jack car security system on his (albeit only after his first copy was stolen), deciphering the new language of Xs and Os can be a bit of a challenge for the modern NFL fan.

So, as the coaches brainstorm and the rookies struggle to memorize, here's a guide to Xs & Os teams are working on for 2003:

- **JETS GO MAN-TO-MAN ON THIRD DOWN:** It can be pretty challenging on a defense, never mind a defensive coordinator, to face teams with short-passing attacks. Especially on critical third-down plays, soft zone coverage just won't cut it. That's why **NEW YORK JETS** defensive coordinator **TED COTTRELL** is planning to modify the way the Jets counter the pass attack this year. Watch for the Jets to play a lot of man-to-man coverage, especially on third down as they go up against the pass-heavy offenses of division rivals like the Bills and Patriots. The man-to-man strategy fits well with the selection of defensive tackle **DEWAYNE ROBERTSON** in the draft, since Robertson's ability to go either forward or back should help the Jets' defense keep the quarterback guessing, hopefully disrupting his timing in the process.
- **WILL ERICKSON ABANDON THE WEST COAST IN SAN FRAN?:** Under legendary head coach **BILL WALSH**, the **SAN FRANCISCO 49ERS** were the first team to pioneer the so-called "West Coast" offense. Now, with the arrival of head coach **DENNIS ERICKSON**, watch for the 49ers to take steps away from a strategy so dependent on quick, short passes. This is not to say that Erickson dislikes speed and agility; on the contrary, the 49ers drafted a number of relatively lean players, such as 6-foot-7, 310-pound tackle **KWAME HARRIS**. On offense, Erickson tends to prefer a long passing game, often playing out of a three-receiver formation. Indeed, the team hopes new formations will help confuse opposing defenses. "The past five years, you could basically tell when we were going to run or pass, based on our formation," says fullback **FRED BEASLEY**. "Now, you don't know what we're going to do."
- **TWO OFFENSIVE BARBERS:** If you thought it was impossible for NFL brothers **RONDE** and **TIKI BARBER** to become any more indistinguishable, guess again. At camp this summer, **TAMPA BAY BUCCANEERS** head coach **JON GRUDEN** experimented with using cornerback Ronde at running back, the position his twin brother Tiki plays for the **NEW YORK GIANTS**. Ronde hasn't played offense since high school, but he says that "it'll be fun to toy with and see how fierce we can really come with it." If offensive skill runs in the family, the scheme just might work, since last year Tiki led the NFC with 1,984 total yards. Gruden admits that "I have some bizarre thoughts in the offseason," and indeed this is the second year in a row he's hatched the idea of having a star defender switch sides: recall that defensive tackle **WARREN SAPP** played tight end on some crucial third-down plays last year.
- **CHIEFS GETTING FASTER:** The phrase "improved team speed" was being thrown around a lot at training camp this summer for the **KANSAS CITY CHIEFS**, especially with regard to the team's new and revamped defense. The most notable quick addition is linebacker **SHAWN BARBER**, picked up as a free agent from Philadelphia, who will bring the defense some outside speed as he replaces **MIKE MASLOWSKI**, who moves to middle linebacker this season. Other fast new defenders include nose tackle **RYAN SIMS**, moving up to starter this year; free safety **JEROME WOODS**, returning from a broken leg; and defensive end **VONNIE HOLIDAY**, picked up from Green Bay. Overall, the defense "has shown they're going to play much more aggressively," says quarterback **TRENT GREEN**. "There's more overall team speed. They're flying around much faster than they did a year ago. I'm really impressed with it."
- **"lower case" Xs & Os:** **JACKSONVILLE JAGUARS** new head coach **JACK DEL RIO** likes tall wide receivers. Five Jaguars wide-outs are over 6-0, and three are over 6-3. Notable among these lofty men is 6-3 **MATT HATCHETTE**, who joins the Jaguars after leading NFL Europe in receiving yards and catches.....**HOUSTON TEXANS** quarterback **DAVID CARR** looked like a different man in training camp, thanks to an offseason conditioning regimen that reduced his body fat by half, added 15 pounds of muscle, and produced legs that, Carr says, "feel better than they have in my entire life".....**CHICAGO BEARS** quarterback **KORDELL STEWART** is quickly picking up the old playbook used by previous Chicago QB **JIM MILLER**, but that doesn't mean there will be no modifications. "We have to move the pocket for him a little bit, we're going to have to design some run plays for him," says quarterbacks coach **GREG OLSON**.

