

NFL EXTRA

Week 19

Segment	TRT
Gotta Eat	6:42
Fred Jackson	8:20

01:43:59 - GOTTA EAT

YOU GOTTA EAT DOG! LET'S EAT! IT'S TIME TO EAT! LET'S EAT. LET'S EAT! THE WORDS OF THE DAY ..LET'S EAT!

PREGAME MEAL I MIGHT HAVE SOME BREAKFAST OR WHATEVER BUT...

WE'VE BEEN WORKING ALL WEEK! TURKEY'S IN THE OVEN! NOW IT'S TIME TO EAT!

HEY, THEY'RE COOKING SOME GOOD FISH UP TOP.

WELL I NORMALLY EAT A FAIRLY BIG MEAL BEFORE THE GAME. SO I'M NOT HUNGRY LIKE THEY ARE I GUESS.

HEY, YOU HUNGRY? I'M ALWAYS HUNGRY. YOU KNOW ME.

INEVITABLY, GUYS GET HUNGRY. I PACK A LUNCH. I MEAN I HAVE A THERMOS AND THE WHOLE 9. SO I'M NOT REALLY HUNGRY.

BRING YOUR LITTLE LUNCHBOX WITH BATMAN ON THE FRONT?

IN NFL STADIUMS EVERYWHERE...SOMETHING'S COOKING.

YOU CAN'T SMELL THAT?

PLAYERS ARE STARVING. (I'M HUNGRY!) FOR ACTION? (I'M HUNGRY TODAY!) ATTENTION?? (I'M HUNGRY! LOOK AT ME! I DON'T GIVE A DAMN! I'M HUNGRY TODAY!) MAYBE IT'S JUST AN EMPTY STOMACH?

PIZZA!! LET'S EAT BOYS!

CAUSE WE'RE HUNGRY!! LET'S EAT! EAT ON 3! 1, 2, 3, LET'S EAT!

WE'RE NOT SURE WHEN IT HAPPENED, BUT THE GAME OF FOOTBALL HAS BECOME AN ALL YOU CAN EAT BUFFET.

WE HUNGRY BABY.

SO WE DECIDED TO GET TO THE BOTTOM OF THE NFL'S LATEST BATTLE CRY.

I GOTTA EAT BABY.

GOTTA EAT. LIKE GOTTA EAT.

WE GOTTA EAT TODAY BABY.

YOU GO OUT THERE. YOU SAY YOU GOTTA EAT.

WE GOTTA EAT.

HEY, EVERYBODY GOTTA EAT.

THAT'S WHAT THAT MEANS. YOU GOTTA EAT.

WE'RE GONNA EAT, BABY!

WHEN YOU GOTTA EAT, YOU GOTTA EAT.

IT MEANS PLAYING GOOD. IT MEANS RACKING UP STATS. POINTS.

RADIO – TOUCHDOWN BY THE GREAT CRIBBS!

GOTTA EAT MEANS YOU WANT TO ..YOU WANT TO GET YOUR GOAL. IF YOU'RE A D.B., THAT MEANS YOU GOTTA GET AN INTERCEPTION.

RADIO - NOW THAT'S A HECK OF A PLAY BY ROLLE.

AND I CAN GO EAT WHATEVER IT IS THAT THEY'RE HUNGRY FOR.

I LIKE TO EAT QBS, RBS, RECEIVERS. WHEN YOU GOTTA EAT SOMETHING, MAKE A PLAY.

RADIO – THEY GOT HIM! TAKEO SPIKES!

AND WHEN YOU GO OUT THERE AND YOU EAT ON THE FIELD, THEN THE BIG PAYDAY COMES. THEN YOU REALLY CAN GO EAT.

KEEP EATING.

THAT'S HOW THEY GET PAID. MAKING PLAYS. THAT'S HOW THEY EARN THEIR KEEP AND MAKE MONEY. SO, THAT'S HOW YOU EAT.

HEY, I'M TONY G., AND TODAY IT'S TIME TO OPEN THE SHOPPING BAG.

FALCONS TIGHT END TONY GONZALEZ IS SOMEWHAT OF AN EXPERT ON EATING.

THINK OF YOUR BODY LIKE A CAMPFIRE; AND THE WOOD IN THAT KIND OF FIRE IS FOOD.

HE'S ONE OF THE LEAGUE'S PROPONENTS OF PROPER NUTRITION AND HE HAS SOME POINTERS FOR HIS FELLOW PLAYERS.

