



COLTS-PATRIOTS AFC CHAMPIONSHIP REMATCH KICKS OFF SEASON ON ABC ON THURSDAY, SEPTEMBER 9

New England, Jacksonville & NFL Celebrate Season on "NFL Opening Kickoff" Special Preceding Game

A rematch will be waged and a tradition begun.

On September 9, for the third year in a row, the NFL will kick off its season on a Thursday night. The game will feature a rematch of the 2003 AFC Championship Game when the **INDIANAPOLIS COLTS** invade Gillette Stadium to face the Super Bowl XXXVIII champion **NEW ENGLAND PATRIOTS**. The game will be televised live on ABC at 9:00 PM ET.

The meeting will feature two quarterbacks at the top of their game – the Colts' **PEYTON MANNING**, who led the AFC in touchdown passes last season (29), and the Patriots' **TOM BRADY**, who has led his team to two Super Bowl titles in the past three years.

The night also will mark the beginning of an NFL tradition. The league will now hold its season-opening game at the home of the Super Bowl champion while linking it to the site of the next Super Bowl.

The Super Bowl XXXIX theme is "Building Bridges," which salutes Jacksonville, Florida and the seven bridges which link it across the St. John's River and plays off the NFL's ability to unite people and bring communities together.

The theme will be part of "NFL Opening Kickoff," a one-hour special on ABC from 8:00-9:00 PM ET preceding the game that will link events in New England and Jacksonville.

The show will celebrate the new season in several ways. It will salute the imminent excitement of the NFL season. It will celebrate the Super Bowl champion Patriots. And it will include musical elements from both Gillette Stadium and Jacksonville and feature Jacksonville as the upcoming Super Bowl city.

There will be Kickoff events during the week in the New England area and in Jacksonville.

In Jacksonville, there will be a free concert by a nationally known performer on September 9 at Jacksonville's Metropolitan Park. The concert, sponsored by Coors and other NFL partners, is being staged by the NFL, the Jacksonville Super Bowl Host Committee and the City of Jacksonville.

Portions of the event will be televised live nationally as part of "NFL Opening Kickoff."

"We will carry forward the concepts put in place this year for NFL Kickoff and for a Super Bowl theme that links the entire season," says NFL Commissioner **PAUL TAGLIABUE**. "These traditions provide a rich new opportunity to give each Super Bowl and each season a more distinctive signature while keeping the focus on the game, our top teams, our super players, and the important values that the NFL exemplifies."





NFL KICKOFF 2004 SCHEDULE
THURSDAY, SUNDAY & MONDAY, SEPTEMBER 9, 12-13
 (All times local PM)

AMERICAN FOOTBALL CONFERENCE

Indianapolis at New England (Thurs., 9:00)
 Jacksonville at Buffalo (1:00)
 Baltimore at Cleveland (1:00)
 San Diego at Houston (12:00)
 Tennessee at Miami (1:00)
 Cincinnati at N.Y. Jets (1:00)
 Oakland at Pittsburgh (1:00)
 Kansas City at Denver (6:30)

NATIONAL FOOTBALL CONFERENCE

Detroit at Chicago (12:00)
 Seattle at New Orleans (12:00)
 Arizona at St. Louis (12:00)
 Tampa Bay at Washington (1:00)
 Dallas at Minnesota (3:15)
 N.Y. Giants at Philadelphia (4:15)
 Atlanta at San Francisco (1:15)
 Green Bay at Carolina (Mon., 9:00)

THE NFL? UNPREDICTABLE!

When it comes to predicting playoff teams in the National Football League, the proposition can be downright impossible. Eighteen different teams have played in conference championships since 1997.

“Every Sunday you get great games,” says Atlanta Falcons head coach **JIM MORA**. “Everything is so close. It’s crazy to be involved in this.”

Three of the past four Super Bowl champions had never won the game before, and three of them weren’t even in the playoffs the year before.

“You never know in this league,” says Green Bay Packers quarterback **BRETT FAVRE**.

BREAKDOWN OF PAST FOUR SUPER BOWLS

SUPER BOWL	SUPER BOWL TEAMS	PREVIOUS SEASON'S RECORD
XXXV	Baltimore defeats N.Y. Giants	Baltimore 8-8*; N.Y. Giants 7-9*
XXXVI	New England defeats St. Louis	New England 5-11*; St. Louis 10-6
XXXVII	Tampa Bay defeats Oakland	Tampa Bay 9-7; Oakland 10-6
XXXVIII	New England defeats Carolina	New England 9-7*; Carolina 7-9*

*Missed playoffs the year before

THE NFL IS SO UNPREDICTABLE THAT IN 2003 ...

- Thirteen teams won at least 10 games, the most ever to do so in a season in NFL history.
- Eight teams made the playoffs that were not in the playoffs the year before, the seventh consecutive season in which at least five teams (out of 12) accomplished the feat.
- One division – the NFC West – had its eighth new division champion (St. Louis) in the past eight seasons.
- There were 23 games that went into overtime (second-most all-time), a year after the record of 25 overtime games was set in 2002.
- Almost half the games (48 percent) were decided by seven points or less, and almost a quarter (23 percent) were decided by three points or less.
- Twenty-two percent of NFL games were decided in the last two minutes or in overtime.

Since 1978, when the NFL went to a 16-game schedule, and excluding the abbreviated season of 1982, teams that are victorious on Kickoff Weekend are more than twice as likely to reach the playoffs than losers of an opening game:

Of the 362 teams which won openers...188 went to the playoffs (103 won division titles).

Of the 362 teams which lost openers...88 went to the playoffs (50 won division titles).

In 2003, six of the 12 playoff teams – Carolina, Denver, Indianapolis, Kansas City, Seattle and Tennessee -- were victorious on Kickoff Weekend.

OPENING GAME RECORDS OF NFL TEAMS

AFC	W	L	T	Pct.	Longest Streaks			NFC	W	L	T	Pct.	Longest Streaks		
					Win	Loss	Current						Win	Loss	Current
Houston	2	0	0	1.00	2	0	W-2	Dallas	30	13	1	.698	17	4	L-4
Jacksonville	6	3	0	.667	6	2	L-2	N.Y. Giants	40	27	4	.597	5	3	W-1
Denver	28	15	1	.651	5	4	W-3	Chicago	40	30	1	.571	9	7	L-1
Miami	22	15	1	.595	11	6	L-1	Minnesota	24	18	1	.571	6	3	W-1
San Diego	25	19	0	.568	6	7	L-1	St. Louis	36	30	0	.545	5	7	L-2
Kansas City	25	19	0	.568	8	4	W-2	Green Bay	37	31	3	.544	5	7	L-1
Oakland	24	20	0	.545	5	6	L-3	San Fran.	28	25	1	.528	6	3	W-3
Cleveland	26	25	0	.510	5	6	L-6	Detroit	36	33	2	.522	8	4	W-1
Tennessee	23	21	0	.523	5	3	W-2	Washington	34	33	4	.507	7	5	W-2
Indianapolis	30	29	1	.508	9	8	W-5	Atlanta	19	19	0	.500	6	3	W-1
Pittsburgh	33	32	4	.500	5	3	L-4	Tampa Bay	12	16	0	.429	4	5	W-1
New England	20	24	0	.508	6	4	L-1	Arizona	27	42	1	.391	6	8	L-4
Cincinnati	16	20	0	.444	4	5	L-2	Philadelphia	27	42	1	.391	5	10	L-3
Baltimore	3	5	0	.375	2	4	L-2	Carolina	4	5	0	.444	3	4	W-3
N.Y. Jets	18	26	0	.409	3	6	L-1	New Orleans	11	26	0	.297	2	7	L-1
Buffalo	18	26	0	.409	7	5	W-1	Seattle	8	20	0	.286	4	8	W-1



NFL & CARDINALS TO HONOR PAT TILLMAN

Arizona Cardinals safety **PAT TILLMAN** – the first NFL player to be killed in combat since the Vietnam War – will be honored this season by the NFL and his former team.

Tillman left the NFL in 2002 to join the U.S. Army with his brother **KEVIN** to fight in the cause of freedom. Eventually qualifying for the elite Army Rangers light infantry fighting unit with his brother, Tillman served tours in Iraq and Afghanistan before being killed in the Khost province of Afghanistan on April 22 in a firefight with insurgents.

The NFL and the Cardinals have announced that players on all 32 teams will wear a No. 40 decal (above) – Tillman's Cardinals uniform number – on their helmets on September 19, Arizona's home opener, with the Cardinals then wearing it the entire season. The Cardinals will honor Tillman at their home opener.

The team has announced several additional ways in which they will salute their fallen hero.

The club will name the plaza surrounding the perimeter of the new Cardinals stadium, scheduled to open in 2006, as the "Pat Tillman Freedom Plaza."

"Pat exhibited the finest qualities of humanity – loyalty, integrity and excellence – and we are honored to show our appreciation to this citizen soldier," said Cardinals President **WILLIAM V. BIDWILL**.

The team also will retire Tillman's number, only the fifth time this has happened in the club's 84-year history.

Additionally, the Cardinals and Tillman's alma mater, Arizona State, have announced the formation of the Pat Tillman Memorial Scholarship Award. The scholarship will be given annually to a student in the W.P. Carey School of Business who is studying marketing, the same major in which Tillman graduated summa cum laude in three-and-a-half years.

The NFL is developing other plans to honor Tillman's legacy.

Tillman is one of many NFL players who have made the ultimate sacrifice for our nation's military.

A complete list of NFL personnel ties who have been killed in action while serving with our country's military:

WORLD WAR II

PLAYER	SERVICE
Cpl. Mike Basca (HB, Philadelphia, 1941)	Killed in France in 1944
Lt. Charlie Behan (E, Detroit, 1942)	Killed on Okinawa in 1945
Maj. Keith Birlem (E, Cardinals-Washington, 1939)	Killed trying to land combat damaged bomber in England in 1943
Lt. Al Blozis (T, Giants, 1942-44)	Killed in France, 1945
Lt. Chuck Braidwood (E, Portsmouth-Cleveland-Cardinals-Cincinnati, 1930-33)	Member of Red Cross. Killed in South Pacific, winter 1944-45
Lt. Young Bussey (QB, Bears, 1940-41)	Killed in Philippines landing assault in 1944
Lt. Jack Chevigny (Coach, Cardinals, 1932)	Killed on Iwo Jima in 1945
Capt. Ed Doyle (E, Frankford-Pottsville, 1924-25)	Killed during North Africa invasion in 1942
Lt. Col. Grassy Hinton (B, Staten Island, 1932)	Killed in plane crash in East Indies in 1944
Capt. Smiley Johnson (G, Green Bay, 1940-41)	Killed on Iwo Jima in 1945
Lt. Eddie Kahn (G, Boston/Washington, 1935-37)	Died from wounds suffered during Leyte invasion in 1945
Sgt. Alex Ketzko (T, Detroit, 1943)	Killed in France in 1944
Capt. Lee Kizzire (FB, Detroit, 1937)	Shot down near New Guinea in 1943
Lt. Jack Lummus (E, Giants, 1941)	Killed on Iwo Jima in 1945
Bob Mackert (T, Rochester Jeffersons, 1925)	Information not available
Frank Maher (B, Pittsburgh-Cleveland Rams, 1941)	Information not available
Pvt. Jim Mooney (E-G-FB, Newark-Brooklyn-Cincinnati-St. Louis-Cardinals, 1930-37)	Killed by sniper in France in 1944
Lt. John O'Keefe (Front office, Philadelphia)	Killed flying a patrol mission in Panama Canal Zone
Chief Spec. Gus Sonnenberg (B, Buffalo-Columbus-Detroit-Providence, 1923-28, 1930)	Died of illness at Bethesda Naval Hospital in 1944
Lt. Len Supulski (E, Philadelphia, 1942)	Killed in plane crash in Nebraska in 1944
Lt. Don Wemple (E, Brooklyn, 1941)	Killed in plane crash in India in 1944
Lt. Chet Wetterlund (HB, Cardinals-Detroit, 1942)	Killed in plane crash off New Jersey coast in 1944
Capt. Waddy Young (E, Brooklyn, 1939-40)	Killed in plane crash following first B-29 raid on Tokyo in 1945

VIETNAM WAR

PLAYER	SERVICE
Lt. Bob Kalsu (G, Buffalo 1968)	Killed while defending Ripcord Base on an isolated jungle mountaintop in 1970
Don Steinbrunner (DE, Cleveland 1953)	Killed after plane was shot down over Kontum, South Vietnam

IRAQ WAR

PLAYER	SERVICE
Pat Tillman (S, Arizona 1998-01)	Killed during a firefight in the Khost region of Afghanistan



NFL AT THE TOP OF ITS GAME!