## FIVE Xs & Os TERMS FANS MAY NOT HAVE HEARD

- **"COVER 2":** Defensive scheme wherein safeties divide the field in half, with no free-lancing coverage.
- **"ELEPHANT END":** Far right lineman assigned to pass rush—despite the name, the most agile of the linemen.
- **"THREE-TECHNIQUE TACKLE":** Defender positioned to either rush, stop the run, or drop back to pass coverage.
- **"FOUR-MINUTE OFFENSE":** Clock-draining strategy used when the offense is up by a touchdown in the fourth quarter.
- **"RUN-ACTION FAKE":** Pass play that looks like a rush until the last second.



49ERS STRIKE!

The last time the **SAN FRANCISCO 49ERS** were shut out, **JIMMY CARTER** was president, compact discs and the Internet were still on the drawing board, and a whole lot else was different about the world.

But one thing has stayed constant during the intervening 26 years: “49ers” and “0” have never appeared next to one another on a scoreboard when the fourth quarter comes to a close.

Indeed, with 402 consecutive games posting a score, the 49ers’ NFL record is well ahead of their closest competitors.

The most consecutive games with a score in NFL history:

TEAM	GAMES	YEARS
<i>San Francisco 49ers</i>	<i>402</i>	<i>1977-present</i>
Cleveland Browns	274	1950-1971
Dallas Cowboys	218	1970-1985
Oakland Raiders	217	1966-1981
New Orleans Saints	216	1983-1997

ROADIES

Some teams just like playing on the road.

**JASON TAYLOR** of the Dolphins likes it “because the fans yell at you.” **HERMAN EDWARDS** of the Jets definitely likes it. In his two years as the team’s head coach, New York has gone 11-5 on the road in the regular season.

“We don’t fear the road,” says Edwards. “Our mindset when we go on the road is that it’s just us. We have a way we conduct ourselves and a way we do things. I talked to the players about the importance of winning on the road when we first got here, and they bought into it.”

The best single-season road records, and top road marks the past two years:

PERFECT ROAD RECORDS SINCE 1970			BEST ROAD RECORDS, 2001-02				
TEAM	ROAD RECORD	RESULT	TEAM	W	L	T	PCT.
1972 Miami	7-0	Won Super Bowl	Philadelphia Eagles	12	4	0	.750
1982 Washington	5-0	Won Super Bowl	New York Jets	11	5	0	.688
1984 San Francisco	8-0	Won Super Bowl	Pittsburgh Steelers	11	5	0	.688
1989 San Francisco	8-0	Won Super Bowl	Oakland Raiders	10	6	0	.625
1990 San Francisco	8-0	Lost NFC Champ.	San Francisco 49ers	10	6	0	.625
2001 St. Louis	8-0	Lost NFC Wild Card	Tampa Bay Buccaneers	10	6	0	.625

ON GRASS? ON THE ROAD? HOW DO THEY DO?

Who scores the most touchdowns on turf? Who’s the most productive on the road? Which defense reaches the end zone the most? The NFL tracks touchdowns in these categories and more throughout the season.

A rundown of the 2002 leaders in six “touchdown tracker” categories:

MOST TOUCHDOWNS SCORED ON GRASS/TURF/AT NIGHT

On Grass		On Turf		At Night	
Team	Touchdowns	Team	Touchdowns	Team	Touchdowns
Kansas City	53	Minnesota	38	Philadelphia	13
Oakland	45	New Orleans	32	St. Louis	12
Denver	41	Buffalo	31	Oakland	12
Pittsburgh	39	Philadelphia	30	Green Bay	10
Tennessee	39	Seattle	29	Pittsburgh	10

MOST TOUCHDOWNS SCORED HOME/AWAY

At Home		Away	
Team	Touchdowns	Team	Touchdowns
Kansas City	32	Atlanta	26
Oakland	28	New Orleans	26
Buffalo	26	Kansas City	25
St. Louis	26	Oakland	25
Miami	25	Denver	23

MOST TOUCHDOWNS SCORED BY DEFENSE

Team	Touchdowns
Tampa Bay	5
Baltimore	4
Houston	4
New England	4
Philadelphia	4
Tennessee	4