IF YOU CHOOSE COOKIES, CANDY OR A SUGARY DRINK AS A SNACK, THAT'S LIKE PUTTING A BIG WET LOG ON YOUR CAMPFIRE.

I'M REALLY HAPPY THE WAY THE NFL IS REALLY STARTING TO PUT THAT EMPHASIS ON PUTTING GUYS IN A GOOD SITUATION TO EAT RIGHT.

TOOTSIE ROLL BABY. MAKE YOU RUN FAST.

IF YOU EAT A BUNCH OF SUGAR FOODS, IT'S DEFINITELY NOT GONNA GIVE YOU THAT ENERGY THAT YOU NEED TO GO OUT THERE AND BE THE BEST PLAYER THAT YOU CAN BE.

I'D LIKE TO GO UP THERE AND GET A QUARTER POUNDER. MY BUDDY OVER HERE SEE IF I CAN GET A HAMBURGER FROM HIM.

IF YOU DO WANT A BURGER, GO GET A GRASS-FED BURGER. DON'T GO TO THE FAST FOOD PLACE TO GET A BURGER.

WE GOT THE MOST GANGSTER TEAM EATING CHEESEBURGERS MAN.

HOTDOG! GET ME A COUPLE OF HOTDOGS. HOTDOG! 2.

RADIO – YOU KNOW THAT LIFE IS GOOD WHEN YOU'RE THE QB OF THE N.Y. JETS AND YOU CAN EAT A HOTDOG ON THE SIDELINE. MAN, I SAW BARRY SWITZER EAT A HOTDOG ON THE SIDELINE ONE TIME COACHING THE PRO BOWL.

PROCESSED FOODS, SUGAR FOODS. IT'S NOT THE SMARTEST THING TO DO.

MAY I HAVE HOTCAKES WITH SAUSAGE.

TO PUT THAT FOOD IN YOUR BODY.

A SAUSAGE EGG MCMUFFIN.

EVENTUALLY IT WILL CATCH UP TO YOU.

RADIO – FIRES DOWNFIELD. OH! CHAD OCHOCINCO DROPPED IT IN THE END ZONE. THAT'S A TOUGH ONE TO SWALLOW.

THANK YOU. YOU NEVER KNOW WHEN I MIGHT LOSE MY JOB.

THE EMPHASIS ON EATING RIGHT IS ..I MEAN MOST TEAMS HAVE A NUTRITIONIST NOW.

HEY, I'VE BEEN EATING THAT WHOLE FOODS. I'VE BEEN SLIMMING DOWN MAN.

YOU WANT TO JUST MAKE BETTER, SMARTER CHOICES AND BE HEALTHY AT THE SAME TIME.

I GOTTA START EATING HEALTHY. I DON'T GOT NO ENERGY LIKE..LIKE..YOU KNOW WHAT I MEAN? YEA, I FEEL YOU.

THE SLOGAN THAT YOU'RE HEARING AROUND THE NFL, "GOTTA EAT." I DON'T THINK THEY'RE TALKING ABOUT FOOD! IT NOT, THEY'RE PRETTY HUNGRY. BUT I THINK THEY'RE MORE SO TALKING ABOUT GOING OUT THERE AND PERFORMING, MAKING SOME PLAYS THAT DAY.

GOTTA GO WIN. THAT'S WHAT IT IS. YOU GOTTA GO EAT. AND THAT'S HOW YOU GET FAT, BY WINNING. HEY, YOU HUNGRY? (YES SIR.) WELL LET'S EAT. LET'S EAT.

HEY, WHEREVER YA ALL WANNA GO EAT, IT'S ON ME! I DON'T CARE!

PROBABLY LOOKS LIKE ME AT DINNER. YOU PUT A STEAK IN FRONT OF ME AND THERE'S NOT GONNA BE A WHOLE LOT OF CONVERSATION GOING ON. I'M GONNA ATTACK THAT STEAK AND I'M GONNA EAT IT. I THINK THAT'S WHERE IT COMES FROM.

EVEN COACHES HAVE ADOPTED THIS CONSUMPTION CATCHPHRASE.

LET'S GO EAT!

LET'S GO! LET'S GO EAT! WE ALL GOTTA EAT, RIGHT?!

TOGETHER WE EAT. LITERALLY.

IS HE EATING A SNICKERS BAR?