Like many finer things in life, the NFL has gotten better with time. The level of excitement and quality of play has never been greater, according to players and coaches past and present. A record number of active players stand on the Pro Football Hall of Fame's all-time Top 20 lists.

"The overall quality of the athletes in the NFL today is far superior to what it was when I played," says **GENE WASHINGTON**, the former NFL wide receiver (1969-79) who is now the NFL's director of football operations.

"Quarterbacks and offensive linemen especially are much, much further along than they were years ago when college football programs were all running the wishbone," says Pro Football Hall of Fame coach **BILL WALSH**. "The game is more entertaining than it once was."

Thirty-one players who were active in 2003 were ranked among the top 20 career leaders in passer rating, rushing yards, receptions, and points scored. Only one other time (1993) has the Top 20 lists included as many active players.

"The quality of the game is at a very high level," says Green Bay quarterback **BRETT FAVRE**. "You don't see too many dominant teams like you used to because every team has good players."

Consider that last season, 13 teams won at least 10 games – the most to do so in league history. There was at least one overtime game in a record 11-consecutive weeks in 2003 (Weeks 2-12). Nearly one-quarter of games in 2003 were decided in the last two minutes or in overtime, leaving players, coaches and fans holding their breath and challenging their pacemakers.

"Don't listen to that garbage about the game not being as good today," says **PHIL SIMMS**, the Super Bowl XXI MVP quarterback who is now a CBS-TV analyst. "There are more talented players across the board now than I've ever seen. And the coaching and overall year-round training and preparation is so much better today."

"I like the young quarterbacks," says **JIM BROWN**, the former Cleveland Browns running back and member of the Pro Football Hall of Fame. "They're accurate and stand in there. You look at (New England's) **TOM BRADY** and those types of guys – they are kind of like phenoms."

"The linebackers today are exceptional because they weigh about 250 or 260 and they're fast and can jump. They're great athletes. I also think there are a lot of real fine running backs now."

Brown marvels aloud about today's top NFL rushers, specifically Baltimore's **JAMAL LEWIS**, Washington's **CLINTON PORTIS**, Jacksonville's **FRED TAYLOR**, and San Diego's **LA DAINIAN TOMLINSON**. "It's really nice to see because they all have a different talent," he says.

2003 ACTIVES IN ALL-TIME TOP 20 IN PASSER RATING (MINIMUM 1,500 ATTEMPTS)

RANK	QUARTERBACK	TEAM	RATING
1	Kurt Warner	NY Giants	97.2
4	Jeff Garcia	Cleveland	88.3
5	Peyton Manning	Indianapolis	88.1
6	Daunte Culpepper	Minnesota	88.0
7	Brett Favre	Green Bay	86.9
10	Trent Green	Kansas City	86.1
11	Tom Brady	New England	85.9
12	Mark Brunell	Washington	85.2
13	Rich Gannon	Oakland	84.7
15	Brad Johnson	Tampa Bay	84.117
16	Steve McNair	Tennessee	84.076
18	Brian Griese	Tampa Bay	83.0

2003 ACTIVES IN ALL-TIME TOP 20 RECEPTIONS

RANK	PLAYER	TEAM	REC.
1	Jerry Rice	Oakland	1,519
3	Tim Brown	Oakland	1,070
7	Larry Centers	New England	827
9	Shannon Sharpe	Denver	815
12	Marvin Harrison	Indianapolis	759
16	Keenan McCardell	Tampa Bay	724
17	Jimmy Smith	Jacksonville	718
20	Isaac Bruce	St. Louis	688

2003 ACTIVES IN ALL-TIME TOP 20 RUSHING

RANK	PLAYER	TEAM	YARDS
1	Emmitt Smith	Arizona	17,418
6	Jerome Bettis	Pittsburgh	12,353
11	Curtis Martin	NY Jets	11,669
14	Marshall Faulk	St. Louis	11,213
17	Eddie George	Tennessee	10,009

2003 ACTIVES IN ALL-TIME TOP 20 COMBINED NET YARDS

RANK	PLAYER	TEAM	RUSH	REC.	INT	PR	KOR	FR	TOTAL
1	Brian Mitchell	NY Giants	1,967	2,336	--	4,999	14,014	14	23,330
2	Jerry Rice	Oakland	645	22,466	--	--	6	--	23,117
4	Emmitt Smith	Arizona	17,418	3,110	--	--	--	--	20,537
5	Tim Brown	Oakland	190	14,734	--	3,272	1,235	3	19,434
9	Marshall Faulk	St. Louis	11,213	6,274	--	--	18	18	17,523
20	Curtis Martin	NY Jets	11,669	2,966	--	--	--	--	14,635

HE'S WITH WHO?

As usual, only about seven percent of the total number of NFL players switched teams this year. Yet combined with some blockbuster trades, this offseason produced a number of high-profile veterans who switched teams.

Quarterbacks **MARK BRUNELL** (Washington), **KERRY COLLINS** (Oakland), **JEFF GARCIA** (Cleveland) and two-time league MVP **KURT WARNER** (New York Giants) will all be taking snaps in different uniforms in 2004.

"It's kind of amazing, really" says Baltimore Ravens executive vice president and general manager **OZZIE NEWSOME**. "I don't recall any other time that I've been involved in the league on the non-player side that quarterbacks as productive as these are in this kind of situation."

Pro Bowl running back **CLINTON PORTIS** (Washington) and All-Star cornerback **CHAMP BAILEY** (Denver) swapped addresses with one another in a blockbuster trade between the Broncos and Redskins.

"These are great players and we felt it was a win-win situation for both teams," says Denver head coach **MIKE SHANAHAN**.

A pair of All-Stars, wide receiver **TERRELL OWENS** and defensive end **JEVON KEARSE**, found a new home in Philadelphia.

"We decided we had to have a major weapon at receiver and a better pass rush," says Eagles owner **JEFFREY LURIE**. "To be able to get both Terrell and Jevon is wonderful."

The strong got stronger as the Super Bowl-champion New England Patriots boosted their running game with the addition of three-time Pro Bowl running back **COREY DILLON** in a trade with the Cincinnati Bengals.

"He can help our football team win," says Patriots owner **ROBERT KRAFT**. "He's a very good running back."

And those are just *some* of the changes!

Following are some big-name players who changed teams this offseason:

PLAYER	NEW TEAM	2003 TEAM	TRANSACTION
LB Jessie Armstead	Carolina	Washington	Free Agent
CB Champ Bailey	Denver	Washington	Trade
QB Mark Brunell	Washington	Jacksonville	Trade
QB Kerry Collins	Oakland	New York Giants	Free Agent
RB Corey Dillon	New England	Cincinnati	Trade
WR Joey Galloway	Tampa Bay	Dallas	Trade
QB Jeff Garcia	Cleveland	San Francisco	Free Agent
RB Charlie Garner	Tampa Bay	Oakland	Free Agent
RB Eddie George	Dallas	Tennessee	Free Agent
LB Jason Gildon	Buffalo	Pittsburgh	Free Agent
RB Garrison Hearst	Denver	San Francisco	Free Agent
WR Keyshawn Johnson	Dallas	Tampa Bay	Trade
DE Jevon Kearse	Philadelphia	Tennessee	Free Agent
S John Lynch	Denver	Tampa Bay	Free Agent
WR Terrell Owens	Philadelphia	San Francisco	Trade
RB Clinton Portis	Washington	Denver	Trade
DT Warren Sapp	Oakland	Tampa Bay	Free Agent
WR Bill Schroeder	Tampa Bay	Detroit	Free Agent
RB Antowain Smith	Tennessee	New England	Free Agent
CB Shawn Springs	Washington	Seattle	Free Agent
RB Duce Staley	Pittsburgh	Philadelphia	Free Agent
QB Vinny Testaverde	Dallas	New York Jets	Free Agent
LB Jeremiah Trotter	Philadelphia	Washington	Free Agent
CB Troy Vincent	Buffalo	Philadelphia	Free Agent
QB Kurt Warner	New York Giants	St. Louis	Free Agent
DE Grant Wistrom	Seattle	St. Louis	Free Agent

NEW SEASON QUOTES

Some lighthearted quotes from NFL players and coaches on the upcoming season:

- "Somebody said, 'What is the size of Norman's jersey? Small, medium, large, extra large, double XL or blanket?' I think Norman had the blanket size. That's a big man" – New York Giants DE **MICHAEL STRAHAN** on new teammate DT **NORMAN HAND**.
- "Everything was fried-food this and fried-food that" – New Giants DT **NORMAN HAND** on his weakness for southern cooking.
- "He can't catch worth squat" – Raven's Head Coach **BRIAN BILLICK** on why he's not thinking about moving QB Stewart to wide receiver.
- "We know what the guys can do in underwear. Now we want to see what they can do in pads" – New Chicago Bear's Head Coach **LOVIE SMITH** on anticipating his players in pads in training camp.
- "When he runs, he's like a giraffe on ice" – Seattle Seahawks Head Coach **MIKE HOLMGREN** on QB **MATT HASSELBECK**.
- "It's like going from ninth grade to the 12th grade" – Ravens QB **KYLE BOLLER** on his transition this season from his first to his second year.
- "We think he has a lot of good rubber left on his tires" – San Diego Chargers GM **A.J. SMITH** on journeyman T **ROMAN OBEN**.
- "I'm 29 years old and I don't see myself playing in another color" – Carolina Panthers QB **JAKE DELHOMME** on his contract extension.
- "Just sit back and watch a Hall of Famer do it and learn" – New Green Bay Packers QB **TIM COUCH** on playing behind **BRETT FAVRE**.

OPENING GAME RECORDS OF NFL HEAD COACHES

<u>AFC HEAD COACHES</u>			<u>NFC HEAD COACHES</u>		
<u>Team</u>	<u>Coach</u>	<u>W-L</u>	<u>Team</u>	<u>Coach</u>	<u>W-L</u>
Baltimore	Brian Billick	2-3	Arizona	Dennis Green	6-4
Buffalo	Mike Mularkey	0-0	Atlanta	Jim Mora	0-0
Cincinnati	Marvin Lewis	0-1	Carolina	John Fox	2-0
Cleveland	Butch Davis	0-3	Chicago	Lovie Smith	0-0
Denver	Mike Shanahan	9-2	Dallas	Bill Parcells	7-9
Houston	Dom Capers	3-3	Detroit	Steve Mariucci	4-3
Indianapolis	Tony Dungy	5-3	Green Bay	Mike Sherman	2-2
Jacksonville	Jack Del Rio	0-1	Minnesota	Mike Tice	1-1
Kansas City	Dick Vermeil	8-5	New Orleans	Jim Haslett	2-2
Miami	Dave Wannstedt	6-4	N.Y. Giants	Tom Coughlin	6-2
New England	Bill Belichick	3-6	Philadelphia	Andy Reid	1-4
N.Y. Jets	Herman Edwards	1-2	St. Louis	Mike Martz	2-2
Oakland	Norv Turner	3-4	San Francisco	Dennis Erickson	2-3
Pittsburgh	Bill Cowher	5-7	Seattle	Mike Holmgren	7-5
San Diego	Marty Schottenheimer	10-7	Tampa Bay	Jon Gruden	3-3
Tennessee	Jeff Fisher	6-3	Washington	Joe Gibbs	5-7

BEST OPENING GAME PERFORMANCES, 1933-03

(2003 Performances in Italics)

<u>MOST YARDS RUSHING</u>	<u>Yds.</u>	<u>Att.</u>	<u>LG</u>	<u>TD</u>
O.J. Simpson, Buffalo vs. New England, 9/16/73	250	29	80t	2
Eddie George, Tennessee vs. Oakland, 8/31/97	216	35	29t	1
George Rogers, New Orleans vs. St. Louis, 9/4/83	206	24	76t	2
Gerald Riggs, Atlanta vs. New Orleans, 9/2/84	202	35	57	2
Duce Staley, Philadelphia vs. Dallas, 9/3/00	201	26	60	1
Norm Bulaich, Baltimore vs. N.Y. Jets, 9/19/71	198	22	67t	1
Alan Ameche, Baltimore vs. Chicago, 9/25/55	194	21	79t	1

