



## Panel Discussion on "Super Bowl XLI, The 'Rooney Rule' and Diversity in NFL Hiring Practices"

### MEDIA ADVISORY

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**WHAT:** Panel discussion with a senior NFL official, a legendary NFL player, a leading civil rights attorney and a leading sports journalist, on how through inclusive hiring practices "America's game is raising America's consciousness."

### WHO:

- **Ray Anderson**, Senior Vice President of Football Operations, the National Football League; former Executive Vice President and Chief Administrative Officer, The Atlanta Falcons
- **Cyrus Mehri**, Founding Partner, Mehri & Skalet, PLLC and Counsel for the Fritz Pollard Alliance
- **Len Shapiro**, Sports Columnist, *Washington Post*
- Moderator, **Kellen Winslow, Sr.**, Director of Planning and New Event Business Development, Disney's Wide World of Sports Complex; former Executive Director, Fritz Pollard Alliance; former Tight End, San Diego Chargers (1979-87); and Member, Pro Football Hall of Fame

**WHEN:** Thursday, February 1, 2007, 11:00am

**WHERE:** Miami Beach Convention Center, 1901 Convention Center Drive, Press Conference Room A

For the first time in NFL history, the winning coach of the Super Bowl will be African-American. While the history of African-American coaches in the NFL dates back to Frederick Douglass "Fritz" Pollard in 1921, the next African-American head coach of an NFL team was not hired until 1989, when Art Shell was hired by the Oakland Raiders. In 2002, the National Football League adopted the "Rooney Rule," which requires any team engaged in hiring a head coach to assemble a diverse candidate slate. At least in part as a result, there were a record seven black head coaches in the 2006 season, two of whom--Tony Dungy of the Indianapolis Colts and Lovie Smith of the Chicago Bears--are now the first African-American head coaches to lead their teams to the Super Bowl. Additionally, with the appointment of Jerry Reese as

General Manager of the New York Giants, there are now a record six African Americans in General Manager or General Manager equivalent positions. This panel of experts will address how those policies were adopted and implemented, the impact they have had on the league and the challenges that remain. For more information on this topic, please visit the [Fritz Pollard Alliance website](#).

The American Constitution Society for Law and Policy (ACS) is one of the nation's leading progressive legal organizations. Founded in 2001, ACS is a rapidly growing network of lawyers, law students, scholars, judges, policymakers and other concerned individuals. Our mission is to ensure that fundamental principles of human dignity, individual rights and liberties, genuine equality, and access to justice enjoy their rightful, central place in American law. The views of speakers are their own and should not be attributed to ACS. For more information about the organization, which has established student chapters at over 150 law schools around the country and lawyer chapters in over 25 cities, please visit [www.acslaw.org](http://www.acslaw.org).