WHAT ARE YOU EATING, PEANUT BUTTER & JELLY?

ALL I ASKED FOR IS A GREEN BEAN CASSEROLE ABOUT TWICE A YEAR.

BUT ONE COACH HAS GIVEN "GOTTA EAT" ADDED FLAVOR.

EAT HOTDOGS. WE TALK ABOUT LET'S GO EAT AND IT'S THINGS THAT WE CAN CONTROL. WE CAN CONTROL OUR ENERGY. YES! YES! YES! YES! YES! YES! WE CAN CONTROL OUR ATTITUDE. YEA, HE'S GIVEN UP GUYS. AND, REALLY, WE CAN CONTROL OUR TECHNIQUE. UNBELIEVABLE. A BLITZER ON 5. AND ONE OF OUR COACHES ACTUALLY CAME UP WITH THE WORD, "LET'S GO EAT." AND WE POSTED IT AROUND IN OUR L.R.

ACRONYM OR ON-FIELD EXPRESSION, "GOTTA EAT" HAS GOTTA MOUTHFUL OF MEANINGS.

EATING IS LIKE I GOTTA DO OR I'M NOT GONNA EAT. I'M HUNGRY! I GOTTA EAT TODAY! IF YOU'RE HUNGRY, YOU'RE PROBABLY WORKING YOUR WAY OUT THE LEAGUE.

I'M HUNGRY.

EVERYBODY GOTTA EAT.

I'M HUNGRY!

01:50:44 - FRED JACKSON

HOW SWEET IT IS.

DALLAS, YOUR COWBOYS ARE STILL CHAMPIONS.

IF YOU WERE A KID IN THE EARLY 90'S, DALLAS WAS A GOOD PLACE TO CALL HOME.

I WAS A BIG COWBOYS FAN. RIGHT FROM THAT AREA. MY MOM AND DAD ARE STILL COWBOYS FANS. BIG EMMITT SMITH FAN. THAT'S WHY I WEAR #22 NOW. HE CAN DO IT ALL. HE CAN RUN. HE CAN CATCH. HE CAN PASS PROTECT. THINGS LIKE THAT WAS DEFINITELY SOMEBODY I WANTED TO BE LIKE.

HIGH SCHOOL FOOTBALL IN TEXAS IS HUGE, BUT THIS NUMBER 22 WASN'T.

I WAS A LITTLE GUY. MY SENIOR YEAR I WAS 5'8, 145, 150 LBS. SO I MEAN ANYTIME YOU'RE THAT SMALL AND YOU'RE PLAYING IN H.S. FOOTBALL IN TEXAS, IT'S TOUGH TO PLAY.

13 OF FRED JACKSON'S HIGH SCHOOL TEAMMATES RECEIVED LETTERS OF INTENT TO PLAY IN COLLEGE WHILE HE RECEIVED NONE.

MY MIDDLE SCHOOL COACH, WAYNE PHILIPS, WAS THE HEAD COACH AT COE COLLEGE. HE TOOK MY BROTHER AND I UP ON A VISIT. THAT WAS HOW IT STARTED.

WHILE AT COE COLLEGE, JACKSON WAS A 2 TIME CONFERENCE MVP AND WAS NAMED TO FIVE ALL AMERICAN TEAMS IN 2002. BUT MORE IMPORTANT THAN THE ACCOLADES WAS THE CONNECTION HE MADE WITH ANOTHER COE GRADUATE.

BEING AN ALUMNUS OF COE, I WOULD LOOK BACK AND HOPE THAT THEY WOULD PERFORM WELL AND REALIZE THAT HE WAS SUCH AN OUTSTANDING PLAYER THERE AT COE; AND I WAS VERY IMPRESSED. I DON'T KNOW THAT I DID OFFER HIM A LOT OF ADVICE, TO TELL YOU THE TRUTH. I THINK THE MAIN THING WAS JUST PERSIST. PERSISTENCE IS SO IMPORTANT.

JACKSON FOLLOWED MARV LEVY'S ADVICE AND TOOK ADVANTAGE OF ANY OPPORTUNITY PRESENTED TO HIM.