<u>MOST YARDS PASSING</u>	<u>Yds.</u>	<u>Att.</u>	<u>Comp.</u>	<u>TD</u>	<u>INT</u>
Norm Van Brocklin, L.A. Rams vs. N.Y. Yanks, 9/28/51	554	41	27	5	2
Dan Marino, Miami vs. New England, 9/4/94	473	42	23	5	1
Kurt Warner, St. Louis vs. Denver, 9/4/00	441	35	25	3	3
Drew Bledsoe, New England vs. Miami, 9/4/94	421	51	32	4	2
Glen Foley, N.Y. Jets vs. San Francisco, 9/6/98	415	30	58	3	1
Pete Beathard, Houston vs. Kansas City, 9/9/68	413	48	23	2	3
Phil Simms, N.Y. Giants vs. Philadelphia, 9/2/84	409	30	23	4	0
Johnny Unitas, Baltimore vs. Atlanta, 9/17/67	401	32	22	2	1
Bill Kenney, Kansas City vs. New Orleans, 9/8/85	397	34	22	3	1
Warren Moon, Houston vs. Atlanta, 9/9/90	397	52	31	4	2

<u>MOST YARDS RECEIVING</u>	<u>Yds.</u>	<u>No.</u>	<u>LG</u>	<u>TD</u>
Frank Clarke, Dallas vs. Washington, 9/16/62	241	10	58t	3
<i>Anquan Boldin, Arizona vs. Detroit, 9/7/03</i>	217	10	71	2
Hugh Taylor, Washington vs. Philadelphia, 9/28/47	212	8	62t	3
Lance Alworth, San Diego vs. Denver, 9/11/65	211	7	48	1
Irving Fryar, Miami vs. New England, 9/4/94	211	5	54t	3
Wes Chandler, New Orleans vs. Atlanta, 9/2/79	205	6	42	1
Don Maynard, N.Y. Jets vs. Kansas City, 9/15/68	203	8	57t	2

BEST OPENING GAME PERFORMANCES, PAST 10 YEARS

(2003 Performances in Italics)

<u>MOST YARDS RUSHING</u>	<u>Yds.</u>	<u>Att.</u>	<u>LG</u>	<u>TD</u>
Eddie George, Tennessee vs. Oakland, 8/31/97	216	35	29t	1
Duce Staley, Philadelphia vs. Dallas, 9/3/00	201	26	60	1
Garrison Hearst, San Francisco vs. N.Y. Jets, 9/6/98	187	20	96t	2
Emmitt Smith, Dallas vs. Pittsburgh, 9/4/94	171	31	46	1
Robert Smith, Minnesota vs. Buffalo, 8/31/97	169	16	78t	1
Barry Sanders, Detroit vs. Minnesota, 9/1/96	163	24	25	0
Emmitt Smith, Dallas vs. N.Y. Giants, 9/4/95	163	21	60t	4
Ahman Green, Green Bay vs. Atlanta, 9/8/02	155	27	38	0
Travis Henry, Buffalo vs. N.Y. Jets, 9/8/02	149	31	14	3
<i>Tiki Barber, N.Y. Giants vs. St. Louis, 9/7/03</i>	146	24	22	0

<u>MOST YARDS PASSING</u>	<u>Yds.</u>	<u>Att.</u>	<u>Comp.</u>	<u>TD</u>	<u>INT</u>
Dan Marino, Miami vs. New England, 9/4/94	473	42	23	5	1
Kurt Warner, St. Louis vs. Denver, 9/4/00	441	35	25	3	3
Drew Bledsoe, New England vs. Miami, 9/4/94	421	51	32	4	2
Glenn Foley, N.Y. Jets vs. San Francisco, 9/6/98	415	58	30	3	1
Brad Johnson, Washington vs. Dallas, 9/12/99	382	33	20	2	0
John Elway, Denver vs. San Diego, 9/4/94	371	46	36	3	2
Boomer Esiason, N.Y. Jets vs. Denver, 9/5/93	371	40	29	2	1
Steve Young, San Francisco vs. N.Y. Jets, 9/6/98	363	46	26	3	1
Jeff Blake, Arizona vs. Detroit, 9/7/03	363	46	28	3	1
Randall Cunningham, Philadelphia vs. N.Y. Giants, 9/4/94	344	39	20	2	0

<u>MOST YARDS RECEIVING</u>	<u>Yds.</u>	<u>No.</u>	<u>LG</u>	<u>TD</u>
<i>Anquan Boldin, Arizona vs. Detroit, 9/7/03</i>	217	10	71	2
Irving Fryar, Miami vs. New England, 9/4/94	211	5	54t	3
Marty Booker, Chicago vs. Minnesota, 9/8/02	198	8	54	1
Keyshawn Johnson, N.Y. Jets vs. New England, 9/12/99	194	8	65	1
Andre Rison, Atlanta vs. Detroit, 9/4/94	193	14	69t	2
Shannon Sharpe, Denver vs. Buffalo, 9/3/95	180	10	49	0
Jerry Rice, San Francisco vs. L.A. Raiders, 9/5/94	169	7	69t	2
Kevin Dyson, Tennessee vs. Cincinnati, 9/12/99	162	9	47t	2
Ben Coates, New England vs. Miami, 9/4/94	161	8	62t	2
Michael Westbrook, Washington vs. Dallas, 9/12/99	159	5	59	1

BEST OPENING MONTH RECORDS, PAST 10 YEARS

Getting off to a strong start is important. In the past 10 years, 16 teams have a combined record of .500 or better through their first four games. Those 16 clubs have combined for 80 playoff appearances in those years and accounted for nine of the 10 Super Bowl champions over that period.

The top opening month records (.500 or better) of the past 10 years (1994-03):

<u>TEAM</u>	<u>RECORD</u>	<u>PCT.</u>	<u>TEAM</u>	<u>RECORD</u>	<u>PCT.</u>
Miami	30-10	.750	New England	22-18	.550
Denver	29-11	.725	Pittsburgh	22-18	.550
Green Bay	28-12	.700	Seattle	22-18	.550
Kansas City	27-13	.675	Buffalo	21-19	.525
Minnesota	25-15	.625	Dallas	21-19	.525
St. Louis	24-16	.600	Indianapolis	21-19	.525
San Francisco	24-16	.600	N.Y. Giants	20-20	.500
Oakland	23-17	.575	Tampa Bay	20-20	.500



2004 KICKOFF WEEKEND NOTES

It's a special time, Kickoff Weekend, which begins Thursday, September 9 this season in primetime. It's when things start to count.

"Every game matters and this is the first one," says Green Bay Packers head coach **MIKE SHERMAN**. "You want to get off to a good start."

Some clubs have excelled in openers. Some notable active NFL kickoff streaks:

- The Super Bowl champion **NEW ENGLAND PATRIOTS**, who host the Indianapolis Colts in the spotlight Kickoff 2004 game on Thursday night, have won seven of their past nine home openers, including a perfect 2-0 record at Gillette Stadium.
- The **INDIANAPOLIS COLTS**, who travel to New England to face the Patriots in a primetime rematch of the AFC Championship Game, have won five consecutive openers, the longest current streak in the NFL.
- Since the 1970 merger, the **MIAMI DOLPHINS** are 29-5 (.853) in home openers, the best mark in the NFL during that time. The Dolphins own a 22-15-1 (.595) opening-game mark and have won 11 of their past 12 openers.
- The **DALLAS COWBOYS** have an NFL-best 30-13-1 (.698) record in openers. The Cowboys have won seven of their past 10 home openers, for an overall 23-9 (.719) home kickoff record.
- The **JACKSONVILLE JAGUARS** have won six of their past eight openers for an AFC-best 6-3 (.667) opening-game record (minimum five games).
- The **OAKLAND RAIDERS** are 27-6-1 (.809) in home openers since 1970.
- **MIKE SHANAHAN**, head coach of the **DENVER BRONCOS**, is 9-2 (.818) in career openers. The Broncos, who open the season in a primetime divisional matchup on Sunday night against the Kansas City Chiefs, have won 12 of their past 15 openers. Denver is 27-6-1 (.809) in home openers since 1970.
- The **TAMPA BAY BUCCANEERS** have won five of their past seven home openers and head coach **JON GRUDEN** is 4-2 (.667) in his career in home openers.
- The **HOUSTON TEXANS** have never lost an opener in the franchise's history (2-0).
- The **NEW YORK JETS**, who host the Cincinnati Bengals, open the season at home for just the 12th time in the club's 45-year history.
- The **ST. LOUIS RAMS** have won eight of their past 12 openers and seven of their past nine openers in St. Louis.
- **NFC NORTH DIVISION STREAKS:** The **MINNESOTA VIKINGS** have won 14 of their past 17 home openers. The **CHICAGO BEARS** have won 15 of their last 20 home openers. The **DETROIT LIONS** have won nine of their past 13 home openers. The **GREEN BAY PACKERS** have won six of their past eight home openers.
- **HOME SWEET HOME:** The **KANSAS CITY CHIEFS** have won 12 of their past 15 home openers. The **SAN FRANCISCO 49ERS** have won nine of their last 11 home openers, outscoring opponents 347-205 in those games. The **SAN DIEGO CHARGERS** have won eight of their past 11 home openers. The **NEW ORLEANS SAINTS** have won five of their past six home openers.
- **ROAD WARRIORS:** The **ARIZONA CARDINALS** open the season in St. Louis, the 16th time in the past 17 years they have opened on the road.



2004 NFL STRENGTH OF SCHEDULE

<u>Team</u>	<u>Opponents' 2003</u>		<u>Games vs.</u>	<u>Games vs.</u>
	<u>Pct. & Record</u>		<u>+.500 teams</u>	<u>playoff teams</u>
Miami	.531	136-120	7	7
Arizona	.523	134-122	7	6
Jacksonville	.516	132-124	8	7
Seattle	.516	132-124	7	5
Buffalo	.512	131-125	7	5
Cincinnati	.512	131-125	8	7
Houston	.512	131-125	8	7
St. Louis	.512	131-125	7	6
Oakland	.512	131-125	7	7
New England	.512	131-125	7	5
New York Jets	.512	131-125	7	5
San Francisco	.512	131-125	7	6
Baltimore	.508	130-126	6	5
Green Bay	.508	130-126	8	6
Indianapolis	.508	130-126	8	7
San Diego	.508	130-126	7	7
New Orleans	.504	129-127	8	7
Chicago	.496	127-129	8	6
Minnesota	.496	127-129	7	7
Carolina	.492	126-130	6	6
Detroit	.492	126-130	8	6
Washington	.492	126-130	7	6
Atlanta	.488	125-131	6	6
Denver	.488	125-131	6	5
Kansas City	.488	125-131	7	7
Cleveland	.484	124-132	6	5
Tennessee	.484	124-132	7	5
Tampa Bay	.484	124-132	6	6
New York Giants	.480	123-133	7	6
Pittsburgh	.477	122-134	6	5
Philadelphia	.473	121-135	7	6
Dallas	.469	120-136	6	5

TOTAL 2004 AIR MILES TRAVELED

(2004 preseason and regular season)

1. San Francisco	35,756	17. Atlanta	18,216
2. Seattle	29,956	18. Kansas City	18,026
3. Arizona	27,622	19. New England	17,324
4. Miami	26,244	20. Tennessee	16,880
5. San Diego	24,842	21. Minnesota	15,832
6. Denver	24,044	22. Washington	14,434
7. Oakland	23,006	23. NY Giants	13,650
8. Dallas	21,994	24. Indianapolis	12,629
9. New Orleans	21,594	25. Green Bay	11,836
10. Jacksonville	21,306	26. Cleveland	11,174
11. Tampa Bay	20,542	27. Chicago	10,202
12. Buffalo	19,798	28. Detroit	9,914
13. St. Louis	19,706	29. Cincinnati	8,920
14. NY Jets	18,922	30. Philadelphia	8,594
15. Houston	18,718	31. Pittsburgh	8,534
16. Carolina	18,400	32. Baltimore	4,650

NOTES ON 2004 NFL TRAVEL

- **TENNESSEE TITANS** are the only team to play three regular season road games in a row (November 21-December 5), visiting division rivals Jacksonville, Houston and Indianapolis on consecutive weekends (a total of 2,816 air miles).
- **MIAMI DOLPHINS** travel to the west coast on consecutive weekends, playing at Seattle on November 21 and at San Francisco on November 28. Their total air mileage in that two-week span is 10,600 miles.
- After traveling a total of 19,864 air miles in 2003 (10th-most in the league), the **BALTIMORE RAVENS** travel a league-low 4,650 this season, a little under one-fourth of their 2003 total.
- **SEATTLE SEAHAWKS** travel the most miles during the season, with seven of their eight road games requiring a round trip of at least 2,220 air miles.
- **BUFFALO BILLS** are one of five teams that have four road games in a span of five weekends (Tennessee, Detroit, St. Louis, and Seattle are the others). Included in those five weeks are trips to Seattle (4,380 air miles round-trip) on November 28; Miami (2,380 air miles) on December 5; Cincinnati (794 air miles) on December 19; and San Francisco (4,600 air miles) on December 26.
- **CLEVELAND BROWNS** will take the shortest trip of the season when they fly to Pittsburgh for an October 10 meeting with the Steelers. The flight is 208 miles round-trip.



