

NFL Films, Continued:

Today, NFL Films has been honored with 87 Emmy Awards for cinematography, writing, features, sound, sports series and special, including lifetime achievement Emmys for Ed and Steve Sabol "for setting the standard in sports filmmaking and revolutionizing the way America watches football." NFL Films cinematographers have been selected for such feature films as *Jerry McGuire*, *Rudy* and *Everybody's All-American*.

In the fall of 2002, Films opened its state-of-the-art 195,000-square foot motion picture studio in Mt. Laurel, New Jersey.

"We have had the same continuous creative vision for 40 years," says Steve Sabol. "We are filmmakers, not journalists. To us, the story is just as important as the outcome. The struggle is more interesting than the statistics. NFL Films is about making fans feel, as well as think."

Some facts about NFL Films over the years:

NFL FILMS	
Number of employees in 1964	6
Number of employees in 2004	290
Games filmed during 1965 season	102
Games filmed during 2003 season	267
Games filmed since 1962	8,511
16mm film shot per season	1,000 miles
Hours of television programming produced annually	2,500



United Way

NFL-UNITED WAY PARTNERSHIP CELEBRATES 30TH TV ANNIVERSARY

For the past 30 years, the **NFL** and **UNITED WAY** have created public service ads that have become a part of the football experience for millions of fans.

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. The spots reach more than 120 million viewers per week on airtime furnished by the NFL. As a result, throughout the years, United Way fund-raising has soared from \$800 million to \$3.95 billion.

"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," says Commissioner **PAUL TAGLIABUE**.

The ad concept was the same for much of the life of the campaign, but in 2000, the NFL and United Way added light-hearted humor to the TV message to extend the appeal to a broader audience. 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 the best regional/national public service campaign. Other award-winners were the 2002 ads featuring New England Patriots receiver Troy Brown, Denver Broncos (former Arizona Cardinals) quarterback Jake Plummer, and Chicago Bears defensive tackle Ted Washington.

The 2004 season not only marks 30 years for the campaign, but a season that will launch a new ad concept -- "The United Way Draft." With a United Way replica of the NFL Draft set, players are selected by charitable organizations for their exceptional work in the community.

Fans will be treated to nine new NFL-United Way messages this season. The ads include "draft" day and community work scenes. Among the messages for 2004:

- St. Louis Rams running back **MARSHALL FAULK** takes a group of community children camping. After tripping on a tree stump, Faulk leads the children on a day of hiking, frog-catching, tent-pitching and campfire stories.
- Chicago Bears linebacker **BRIAN URLACHER** is being drafted by two community organizations for his dedication to giving back -- the local food bank and a home restoration project. After concern of whether this is possible, the United Way confirms that it is acceptable to simultaneously volunteer for two different organizations in your community.
- Tennessee Titans defensive end **KEVIN CARTER** lends a hand for a local clothing drive. Carter gets right to work by sorting and ironing clothes. When asked at a draft press conference how he is dealing with the pressure of his prediction that he will be this year's "Most Valuable Volunteer," Carter responds that he still puts his pants on one leg at a time, but when he's done, he donates them.
- New York Jets quarterback **CHAD PENNINGTON** temporarily trades his QB hat for a head coach hat as he leads a community youth football team. Pennington tires the youngsters out with a series of plays and drills.
- Pittsburgh Steelers wide receiver **ANTWAAN RANDLE EL** participates in his community's canned food drive. The volunteers have collected so many cans that Randle El has to use his skills as a wide receiver to catch a number of cans one after the other to get the job done in time. Randle El is also drafted for donating blood to a local blood drive.

Other players featured are New England Patriots linebacker, **TEDY BRUSCHI**, Philadelphia Eagles safety, **BRIAN DAWKINS**, Baltimore Ravens guard **EDWIN MULITALO** and Carolina Panthers defensive end **MIKE RUCKER**.