I HAD THE HEAD COACH FROM THE SUI CITY BANDITS ACTUALLY CAME TO COE AND SAID, "YOU DON'T HAVE TO WORKOUT FOR ME. I KNOW WHAT YOU CAN DO, AND WE WANT YOU TO PLAY FOR US." SO THAT'S HOW I ENDED UP GOING OUT THERE. IT WAS NOT EVEN ARENA. IT WAS INDOOR FOOTBALL. SO IT'S KIND OF A FEEDER LEAGUE INTO ARENA. KIND OF LIKE THE BOTTOM OF THE BARREL BUT, AGAIN, JUST ANOTHER OPPORTUNITY TO PLAY FOOTBALL.

EVEN THOUGH JACKSON WAS THE 2005 CO-MVP OF THE UNITED INDOOR FOOTBALL LEAGUE, HE ONLY MADE TWO HUNDRED DOLLARS A WEEK.

I WAS WORKING AS A YOUTH COUNSELOR AT THE TIME, AND I WAS AT WORK. MY AGENT AT THE TIME CALLED ME AND HE WAS LIKE, "GUESS WHO WENT BACK TO BUFFALO AS THE G.M.?" AND I WAS LIKE, "WHO?" AND HE WAS LIKE, "COACH LEVY." I WAS LIKE, "REALLY?!"

WELL, WHEN I GOT THIS CALL FROM WAYNE PHILIPS, MY FORMER PLAYER AT COE AND LATER A LEGENDARY COACH AT COE, I PUT A LOT OF STOCK IN WHAT WAYNE HAD TO SAY, AND HE WAS SO EFFUSIVE IN HIS REMARKS ABOUT FRED AND FRED'S ABILITIES, THAT I PURSUED IT RIGHT AWAY.

JACKSON MADE THE BILLS PRACTICE SQUAD IN 2006 AND WAS ALLOCATED TO THE RHEIN FIRE IN NFL EUROPE.

FRED JACKSON OUT OF COE COLLEGE IN CEDAR RAPIDS IOWA, GOING 80 YDS. FOR THE TD. FRED JACKSON MAY BE THE MVP OF THIS LEAGUE. A GUY THAT HAS HELPED HIMSELF OUT COMING OVER HERE THIS YEAR. CAN'T HELP BUT PULL FOR HIM.

FOLLOWING THE 2006 SEASON THE BILLS TRADED STARTING RUNNING BACK WILLIS MAGAHEE, OPENING UP THE POSSIBILITY FOR BUFFALO TO BE JACKSON'S NEW HOME.

AT THAT POINT THERE WASN'T A FEELING YET AMONG ALMOST EVERYBODY IN THE ORG. "GEE, THIS GUY FROM DIVISION 3 SCHOOL. WE NEED A R.B." SO THEY DRAFTED MARSHAWN.

WHEN THEY DRAFTED MARSHAWN, IT WAS ONE OF THOSE THINGS, I FELT LIKE I WAS GONNA HAVE TO WORK NO MATTER WHAT.

FRED JACKSON AND MARSHAWN LYNCH BECAME INSTANT FRIENDS.

MARSHAWN IS LIKE A LITTLE BROTHER. WE COMPETED EVERY TIME WE GOT ON THE FIELD. WE WOULD GO OUT AND SAY, "I JUST MADE A GOOD RUN. LET'S SEE WHAT YOU CAN DO NOW."

SOMEBODY GOTTA MAKE A PLAY. WHY NOT ONE OF US?

I BUILT AN ENTIRE RELATIONSHIP WITH HIM. HE LIKE, "BRO, JUST DO YOU." AND HE USED TO ALWAYS JUST TELL ME, "JUST DO YOU. NO MATTER WHAT, JUST DO YOU."

JUST DO YOU. JUST DO YOU. AND IT FEEL LIKE A GREAT DAY TO GET IT TOO. I KNOW WE GO TOGETHER LIKE PEANUT BUTTER AND JELLY.

PEANUT BUTTER AND JELLY SEEMED TO BE THE PERFECT COMBO, BUT THE BILLS APPETITE FOR RUNNING BACK'S WASN'T SATISFIED.

THE BUFFALO BILLS SELECT C.J. SPILLER. R.B. CLEMSON.

AND I WAS LIKE, "WHAT?" DID THAT REALLY JUST HAPPEN?

HIS BEST FRIEND, MARSHAWN LYNCH, WAS TRADED. BUT JACKSON STILL EMBRACED CJ SPILLER.

YOU KNOW, I WANTED TO TEACH C. AS MUCH AS I KNEW. YOU TRY AND LEAVE A PART OF YOURSELF WITH THE NEXT PERSON.