HEADLINE GAMES

"In the NFL," says **BILL BELICHICK**, head coach of the Super Bowl XXXVIII champion New England Patriots, "every game is important. Each one matters. In this league, the most important game is the next one you play."

With only 16 per team, he's right. It's just that, some weeks, some games seem to be even *more* important!

Following is a Weeks 1-17 list of "2004 Headline Games," but they are far from the only ones:

Week 1	Indianapolis at New England	Season kicks off in primetime with rematch of AFC Championship Game.
Week 2	Minnesota at Philadelphia	Culpepper-to-Moss versus McNabb-to-Owens.
Week 3	Dallas at Washington	Parcells vs. Gibbs on Monday night. What else is there to say?
Week 4	Denver at Tampa Bay	Long-time Buccaneer S John Lynch returns to Tampa as a Bronco.
Week 5	Tennessee at Green Bay	McNair vs. Favre – two of the toughest athletes in sports.
Week 6	Carolina at Philadelphia	Last time Panthers were here, they punched their ticket to Super Bowl XXXVIII.
Week 7	Philadelphia at Cleveland	Former 49ers teammates Terrell Owens and Jeff Garcia meet for first time.
Week 8	Miami at New York Jets	Last Monday meeting (10/23/00) was voted <i>Monday Night Football's</i> greatest.
Week 9	Dallas at Cincinnati	Hey cuz! Cousins Keyshawn (Dallas) & Chad (Cincinnati) Johnson face off.
Week 10	Detroit at Jacksonville	Sites of the next two Super Bowls: Jacksonville (XXXIX) and Detroit (XL).
Week 11	Atlanta at New York Giants	Falcons QB Michael Vick plays first regular-season game in spotlight of NY.
Week 12	Ind. at Det./Chi. at Dal.	An American tradition: turkey & football.
Week 13	Tennessee at Indianapolis	Co-MVPs Steve McNair & Peyton Manning meet. Will AFC South be at stake?
Week 14	Cincinnati at New England	Patriots RB Corey Dillon welcomes former club to new home.
Week 15	Saturday triple-header!	Pit. at NYG (1:30 PM ET), Wash. at SF (5:00 PM ET) & Car. at Atl. (8:30 PM ET)
Week 16	Oak. at KC/Den. at Tenn.	Christmas Day doubleheader! What could be a better present?
Week 17	Dallas at New York Giants	Final game of year, and could decide NFC East.

THE LAST TIME...

(2003 Games in Italics)

PASSING

500 YARDS, GAME: 504, Elvis Grbac, Kansas City vs. Oakland, Nov. 5, 2000

7 TD PASSES, GAME: Joe Kapp, Minnesota vs. Baltimore, Sept. 28, 1969

(Tied with four others: Sid Luckman, Adrian Burk, George Blanda, Y.A. Tittle)

60 ATTEMPTS, GAME: 61, Brad Johnson, Tampa Bay vs. Carolina, Sept. 14, 2003

20 CONSECUTIVE COMPLETIONS, GAME: 22, Rich Gannon, Oakland vs. Denver, Nov. 11, 2002

99-YARD TD PASS: Trent Green to Marc Boerigter, Kansas City vs. San Diego, Dec. 22, 2002

RECEIVING

3 100-YARD GAMES, SAME TEAM: Kansas City vs. Oakland, Nov. 5, 2000

Derrick Alexander, 9-139-2; Tony Gonzalez, 9-134-0; Sylvester Morris, 6-102-0

300 YARDS, GAME: 336, Willie Anderson, L.A. Rams vs. New Orleans, Nov. 26, 1989 (OT)

15 RECEPTIONS, GAME: 16, Troy Brown, New England vs. Kansas City, Sept. 22, 2002

4 TDs, GAME: Joe Horn, New Orleans vs. NY Giants, Dec. 14, 2003

RUSHING

5 TDs, GAME: Clinton Portis, Denver vs. Kansas City, Oct. 12, 2003

4 TDs, GAME: Shaun Alexander, Seattle vs. Minnesota, Sept. 29, 2002

40 ATTEMPTS, GAME: 43, Rudi Johnson, Cincinnati vs. Houston, Nov. 9, 2003

250 YARDS, GAME: 295, Jamal Lewis, Baltimore vs. Cleveland, Sept. 14, 2003

INTERCEPTIONS

4, GAME: Deltha O'Neil, Denver vs. Kansas City, Oct. 7, 2001

3, GAME: Terrance Newman, Dallas vs. Washington, Dec. 14, 2002

2 TDs, GAME: Aaron Glenn, Houston vs. Pittsburgh, Dec. 8, 2002

4 TDs, SEASON: Eric Allen, Philadelphia, 1993

100-YARD TD RETURN: 102, Artrell Hawkins, Cincinnati vs. Houston, Nov. 3, 2002

SCORING

7 PATs, GAME: Mike Vanderjagt, Indianapolis vs. New Orleans, Sep. 28, 2003

3 FGs, 50 YARDS OR MORE, GAME: Morten Andersen, Atlanta vs. New Orleans, Dec. 10, 1995

2 FGs, 50 YARDS OR MORE, GAME: Mike Vanderjagt, Indianapolis vs. Denver, Nov. 24, 2002

60 OR MORE POINTS, GAME, TEAM: Cincinnati (61) vs. Houston (7), Dec. 17, 1989

100 OR MORE POINTS, GAME, BOTH TEAMS: 113, Washington (72) vs. N.Y. Giants (41), Nov. 27, 1966

LAST SCORELESS TIE: N.Y. Giants vs. Detroit, Nov. 7, 1943

KICKOFF RETURNS

2 TDs, GAME: Chad Morton, N.Y. Jets vs. Buffalo, Sept. 8, 2002

2 CONSECUTIVE TDs, BOTH TEAMS, GAME: Atlanta vs. St. Louis, Oct. 15, 2000

90 YARDS, NO TD, GAME: 91, Brad Pyatt, Tampa Bay vs. Indianapolis, Oct. 6, 2003

PUNT RETURNS

2 TDs, GAME: Steve Smith, Carolina vs. Cincinnati, Dec. 8, 2002

NEW RULES FOR 2004

There are several new rules in the NFL in 2004.

The NFL Competition Committee spends the early part of the offseason examining existing rules, and suggesting possible changes to the rules. Rules changes are then voted upon by the clubs.

The rules changes this year may not seem major, but as Arizona Cardinals center **FRANK GARCIA** says, "It is our job to know the rules."

New rules for 2004:

- **Teams will be awarded a third instant replay challenge if they are successful with their first two challenges and have a timeout remaining.** Previously, teams were able to challenge two plays per game, regardless of whether or not the challenges were upheld. The power to challenge plays with less than two minutes left in the first half and five minutes left in the second half still resides with the replay officials in the booth. **Reason for the change:** Will reward teams for making successful challenges.
- **"Prolonged" or "excessive" demonstrations involving two or more players or the possession of foreign object(s) that are not part of the uniform during the game (on the field or sideline) will result in a 15-yard unsportsmanlike conduct penalty.** Previously, such actions resulted in fines but not penalties. **Reason for the change:** Designed to further discourage unsportsmanlike behavior.
- **When the kickoff team is penalized for being offside, the receiving team has an option to enforce the penalty at the previous spot (where the play started) or at the succeeding spot (where the return ended).** Previously, there was only one option in this situation: enforce a five-yard penalty and re-kick from the 25-yard line. **Reason for the change:** Avoids a re-kick in situations where adding yardage to the end of the play is more advantageous.
- **Punts or field goal attempts that travel into the end zone untouched by the receiving team will immediately result in the ball becoming dead.** Previously, the receiving team – or the defense in FG situations – had the opportunity to advance a scrimmage kick after it already bounced in the end zone. **Reason for the change:** Eliminates the confusion that is created when an untouched kick lands in the end zone.
- **Any time a punt/kick returner signals for a fair catch, the ball will automatically be ruled dead unless it touches one of the players from the kicking team.** Previously, any player besides the one who called for the fair catch was free to advance a kick once it hit the ground. **Reason for the change:** Will force the receiving team to completely surrender its right to advance a kick once a fair catch signal is made. Prevents the receiving team from gaining an advantage by signaling for a fair catch, freezing the kicking team, letting the ball bounce, and then advancing.
- **Head coaches can now call time outs directly.** Previously, only players on the field of play could request time outs from officials. **Reason for the change:** Will save time and eliminate the confusion created by having to relay a time out request through a player. But the key here is that the coach must make eye contact with an official, or the timeout will not be granted.
- **A safety kick out of bounds is now among the exceptions that allows a team to extend a period for one more untimed down.** Previously, a period would end in a situation in which a safety kick went out of bounds. **Reason for the change:** Will prevent kickers from deliberately kicking the ball out of bounds after a safety to end a period, depriving the receiving team of an opportunity to make a play.
- **Personal fouls committed by the offense prior to the recovery of a backward pass or a fumble by the defense will be enforced from the dead ball spot.** Previously, the penalty would have to be declined for the change of possession to take place. **Reason for the change:** Since this was already the rule on interceptions, this change has been made to provide more consistency in the application of the rules. There will now be fewer situations in which a personal foul must be declined to retain possession of the ball.
- **Wide receivers are now permitted to wear jersey numbers ranging from 10-19 in addition to the traditional 80-89 numbers.** Previously, receivers were only allowed to wear numbers in the teens if all numbers from 80-89 were already taken. **Reason for the change:** With the increased number of receivers on NFL rosters, there was a shortage of numbers from 80-89.

Point of emphasis for 2004:

- **The illegal contact rule, which is designed to allow wide receivers to run unimpeded pass routes after five yards, will be strictly enforced.** The rule remains the same, but officials will determine whether contact after the five-yard mark has materially affected a receiver's ability to run the route. Only incidental contact, or legal contact initiated by the wide receiver, is permissible.

Roster change for 2004:

- **The practice squad size for all NFL teams has been expanded to eight players.** Previously, teams carried five players on their practice squads. **Reason for the change:** Will facilitate player development.

...AND WE'RE GOING TO OVERTIME – FOR ITS 30TH YEAR!

Overtime was instituted 30 years ago, and – belying immediately the belief that the team that wins the toss wins the game – the first OT game ended in a 35-35 tie (Denver-Pittsburgh 9/22/74).

Thirty years later, overtime is still alive and well.

"I don't know what's better than sudden-death overtime – especially when you win," says Tennessee Titans cornerback **SAMARI ROLLE**. "It adds a dimension to the game that is hard to match."

In 2003 there were many overtime machinations:

- The second most overtimes in history were played (23, after 25 in 2002).
- There was at least one overtime game in 11 consecutive weeks (Weeks 2-12), the longest such streak in history.
- The Carolina Panthers became the first team in history to win three overtime games on the road in a season.

TOTAL NUMBER OF OT GAMES(1974-2003)	365		OT GAMES IN 2003	23	
Both Teams Had At Least One Possession	261	(72%)	Both Teams Had At Least One Possession	16	(70%)
Team Won Toss & Won Game	189	(52%)	Team Won Toss & Won Game	12	(52%)
Team Lost Toss & Won Game	160	(44%)	Team Lost Toss & Won Game	11	(48%)
Team Won Toss & Drove For Winning Score	102	(28%)	Team Won Toss & Drove For Winning Score	6	(26%)
Ties	16	(4%)	Ties	0	(0%)



SUPER FOLLOW-UPS

How Super Bowl winners have fared the following season, with teams that repeated in **bold** (seven Super Bowl winners won the title game the next year and three lost it):

<u>Super Bowl</u>	<u>Winner</u>	<u>Next Season</u>
<i>I</i>	<i>Green Bay</i>	<i>Won Super Bowl</i>
II	Green Bay	Missed playoffs
III	NY Jets	Lost in first round
IV	Kansas City	Missed playoffs
V	Baltimore	Lost AFC Championship Game
VI	Dallas	Lost NFC Championship Game
<i>VII</i>	<i>Miami</i>	<i>Won Super Bowl</i>
VIII	Miami	Lost in first round
<i>IX</i>	<i>Pittsburgh</i>	<i>Won Super Bowl</i>
X	Pittsburgh	Lost AFC Championship Game
XI	Oakland	Lost AFC Championship Game
XII	Dallas	Lost Super Bowl
<i>XIII</i>	<i>Pittsburgh</i>	<i>Won Super Bowl</i>
XIV	Pittsburgh	Missed playoffs
XV	Oakland	Missed playoffs
XVI	San Francisco	Missed playoffs
XVII	Washington	Lost Super Bowl
XVIII	L.A. Raiders	Lost Wild Card Game
XIX	San Francisco	Lost Wild Card Game
XX	Chicago	Lost NFC Divisional Playoff Game
XXI	NY Giants	Missed playoffs
XXII	Washington	Missed playoffs
<i>XXIII</i>	<i>San Francisco</i>	<i>Won Super Bowl</i>
XXIV	San Francisco	Lost NFC Championship Game
XXV	NY Giants	Missed playoffs
XXVI	Washington	Lost NFC Divisional Playoff Game
<i>XXVII</i>	<i>Dallas</i>	<i>Won Super Bowl</i>
XXVIII	Dallas	Lost NFC Championship Game
XXIX	San Francisco	Lost NFC Divisional Playoff Game
XXX	Dallas	Lost NFC Divisional Playoff Game
XXXI	Green Bay Packers	Lost Super Bowl
<i>XXXII</i>	<i>Denver Broncos</i>	<i>Won Super Bowl</i>
XXXIII	Denver Broncos	Missed playoffs
XXXIV	St. Louis Rams	Lost Wild Card Game
XXXV	Baltimore Ravens	Lost AFC Divisional Playoff Game
XXXVI	New England Patriots	Missed playoffs
XXXVII	Tampa Bay Buccaneers	Missed playoffs

STARTING RECORDS OF ACTIVE NFL QUARTERBACKS

(Minimum 10 starts)

<u>QUARTERBACK, TEAM</u>	<u>W</u>	<u>L</u>	<u>T</u>	<u>PCT.</u>	<u>QUARTERBACK, TEAM</u>	<u>W</u>	<u>L</u>	<u>T</u>	<u>PCT.</u>
Marc Bulger, St. Louis	18	4	0	.818	Drew Bledsoe, Buffalo	77	78	0	.497
Tom Brady, New England	34	12	0	.739	Jeff Garcia, Cleveland	35	36	0	.493
Kurt Warner, New York Giants	35	15	0	.700	Daunte Culpepper, Minnesota	28	29	0	.491
Jay Fiedler, Miami	36	17	0	.679	Tony Banks, Houston	35	43	0	.449
Donovan McNabb, Philadelphia	43	21	0	.672	Jon Kitna, Cincinnati	34	42	0	.447
Brett Favre, Green Bay	125	64	0	.661	Chris Chandler, St. Louis	67	83	0	.447
Jake Delhomme, Carolina	11	6	0	.647	Ty Detmer, Atlanta	11	14	0	.440
Shaun King, Tampa Bay	14	8	0	.636	Danny Kanell, Denver	10	13	1	.438
Steve McNair, Tennessee	69	40	0	.633	Vinny Testaverde, Dallas	82	106	1	.437
Brad Johnson, Tampa Bay	58	37	0	.611	Tommy Maddox, Pittsburgh	13	17	1	.435
Michael Vick, Atlanta	12	8	1	.595	Gus Frerotte, Minnesota	27	36	1	.430
Kordell Stewart, Baltimore	48	34	0	.585	Jake Plummer, Denver	39	54	0	.419
Rich Gannon, Oakland	74	55	0	.574	Rob Johnson, Oakland	12	17	0	.414
Chad Pennington, NY Jets	12	9	0	.571	Charlie Batch, Pittsburgh	19	27	0	.413
Doug Flutie, San Diego	37	28	0	.569	Todd Collins, Kansas City	7	10	0	.412
Peyton Manning, Indianapolis	54	42	0	.563	Jeff Blake, Philadelphia	39	61	0	.390
Jim Miller, New England	15	12	0	.556	Byron Leftwich, Jacksonville	5	8	0	.385
Trent Dilfer, Seattle	51	43	0	.543	Patrick Ramsey, Washington	6	10	0	.375
Mark Brunell, Washington	63	54	0	.538	Tim Couch, Green Bay	22	37	0	.373
Brian Griese, Tampa Bay	30	26	0	.536	Drew Brees, San Diego	10	17	0	.370
Matt Hasselbeck, Seattle	20	18	0	.526	Rick Mirer, Detroit	24	44	0	.353
Trent Green, Kansas City	35	32	0	.522	Joey Harrington, Detroit	8	20	0	.286
Rodney Peete, Carolina	45	42	0	.517	Kelly Holcomb, Cleveland	3	8	0	.273
Quincy Carter, Dallas	16	15	0	.516	David Carr, Houston	7	20	0	.259
Aaron Brooks, New Orleans	27	26	0	.509	Doug Johnson, Jacksonville	2	9	0	.182
Kerry Collins, Oakland	59	58	0	.504	Doug Pederson, Green Bay	3	14	0	.176
Anthony Wright, Baltimore	6	6	0	.500	Chris Weinke, Carolina	1	15	0	.063



PRESEASON COUNTS!

Winning preseason games is important. As a barometer of regular-season success, preseason records are a remarkably accurate gauge.

The past 10 Super Bowl champions, for instance, were a combined 30-12 (.714) in the preseason. Nine of those 10 teams posted .500 or better preseason records. Last summer, the eventual Super Bowl teams – New England and Carolina – were unbeaten (8-0) in the preseason.

In the free agency/salary cap era, developing veteran cohesiveness and team depth in preseason is more important than ever.

“There are certain things you can do in preseason to establish the foundation of your football team,” says Houston Texans head coach **DOM CAPERS**. “We place great value on the development of our team through the use of preseason games.” Preseason records of the past 10 Super Bowl champions:

YEAR	TEAM	PRESEASON RECORD	YEAR	TEAM	PRESEASON RECORD
2003	New England	4-0	1998	Denver	3-1
2002	Tampa Bay	3-1	1997	Denver	3-2
2001	New England	3-1	1996	Green Bay	3-1
2000	Baltimore	4-0	1995	Dallas	2-3
1999	St. Louis	2-2	1994	San Francisco	3-1
TOTAL: 30-12 (.714)					

Preseason success has translated to Super Bowl victories throughout NFL history. Of the 38 Super Bowl champions, 30 (78.9%) posted a preseason winning percentage of .500 or higher. Overall, the 38 Super Bowl winners have combined to post a 115-65-2 (.637) preseason record.

Since 1995, the final four playoff teams (AFC and NFC Championship Game participants) have combined for a preseason record of 95-53 (.642).

“My approach to the preseason is we try to win every game we play,” says new New York Giants head coach **TOM COUGHLIN**, whose Jacksonville team played in two of those Championship Games. “It’s much easier to teach and to learn when you’ve been in a winning situation.” AFC and NFC Championship Game preseason records (1995-03):

YEAR	RECORD	PCT.	TEAMS
2003	13-3	.813	Carolina, Indianapolis, New England, Philadelphia
2002	8-8	.500	Oakland, Philadelphia, Tampa Bay, Tennessee
2001	11-5	.688	New England, Philadelphia, Pittsburgh, St. Louis
2000	8-8	.500	Baltimore, Minnesota, New York Giants, Oakland
1999	10-6	.625	Jacksonville, St. Louis, Tampa Bay, Tennessee
1998	12-4	.750	Atlanta, Denver, Minnesota, New York Jets
1997	14-5	.737	Denver, Green Bay, Pittsburgh, San Francisco
1996	10-6	.625	Carolina, Green Bay, Jacksonville, New England
1995	9-8	.529	Dallas, Green Bay, Indianapolis, Pittsburgh
TOTAL: 95-53 (.642)			

Over the past 10 seasons, 81 of the 120 teams (67.5%) that made the playoffs were .500 or better during the preseason. Division winners combined for a 153-119 (.563) preseason record in that span, while all playoff teams posted a 282-224 (.557) preseason record.

“Preseason success gives the players and coaches something to build on,” says Dallas Cowboys head coach **BILL PARCELLS**. “It’s something positive to think about.” Following are the number of playoff teams that were .500 or better during the past 10 preseasons:

YEAR	TEAMS	YEAR	TEAMS
2003	9	1998	9
2002	10	1997	7
2001	7	1996	8
2000	8	1995	7
1999	8	1994	8
TOTAL: 81 of 120 (67.5%)			

PRESEASON RECORDS OF ALL SUPER BOWL WINNERS

YEAR	TEAM	PRESEASON RECORD	YEAR	TEAM	PRESEASON RECORD
2003	New England	4-0	1984	San Francisco	2-2
2002	Tampa Bay	3-1	1983	LA Raiders	1-3
2001	New England	3-1	1982	Washington	0-4
2000	Baltimore	4-0	1981	San Francisco	2-2
1999	St. Louis	2-2	1980	Oakland	2-2
1998	Denver	3-1	1979	Pittsburgh	3-1
1997	Denver	3-2	1978	Pittsburgh	2-2
1996	Green Bay	3-1	1977	Dallas	3-3
1995	Dallas	2-3	1976	Oakland	5-1
1994	San Francisco	3-1	1975	Pittsburgh	3-4
1993	Dallas	1-3-1	1974	Pittsburgh	6-0
1992	Dallas	2-3	1973	Miami	4-2-1
1991	Washington	1-3	1972	Miami	3-3
1990	New York Giants	4-0	1971	Dallas	6-0
1989	San Francisco	3-2	1970	Baltimore	4-2
1988	San Francisco	3-2	1969	Kansas City	6-0
1987	Washington	3-1	1968	New York Jets	3-2
1986	New York Giants	3-1	1967	Green Bay	6-0
1985	Chicago	1-3	1966	Green Bay	3-2
TOTAL: 115-65-2 (.637)					



57 YEARS AGO ON OPENING DAY -- A RECORD 87 POINTS!

Fifty-seven years ago, the **WASHINGTON REDSKINS** and **PHILADELPHIA EAGLES** opened the 1947 season with a record-breaking bang. The Eagles outscored the Redskins 45-42 on September 28 before a crowd of 35,406 in Philadelphia's Municipal Stadium. The 87-point total was an NFL record and continues to stand as the most points scored in an opening game. The record for most combined points in any NFL game is 113 by Washington (72) and the New York Giants (41) on November 27, 1966.

The 12-touchdown scoring blitz, an NFL record at the time, was highlighted by the play of two future Pro Football Hall of Famers -- Washington quarterback **SAMMY BAUGH** and Philadelphia halfback **STEVE VAN BUREN**.

Baugh, whose 1947 totals in completions (210), attempts (354) and yards passing (2,938) were NFL records, threw for 364 yards and five touchdowns, including three to rookie end **HUGH TAYLOR**. Van Buren, whose 1,008 rushing yards for the year were also a league record, returned a kickoff 95 yards for a touchdown and rushed for another while totaling 98 yards on the ground.