I WAS ABLE TO GET HIS NUMBER AND WE WAS UP THERE TEXT MESSAGING. HE JUST CONGRATULATED ME ON THE DRAFT AND WELCOMED ME WITH OPEN ARMS. JUST BROUGHT ME IN LIKE A LITTLE BROTHER.

WE GOT SOMETHING THAT A LOT OF PEOPLE DON'T. THEM WHEELS. YOU CAN RUN FOR YOUR LIFE.

YOU DO NEED DEPTH AT THE POSITION. THAT DOESN'T HURT. WAS I A LITTLE SURPRISED? YES. I STILL THINK THERE WAS A FEELING, "OH THIS GUY'S FROM DIVISION 3. I DON'T KNOW." BUT THEY'RE LEARNING MORE AND MORE EVERY TIME HE STEPS OUT ONTO THAT FIELD.

IN RECENT YEARS PEOPLE HAVE LEARNED JACKSON IS AMONG THE NFL'S BEST RUNNING BACKS.

WE'RE IN THE BUILDING NOW BABY! BACK HOME!

JACKSON STILL WEARS THE NUMBER 22 IN HONOR OF EMMITT SMITH, AND HE HAD THE OPPORTUNITY TO PLAY IN FRONT OF HIS HOMETOWN CROWD FOR THE FIRST TIME IN WEEK 10.

WHAT'S UP BABY?

BUT THERE WAS SOMETHING VERY DIFFERENT FROM HIS CHILDHOOD. HIS ACTUAL HOME HAD BEEN TORN DOWN TO BUILD COWBOY STADIUM.

THAT'S WHERE I'M FROM AND THE STADIUM IS BUILT RIGHT OVER WHERE I GREW UP. SO THE HOUSE NOW, I THINK IT'S LOCATED LIKE RIGHT IN THE PARKING LOT RIGHT AS YOU WOULD

WALK INTO THE FRONT GATE. GROWING UP A COWBOYS FAN, YOU WANT TO GO PLAY AGAINST THE TEAM THAT YOU WANTED TO PLAY FOR.

JUST FROM THE BEGINNING IT'LL BE AN EMOTIONAL GAME. MY MOM AND DAD ARE STILL COWBOY FANS AT HEART. THEY'RE BUFFALO BILLS FANS, OBVIOUSLY, WITH THEIR SON PLAYING FOR THEM. BUT MY DAD STILL WALKS AROUND IN NOTHING BUT COWBOYS STUFF. I'M SURE HE'LL HAVE A LOT OF FUN WATCHING ME PLAY AGAINST THE COWBOYS.

IN DALLAS, JACKSON PROVED THAT EVEN IF YOUR HOUSE NO LONGER EXISTS, YOU CAN GO HOME AGAIN. BUT IN REALITY, NUMBER 22 IS HAPPY TO HAVE A NEW HOME IN BUFFALO.

IT'S SUCH A GREAT STORY. THE PERSEVERANCE. HOW MUCH EFFORT HE'S PUT INTO THIS, AND HOW MANY TIMES HE'S BEEN TOLD NO. HOW MANY TIMES HE'S BEEN TOLD HE CAN'T DO IT. PEOPLE ARE REALLY STARTING TO RESPECT WHO HE IS AS A PLAYER.

LET'S GO BABY. LET'S GO. MEET ME DOWN THERE.

WHEN I GO BACK FOR A VISIT, I'LL CHAT WITH HIM BRIEFLY. WE MAY SING AN OLD COE SONG TOGETHER. I'M VERY VERY GRATIFIED BY SEEING HOW HE CONTINUES TO PERFORM AT SUCH AN OUTSTANDING LEVEL.

COACH LEVY IS THE TYPE OF GUY, HE DOESN'T WANT TO FEEL LIKE HE'S TAKING CREDIT FOR MYSELF. BUT WITHOUT HIM THERE'S NO DOUBT IN MY MIND THAT I WOULDN'T BE HERE. I'M DEEPLY INDEBTED TO HIM FOR THE OPPORTUNITY TO COME UP HERE AND PLAY.

AFTER ALL, MARV LEVY ALWAYS KNEW THERE WAS NO PLACE LIKE HOME.

WHERE ELSE WOULD YOU RATHER BE?

WHERE ELSE WOULD YOU RATHER BE, BABY?!

(END)