September 28, 1947, Municipal Stadium, Philadelphia, PA

Philadelphia	10	14	14	7 --	45
Washington	0	14	14	14--	42

Phi -	FG Muha 40
Phi -	Pihos 19 pass from Thompson (Patton kick)
Was -	Nussbaumer 25 pass from Baugh (Poillon kick)
Was -	Taylor 62 pass from Baugh (Poillon kick)
Phi -	Van Buren 95 kickoff return (Patton kick)
Phi -	Sherman 1 run (Patton kick)
Was -	Saenz 94 kickoff return (Poillon kick)
Phi -	Van Buren 1 run (Patton kick)
Phi -	Pihos 21 pass from Thompson (Patton kick)
Was -	Poillon 4 pass from Baugh (Poillon kick)
Phi -	Armstrong 29 pass from Thompson (Patton kick)
Was -	Taylor 36 pass from Baugh (Poillon kick)
Was -	Taylor 18 pass from Baugh (Poillon kick)



OPENING DAY: THE DUTCHMAN GOES WILD!

Los Angeles Rams quarterback **NORM "THE DUTCHMAN" VAN BROCKLIN** entered the 1951 season entrenched in a dual for the starting position with veteran **BOB WATERFIELD**. A Waterfield injury sidelined the incumbent quarterback prior to the season opener against the Yanks, and opened the door for Van Brocklin to show his worth. Van Brocklin took advantage of the opportunity by producing the most prolific passing performance in NFL history. Van Brocklin threw for an NFL record 554 yards in a 54-14 rout of the New York Yanks at the Los Angeles Coliseum. The Hall of Fame quarterback tossed five touchdowns and completed 27 of 41 passes.

"It's the finest exhibition of passing I've ever seen," said Rams Coach **JIMMY PHELAN**. "Van Brocklin was hitting them in the eye practically every time he threw the ball."

Van Brocklin, who passed away in 1983 at the age of 57, remained subdued about the performance. "Everything I threw seemed to be caught and run for a long gain," he said.

TOM FEARS averaged 23.1 yards on his seven catches and **ELROY "CRAZYLEGS" HIRSCH** averaged 19.2 on nine receptions. Los Angeles amassed an NFL record 735 total yards and 34 first downs.

"They don't need me out here anymore," said Waterfield after the game. The two quarterbacks would split time for the rest of the season as the Rams captured the 1951 NFL Championship.

Van Brocklin's record has stood for the past 52 years. Former Houston Oilers quarterback **WARREN MOON** came the closest to breaking Van Brocklin's record with a 527-yard day against Kansas City in 1990.

Following are the top passing performances in different levels of football:

LEAGUE	QUARTERBACK	DATE	PERFORMANCE
High School	David Koral, Pacific Palisades, CA	September 22, 2000	764 yards vs. Grant, CA
NCAA Division III	Zamir Amin, Menlo	October 7, 2000	731 yards vs. Cal Lutheran
NCAA Division I A	David Klingler, Houston	December 2, 1990	716 yards vs. Arizona St.
Canadian Football League	Matt Dunigan, Winnipeg	July 14, 1994	713 yards vs. Edmonton
NCAA Division II	Wilkie Perez, Glenville St.	October 25, 1997	642 yards vs. Concord
NCAA Division I AA	Jamie Martin, Weber St.	November 23, 1991	624 yards vs. Idaho St.
NFL Europe	Dameyune Craig, Scotland	May 22, 1999	611 yards vs. Frankfurt
NFL	Norm Van Brocklin, LA Rams	September 28, 1951	554 yards vs. NY Yanks
Arena Football League	Clint Dolezel, Houston	May 14, 1999	479 yards vs. Milwaukee
arenafootball2	Shane Stafford, Tallahassee	June 2, 2000	459 yards vs. Birmingham



NEW DUDS!

Bengals, Colts & Falcons To Sport New Uniforms In 2004

They've got a new wardrobe!

Three teams – the Bengals, Colts and Falcons – will introduce uniform changes in 2004

CINCINNATI BENGALS: Their new home jersey is black with orange sleeves and black tiger stripes on the shoulders. A white strip runs up the sides of the jersey nearly to the end of the sleeves. The Bengals' away jersey is white with orange shoulders with black tiger stripes and black sleeves. The team has added a pair of black pants to the traditional white, with both pants sporting orange and black tiger stripes up the sides. Cincinnati also added orange-topped socks to their uniform as an option to the current black socks.

The Bengals will also show off a new logo this season (above), using a block-letter "B" with white trim and black and white tiger stripes as their primary mark. Cincinnati head coach **MARVIN LEWIS** hopes the "movement, speed and energy" in the design of the new uniform and logo will serve as symbols of how he wants his team to play.

INDIANAPOLIS COLTS: There will be subtle changes in their 2004 uniform. The re-design will include a darker shade of blue in the jersey, a return to the team's traditional deep hue. In addition, the Colts are changing the color of their face mask from blue to gray.

"I'm kind of an old-school guy and I was very, very happy to go along with this," says Colts head coach **TONY DUNGY**. "I think it brings us back a little bit closer to our roots."

ATLANTA FALCONS: The team has chosen to make its red jersey (formerly its third jersey) the home jersey for 2004. Their black jersey, which served as their home jersey in 2003, will now become the third jersey.

Also in 2004, the **JACKSONVILLE JAGUARS** will wear black pants on the road, instead of the white they wore previously.

2004 THIRD JERSEYS

Some teams will wear a third jersey this season:

TEAM	COLOR	DATE(S)
Atlanta	Black	11/28
Baltimore	Black	11/7
Carolina	Panthers Blue	10/24 & 11/28
Cincinnati	Orange	TBA
Cleveland	Orange	11/21
Denver	Orange	11/28
Houston	Red	10/31 & 11/28
Jacksonville	Black	12/5
Miami	Orange	12/20
New England	Silver	12/12
Philadelphia	Black	TBA
San Diego	Powder Blue	10/10
Tennessee	Titans Blue	10/17 & 12/13

2004 TEAM PATCHES

Some teams will wear special uniform patches this year:

- **Arizona Cardinals:** Memorial patch for the late Pat Tillman and No. 40 (Tillman's number) helmet decal.
- **Carolina Panthers:** 10th anniversary.
- **Jacksonville Jaguars:** 10th anniversary.
- **New York Giants:** 80th anniversary.
- **St. Louis Rams:** 10th anniversary of move to St. Louis.

2004 SPECIAL GAME BALLS

- **All NFL Openers:** Will use "NFL Kickoff 2004" footballs
- **Carolina Panthers:** 10th anniversary football in home opener.
- **Jacksonville Jaguars:** 10th anniversary football in home opener.

NFL LEADS ESPN'S 25TH ANNIVERSARY "TOP TEAMS" LIST

It's their 25th anniversary, and ESPN has chosen its "Top Teams" of the past 25 years.

The sport with the most teams on the list? The NFL with six, ranging from the '79 Steelers to the '94 49ers.

ESPN's best NFL teams of the past quarter century, and what they won:

TEAM	HONORS
1985 Chicago Bears	Won Super Bowl XX
1989 San Francisco 49ers	Won Super Bowl XXIV
1984 San Francisco 49ers	Won Super Bowl XIX
1979 Pittsburgh Steelers	Won Super Bowl XIV
1994 San Francisco 49ers	Won Super Bowl XXIX
1992 Dallas Cowboys	Won Super Bowl XXVII



NEW EAGLE TERRELL OWENS (ALREADY!) BOASTS TOP-SELLING JERSEY

New Philadelphia Eagles wide receiver **TERRELL OWENS** has the most touchdown receptions (51) in the NFL since 2000. Now he also tops another list. Since April 1, Owens' new No. 81 Eagles jersey (above) is the top seller on NFLShop.com.

The NFL is the world's most popular sports brand and is the seventh-largest overall brand globally, according to *License!* magazine.

Following are the top-selling player jerseys according to NFLShop.com from April 1-June 30, 2004:

TOP-SELLING NFL PLAYER JERSEYS

- | | |
|--|---|
| 1. Terrell Owens, Philadelphia Eagles | 11. Brett Favre, Green Bay Packers |
| 2. Michael Vick, Atlanta Falcons | 12. Priest Holmes, Kansas City Chiefs |
| 3. Chad Johnson, Cincinnati Bengals | 13. Charles Woodson, Oakland Raiders |
| 4. Donovan McNabb, Philadelphia Eagles | 14. Tom Brady, New England Patriots |
| 5. Brian Urlacher, Chicago Bears | 15. LaVar Arrington, Washington Redskins |
| 6. Warren Sapp, Oakland Raiders | 16. Marshall Faulk, St. Louis Rams |
| 7. Eli Manning, New York Giants | 17. LaDainian Tomlinson, San Diego Chargers |
| 8. Ricky Williams, Miami Dolphins | 18. Jerry Rice, Oakland Raiders |
| 9. Roy Williams, Dallas Cowboys | 19. Joey Harrington, Detroit Lions |
| 10. Jeremy Shockey, New York Giants | 20. Peyton Manning, Indianapolis Colts |

For the third consecutive season, the **OAKLAND RAIDERS** remained at the top of the NFL's Top 10 in licensed merchandise, while the New England Patriots – the winner of Super Bowl XXXVIII – moved from their number nine spot last year to No. 2. The Green Bay Packers, who won the NFC North Division in 2003, placed in the top five for the eighth consecutive year. The Atlanta Falcons (seventh) moved into the top 10 for the first time since 1992, when they were 10th on the list.

TOP 10 SELLING NFL TEAMS IN 2003

(April 1, 2003-March 31, 2004)

1. Oakland Raiders
2. New England Patriots
3. Green Bay Packers
4. Dallas Cowboys
5. Philadelphia Eagles
6. Pittsburgh Steelers
7. Atlanta Falcons
8. Tampa Bay Buccaneers
9. San Francisco 49ers
10. Miami Dolphins



NFL SATELLITE RADIO NETWORK: FOR THE SIRIUS NFL FAN

You live in Idaho, you're out on a Sunday afternoon drive. Your thoughts drift... if only you could hear the fabled **MYRON COPE**'s play-by-play of your beloved Pittsburgh Steelers' divisional clash with the Cleveland Browns. Well now you can!

For the first time, fans can listen to the radio call of NFL games regardless of where they are in the country on SIRIUS satellite radio, the premium satellite radio provider known for delivering the best in commercial-free music and sports programming to cars and homes across the country.

SIRIUS NFL Radio, the 24-hour, 7-day a week channel devoted entirely to professional football, will produce the most in-depth radio coverage of the NFL. The signature **SIRIUS NFL Sunday Drive** programming provides live radio broadcasts of NFL games, bringing the NFL to fans across the country each Sunday.

In addition to the game broadcasts, SIRIUS will produce original daily programming featuring some of the most successful executives and players in NFL history including **CARL BANKS, GIL BRANDT, CRIS CARTER, GLENN PARKER, DAN REEVES, JOHN RIGGINS** and **SHANNON SHARPE**. Other on-air talent will include **STEVE COHEN, PAT KIRWAN, CHRIS MOORE, BOB PAPA, TIM RYAN** and **ADAM SCHEIN**.

WEEKDAY SIRIUS NFL RADIO SCHEDULE

PROGRAM	TIME	TALENT
"The Opening Drive"	8:00-10:00 AM ET	Chris Moore, Dan Reeves
"Movin' the Chains"	10:00 AM-1:00 PM ET	Bob Papa, Shannon Sharpe, Tim Ryan
"The Red Zone"	1:00-3:00 PM ET	Steve Cohen, Cris Carter, Glenn Parker, Gil Brandt, Carl Banks
"The Afternoon Blitz"	3:00-7:00 PM ET	Adam Schein, John Riggins, Pat Kirwan



NETWORK

NFL NETWORK HAS *BIG* PLANS FOR YEAR TWO

NFL NETWORK, the 24-hour, 365-day television network dedicated to the NFL and the sport of football, enters the 2004 season as a rookie of sorts. Despite spending some time on the roster in 2003, NFL Network embarks upon its first full NFL season on the air after making its debut prior to Week 10 last year.

With that crucial experience last year coming as playoff races were heating up and during the 2003 playoffs, NFL Network gained valuable insight that will provide viewers with even more to cheer about this season.

NFL Network has taken fans to places they have never been before. Along the way to becoming the youngest network ever to win a Sports Emmy, NFL Network has gone deep inside the Super Bowl and Pro Bowl, provided the first extensive television coverage of the NFL Scouting Combine, unprecedented access at league meetings and the NFL Draft, and the unveiling of the 2004 playing schedule via a special two-hour television show. There has also been coverage of live NFL Europe League games, the airing of older NFL games with original network footage, exclusive audio from locker rooms, sidelines, the field and even from the plane carrying the Carolina Panthers to Houston for the Super Bowl!

Quite simply, NFL Network has been omnipresent. Having a camera at each of the 32 team facilities, plus tremendous cooperation from the NFL players, coaches and owners, makes the access unique and allows viewers to get closer to the NFL experience than ever before. Even the players have caught the NFL Network bug.

"I love football," said Jacksonville Jaguars starting quarterback **BYRON LEFTWICH**. "If I weren't playing in the league, I'd watch NFL Network all day."

After it spends this summer inside each teams' training camp providing daily reports from around the league, airing 54 preseason games in 25 days, covering the Pro Football Hall of Fame festivities in Canton, Ohio, and living with the Jacksonville Jaguars for the special "Inside Training Camp: Jaguars Summer" show, NFL Network is geared up for the 2004 season with plenty of knowledge, insight and information to impart to viewers all season long.

Among the big plans and shows in the works for NFL Network viewers this season are:

- Coverage of coaches' press conferences on Mondays from 3:00-5:00 PM ET.
- Two *Game of the Weeks* (available in HD) – will show two of the most memorable games from Sunday in a condensed one-hour format with sideline sound and unique camera angles – every Wednesday and Thursday night during the season at 9:00 PM ET/PT.
- *NFL Total Access*, the Network's signature show, has added a Saturday night airing to provide fans with six nights a week of news, interviews and analysis from around the league. **RICH EISEN** along with newcomers **TERRELL DAVIS** and **LINCOLN KENNEDY** pontificate on all the pigskin Monday through Saturday at 7:00 PM. With a specially-equipped camera at each of the 32 team headquarters, plus the league office, *NFLTA* is *the* football show of record for NFL fans.
- *Playbook*, the Xs and Os show, has undergone a transformation that includes a new host, **PAUL BURMEISTER**, a new analyst **SOLOMON WILCOTS**, a new set, and an additional show on Tuesday nights to look back on the week that was. Fans interested in learning the intricacies of the game in an entertaining format can catch *Playbook* on Tuesdays, Thursdays, Fridays and Saturdays at 8:00 PM with Burmeister, Wilcots, **STERLING SHARPE** and **GLENN PARKER**.
- *Point After*, the show that recaps all the games from Sunday at midnight that night to noon on Monday, returns to bring viewers all the post-game press conferences from around the league.
- *College Football Sunday*, the unique college football show that deciphers the game highlights from around the university gridiron, returns each Sunday morning during the college season to update the games and focus on some of the key players that will perhaps impact the NFL in the future.
- *Redzone*, the best source for viewers to turn to for updated scores and stats all in one place, returns this season during the afternoon slate of NFL games. From 1:00-8:00 PM ET on Sundays *Redzone* keeps fans up on the latest from around the league.

NFL KICKS OFF WITH NATIONAL TV THURSDAY NIGHT GAME; NFL TV 2004

THE NFL is the only sports league that televises all regular-season and postseason games on free, over-the-air network television. This year, the league will kick off its 85th season with a national television Thursday night game in a rematch of the 2003 AFC Championship Game when the Indianapolis Colts visit the Super Bowl champion New England Patriots on September 9 (ABC, 9:00 PM ET).

Following is a guide to the "new look" for the NFL on television in 2004:

- **GREG GUMBEL** will host **CBS'** *The NFL Today*. Also joining the CBS pregame show are former NFL tight end **SHANNON SHARPE** and reporter **BONNIE BERNSTEIN**.
- **JIM NANTZ** teams with analyst **PHIL SIMMS** as **CBS'** No. 1 announce team. **LESLEY VISSER** joins the duo as the lead sideline reporter.
- Sideline reporter **MICHELE TAFOYA** joins game analyst **JOHN MADDEN** and play-by-play announcer **AL MICHAELS** on **ABC's NFL Monday Night Football**.
- **FOX's** pregame show, *FOX NFL Sunday*, will hit the road for up to seven special broadcasts from the sites of some of the biggest games of the season.
- **JAY GLAZER** joins *FOX NFL Sunday* as the show's NFL insider.
- Joining **ESPN** is Pro Football Hall of Fame member **MIKE DITKA**. Ditka will serve as an analyst on a variety of shows, including *Monday Night Countdown*, *NFL Live*, *SportsCenter* and *Monday Quarterback*.
- **SAL PAOLANTONIO** will host **ESPN's EA Sports NFL Match-Up** (formerly *Edge NFL Match-Up*).

NFL ANNOUNCER LINEUP FOR 2004

ABC

NFL Monday Night Football: Al Michaels-John Madden-Michele Tafoya (Reporter).

CBS

NFL Today (Pregame): Greg Gumbel-Boomer Esiason-Dan Marino-Shannon Sharpe-Marcus Allen (Reporter)-Bonnie Bernstein (Reporter)-Armen Keteyian (Contributor). **NFL On CBS:** Jim Nantz-Phil Simms-Lesley Visser (Reporter); Dick Enberg-Dan Dierdorf- Armen Keteyian (Reporter); Kevin Harlan-Randy Cross; Gus Johnson-Brent Jones; Ian Eagle-Solomon Wilcotts; Don Criqui-Steve Tasker; Bill Macatee-Steve Beuerlein; Craig Bolerjack-Richard Baldinger.

ESPN

Sunday NFL Countdown (Pregame): Chris Berman-Tom Jackson-Steve Young-Michael Irvin-Chris Mortensen (Reporter). **ESPN NFL Sunday Night Football:** Mike Patrick-Joe Theismann-Paul Maguire-Suzy Kolber (Reporter).

FOX

FOX NFL Sunday (Pregame): James Brown-Terry Bradshaw-Howie Long-Jimmy Johnson-Jillian Barberie-Frank Caliendo-Jay Glazer. **NFL on FOX:** Joe Buck-Troy Aikman-Cris Collinsworth-Pam Oliver (Reporter); Dick Stockton-Daryl Johnston-Tony Siragusa (Reporter); Sam Rosen-Bill Maas; Kenny Albert-Brian Baldinger; Curt Menefee-Tim Green; Ron Pitts-Tim Ryan.

2004 NFL TV PROGRAMMING

<u>Day</u>	<u>Programming</u>	<u>Network</u>	<u>Start Time (ET)</u>
Tuesday	NFL Films Presents	ESPN2	1:30 PM
	NFL Live	ESPN2	7:00 PM
Wednesday	NFL Live	ESPN2	7:00 PM
Thursday	NFL Live	ESPN2	7:00 PM
	Inside The NFL	HBO	11:00 PM
Friday	NFL Films Presents	ESPN2	2:30 PM
	Inside The NFL	HBO	7:00 PM
	NFL Live	ESPN2	7:00 PM
	EA Sports NFL Match-Up	ESPN2	7:30 PM
Saturday	EA Sports NFL Match-Up	ESPN	3:00 AM
	EA Sports NFL Match-Up	ESPN2	6:30 AM
	NFL Under the Helmet	FOX	12:00 PM
	NFL Live	ESPN2	7:00 PM
Sunday	EA Sports NFL Match-Up	ESPN	8:30 AM
	Sunday NFL Countdown	ESPN	11:00 AM
	FOX NFL Sunday	FOX	12:00 PM
	NFL Today	CBS	12:00 PM
	NFL On CBS	CBS	1:00; 4:05/4:15 PM
	NFL On FOX	FOX	1:00; 4:05/4:15 PM
	NFL Prime Time	ESPN	7:30 PM
	ESPN NFL Sunday Night Football	ESPN	8:30 PM
Monday	NFL Films Presents	ESPN	2:30 AM
	NFL Films Presents	ESPN	3:30 PM
	NFL Films Presents	ESPN2	7:00 PM
	NFL Monday Night Countdown	ESPN	7:30 PM
	ABC's NFL Monday Night Football	ABC	9:00 PM

"ARE YOU READY FOR SOME FOOTBALL?" VOTED NO. 2 MOMENT IN COUNTRY MUSIC HISTORY

It has become as much a part of Monday Night Football as touchdowns.

*It is the **HANK WILLIAMS, JR.**'s rollicking "Are You Ready For Some Football?" song/question that opens every Monday night telecast with accompanying vignettes and guest star appearances.*

Williams' song was voted this year the No. 2 moment in country music history in a poll by Country Music Television.

*No. 1 was **ALAN JACKSON**'s "Where Were You When The World Stopped Turning?," a tribute to the 9/11 victims.*

MONDAY NIGHT FOOTBALL CELEBRATES 35TH SEASON

ABC's NFL Monday Night Football kicks off its 35th season on September 9 in a rematch of the 2003 AFC Championship Game when the Indianapolis Colts visit the Super Bowl XXXVIII Champion New England Patriots.

This year ABC will continue its tradition of using innovative techniques with its Monday Night Football broadcasts as it celebrates its anniversary, including the use of sky cams and "mic-ing up" an individual player during 10 different games this season.

"The show is going to be broadcast for the second straight year in high definition," says MNF producer **FRED GAUDELLI**. "We will also continue with our celebrity openings to distinguish ourselves from everyone else."

JOHN MADDEN begins his third season as MNF analyst alongside 18-year veteran play-by-play man **AL MICHAELS**. The duo will be joined this season by a new sideline reporter, **MICHELE TAFOYA**, formerly a sideline reporter for ESPN's college football telecasts.

"Every sideline reporter is different and brings something different to the table," says Tafoya. "I'm excited we're going to do this."

The Patriots are one of six teams with three appearances on Monday night in 2004. The others are the Dallas Cowboys, Green Bay Packers, Kansas City Chiefs, Philadelphia Eagles and St. Louis Rams.

"Everybody gets excited about playing on Monday nights," said Rams head coach **MIKE MARTZ**. "It's always a treat for all of us."

Monday Night Football was created in 1970, when NFL Commissioner **PETE ROZELLE** proposed a weekly prime-time game to the networks. ABC Sports President **ROONE ARLEDGE** convinced the network to televise the series and went about creating a weekly event.

The longest-running prime-time entertainment series of all-time, ABC's NFL Monday Night Football has made a lasting impression since its first broadcast (New York Jets at Cleveland Browns) on September 21, 1970. Since 1990, MNF is the only prime-time entertainment program to be ranked among the top 15 programs each year.

TV'S LONGEST CONTINUOUSLY-RUNNING PRIME TIME ENTERTAINMENT SERIES

<u>Program</u>	<u>Years</u>
NFL MONDAY NIGHT FOOTBALL (ABC)	35 (1970-current)
Walt Disney (ABC, CBS, NBC)	29 (1954-82)
Ed Sullivan (CBS)	24 (1948-71)
Red Skelton (NBC, CBS)	20 (1951-71)
Gunsmoke (CBS)	20 (1955-75)

Source: The Complete Directory to Prime Time Network TV Shows 1946-present

ALL-TIME MNF ANNOUNCERS TEAMS

1970	Keith Jackson, Howard Cosell, Don Meredith
1971-73	Frank Gifford, Howard Cosell, Don Meredith
1974	Frank Gifford, Howard Cosell, Alex Karras, Fred Williamson (Preseason)
1975-76	Frank Gifford, Howard Cosell, Alex Karras
1977-78	Frank Gifford, Howard Cosell, Don Meredith
1979-82	Frank Gifford, Howard Cosell, Don Meredith, Fran Tarkenton
1983	Frank Gifford, Howard Cosell, Don Meredith, O.J. Simpson
1984	Frank Gifford, Don Meredith, O.J. Simpson
1985	Frank Gifford, O.J. Simpson, Joe Namath
1986	Al Michaels, Frank Gifford
1987-97	Al Michaels, Frank Gifford, Dan Dierdorf
1998	Al Michaels, Dan Dierdorf, Boomer Esiason
1999	Al Michaels, Boomer Esiason
2000-01	Al Michaels, Dan Fouts, Dennis Miller
2002-Present	Al Michaels, John Madden

MONDAY NIGHT FOOTBALL – CAREER RECORDS

<u>MOST TOUCHDOWNS</u>		<u>MOST TD PASSES</u>		<u>MOST RECEPTIONS</u>	
Jerry Rice	35	Dan Marino	74	Jerry Rice	246
Emmitt Smith	24	Brett Favre	42	Andre Reed	124
Marcus Allen	19	Steve Young	42	Cris Carter	123
Mark Clayton	15	Joe Montana	36	Tim Brown	119
Eric Dickerson	14	Jim Kelly	31	Art Monk	114
John Riggins	14				

<u>MOST RUSHING YARDS/CAREER</u>		<u>MOST RUSHING YARDS/GAME</u>	
Emmitt Smith	2,434	Bo Jackson	221
Tony Dorsett	1,897	Ricky Williams	216
Thurman Thomas	1,769	Thurman Thomas	214
Marcus Allen	1,486	Earl Campbell	199
Franco Harris	1,435	Garrison Hearst	198



HERE COMES IGOR!

As football – America’s passion – continues to grow in popularity around the world, so too does the number of international people playing the game, including those doing so at the highest levels of the sport.

This season will mark the debut of several exciting young players with international appeal, including San Diego Chargers defensive tackle **IGOR OLSHANSKY**.

Born in Dnepropetrovsk, Ukraine, Olshansky came to the United States with his family at age seven and became one of the highest foreign-born draft choices in NFL history, selected in the second round this year (No. 35 overall) by the Chargers. Olshansky first played organized football in his junior year at San Francisco’s St. Ignatius High School and developed into a versatile performer along the defensive line at Oregon.

“I’m excited about the opportunity I have in front of me with the Chargers,” said Olshansky, the first player born in the former Soviet Union to play in the NFL. “Defense wins championships, and hopefully I can come in and make a contribution in helping us move in that direction.”

Across the country in Buffalo, another foreign-born defensive lineman will try to achieve his NFL dream – Germany’s **CONSTANTIN RITZMANN**. Meanwhile in Green Bay, former Australian Rules Football standout **NATHAN CHAPMAN** will compete for the punting job, originally earning a tryout with the help of an impressive video resume from performances in two Ray Guy Kicking Camps in May of 2003.

A look at the foreign-born players who have earned the sport’s highest honor, induction into the Pro Football Hall of Fame in Canton, Ohio:

FROM OVERSEAS TO CANTON

<u>Player</u>	<u>Country of Birth</u>	<u>Hall of Fame Induction</u>
Tom Fears	Mexico	1970
Ted Hendricks	Guatemala	1990
Bronko Nagurski	Canada	1963
Leo Nomellini	Italy	1969
Ernie Stautner	Germany	1969
Jan Stenerud	Norway	1991
Steve Van Buren	Honduras	1965
Arnie Weinmeister	Canada	1984

FOREIGN-BORN PLAYERS IN THE NFL IN 2004

<u>COUNTRY</u>	<u>PLAYER(S)</u>
AMERICAN SAMOA	T Pita Elisara, Was; G Toniui Fonoti, SD; TE Gabe Reid, Chi; DT Joe Salave’a, Was; DT Junior Savii, KC; DT Issac Sopoaga, SF
ARGENTINA	K Bill Gramatica, NYG; K Martin Gramatica, TB
AUSTRALIA	P Darren Bennett, Min; P Nathan Chapman, GB; P Mat McBriar, Dal
BAHAMAS	WR Devard Darling, Bal
CAMEROON	T Roman Oben, SD
CANADA	P Mitch Berger, NO; RB Kerry Carter, Sea; C Jean-Philippe Darche, Sea; TE Deitan Dubuc, Car; DT Jermaine Haley, Was; DE Riall Johnson, Ariz; TE Teyo Johnson, Oak; LB Mike Labinjo, Phi; DE Nautyn McKay, Ind; G/T Steve Morley, GB; QB Jesse Palmer, NYG; C Brett Romberg, Jax; K Mike Vanderjagt, Ind
CUBA	T Joaquin Gonzalez, Clev
DENMARK	K Morten Andersen, KC
DOMINICAN REPUBLIC	WR Carlos Perez, Phi
ENGLAND	K Rob Hart, NO; WR Scott McCready, Car; DE Osi Umenyiora, NYG; TE Visanthe Shiancoe, NYG
GHANA	DE Ebenezer Ekuban, Clev
GERMANY	DT Daniel Benetka, Atl; DT Willie Blade, NYG; DE John Engelberger, SF; WR Joerg Heckenbach, Clev; DT Rob Meier, Jax; CB Ray Mickens, NYJ; DE Kavika Pittman, Car; RB Tony Richardson, KC; DE Constantin Ritzmann, Buf; S Siddeeq Shabazz, Atl; TE Tony Stewart, Cin; T Patrick Venzke, Ind; WR Reggie Williams, Jax
GUAM	C Troy Andrew, SD
GUYANA	S Lance Shulters, Ten
HAITI	S Ricot Joseph, Cin
IVORY COAST	RB Amos Zereoue, Oak
JAMAICA	CB Dwight Anderson, StL; WR Yardon Brantley, Phi; QB Rohan Davey, NE; RB Dahrran Diedrick, GB; CB Nashville Dyer, Pit; RB Omar Easy, KC; LB Morlon Greenwood, Mia; T Kwame Harris, SF; LB Roger Knight, NO; T Damion McIntosh, Mia
KUWAIT	QB Gibran Hamdan, Was
LEBANON	C Marwan Hage, Jax
LIBERIA	S/CB Bhawoh Jue, GB; RB Thomas Tappeh, Phi
MEXICO	T Rolando Cantu, Ariz; G Victor Leyva, Cin; LB Antonio Rodriguez, Hou
NEW ZEALAND	G David Dixon, Min
NIGERIA	LB Patrick Chukwurah, Den; RB Adimchinobe Echemandu, Clev
POLAND	K Sebastian Janikowski, Oak
PHILIPPINES	C Eugene Amano, Ten; LB Fred Jones, KC;
SAMOA	DT Junior Ioane, Hou; RB Malaefou MacKenzie, NE
SIERRA LEONE	S Madiou Williams, Cin
SOUTH AFRICA	WR Jerome Pathon, NO
SPAIN	CB Jon Pendergrass, NYJ
TRINIDAD	G Anthony Herrera, Minn
TONGA	T Spencer Folau, NO; DT Maake Kemoeatu, Balt
UKRAINE	DE Igor Olshansky, SD
VIRGIN ISLANDS	S Hanik Milligan, SD



NFL EUROPE: TURNING OUT SUPER QBs

To gauge the impact the **NFL EUROPE LEAGUE** has had on the NFL, look no further than the signature event in all of sports – the Super Bowl.

For three consecutive years, a starting quarterback in the ultimate game has first plied his trade abroad, gaining valuable playing experience in Europe before putting that knowledge to good use back home. The latest success story is Carolina Panthers starter **JAKE DELHOMME**.

Allocated to the Amsterdam Admirals in 1998 by the New Orleans Saints, Delhomme saw limited action, serving as the No. 2 quarterback behind another future Super Bowl standout – **KURT WARNER**. Sent back to NFL Europe by the Saints the following spring, Delhomme excelled with the Frankfurt Galaxy, leading the league with a 67.3 (136 of 202) completion percentage, ranking second with a 96.8 passer rating and tossing 12 touchdowns against only five interceptions.

He concluded his NFL Europe career by helping the Galaxy win a championship, as they defeated the Barcelona Dragons 38-24 to win World Bowl VII.

“I will always appreciate NFL Europe for the opportunity it afforded me to hone my skills,” says Delhomme, who followed Tampa Bay Buccaneers quarterback **BRAD JOHNSON** and Warner as Europe Leaguers to start in the Super Bowl the past three seasons. “I was able to get on the field and play in the games. You can’t teach that in practice, especially at quarterback. We were able to play for and win a championship with the Galaxy, and that is something I am extremely proud of.”

Players all over the field have benefited from the game experience provided by NFL Europe, as 237 players with European experience were on NFL rosters last season, including four All-Stars – Cowboys defensive tackle **LA’ROI GLOVER**, Chiefs return specialist **DANTE HALL**, Packers guard **MARCO RIVERA** and Chiefs defensive end **GARY STILL**s.

But perhaps the success is most obvious at quarterback, where in 2003, 25 percent (eight of 32) of NFL teams started a former Europe League quarterback in at least one game. Twenty-six quarterbacks in all have started in the NFL after first playing in Europe.

A look at five quarterbacks who have gone from NFL Europe to the NFL with outstanding results:

PLAYER	NFL TEAM	NFL EUROPE TEAM	NFL SUCCESS
Jake Delhomme	Carolina	Amsterdam, 1998 Frankfurt, 1999	Led Panthers to Super Bowl XXXVIII in first season with club.
Jay Fiedler	Miami	Amsterdam, 1997	Guided Dolphins to playoffs in two of four years as starter.
Brad Johnson	Tampa Bay	London, 1995	Two-time All-Star, led Bucs to franchise’s first Super Bowl win.
Jon Kitna	Cincinnati	Barcelona, 1997	’03 Comeback Player of Year, as Bengals returned to playoff race.
Kurt Warner	NY Giants	Amsterdam, 1998	Two-time MVP, led Rams to victory in Super Bowl XXIV.

The 2004 NFL Europe quarterback class boasted some impressive members, continuing to bolster the league’s reputation as a breeding ground for future NFL passers.

Leading the way this season was **ROHAN DAVEY** of the New England Patriots, who earned Offensive Most Valuable Player honors. He guided the Berlin Thunder to a 9-1 record and a 30-24 win over the Galaxy in World Bowl XII.

Davey, who is expected to compete for the Patriots’ No. 2 job behind starter **TOM BRADY**, finished as NFL Europe’s top passer, posting a 105.6 passer rating and a league-leading 19 touchdown passes.

“I wouldn’t trade my experience in NFL Europe for anything,” says Davey. “There’s no substitute for making decisions under pressure, with the game on the line. You can’t duplicate that in practice or in training camp. I know that my time in NFL Europe has made me a better player.”

FOX-TV analyst **BRIAN BALDINGER** agrees with Davey’s assessment.

“However long Rohan has to be in practice or in a film room, he’ll do what it takes to get the job done,” Baldinger says. “I don’t know why he can’t be not only a starting quarterback, but a top quarterback in the NFL.”

A closer look at three of NFL Europe’s top quarterback prospects:

PLAYER	NFL TEAM	NFLEL TEAM	NFLEL SUCCESS
Rohan Davey	New England	Berlin	Led Thunder to World Bowl win. Led league in rating (105.6) & TDs (19).
J.T. O’Sullivan	New Orleans	Frankfurt	Guided Galaxy to 7-3 record, finishing with 91.9 passer rating.
Ryan Van Dyke	NY Giants	Amsterdam	Led NFL Europe in passing yards (2,003), finishing No. 2 in TDs (16).

NFL PRACTICE SQUADS TO INCLUDE NFL EUROPE LEAGUE NATIONALS

A touch of Europe is heading west – to the NFC West, that is.

The NFL International Development Practice Squad program debuts in 2004, giving four national players who competed in the NFL Europe League this spring an opportunity to further enhance their football progression by spending the season as members of NFL practice squads.

The NFC West is the destination, chosen by random drawing, for the four players – offensive lineman **ROLANDO CANTU** (Arizona Cardinals - Mexico), offensive lineman **PETER HEYER** (St. Louis Rams - Germany), defensive end **CHRISTIAN MOHR** (Seattle Seahawks - Germany) and defensive back **RICHARD YANCY** (San Francisco 49ers - Germany).

The program provides a significant step forward toward achieving the goal of having national players participating in NFL games in the years to come.

“This is going to be a great opportunity for these players to receive intensive coaching,” said another German-born offensive lineman and former Rams standout, **TOM NÜTTEN**. “The most important thing for them will be to work on their technique. I would expect all four of them to come back to NFL Europe as much improved players.”

A closer look at the four Europe League national players heading to NFC West practice squads:

PLAYER	TEAM	NFLE	COUNTRY	MISC
OL Rolando Cantu	Ariz	Berlin	Mexico	Completed rookie season in NFLEL after winning Mexican college championships with ITESM Monterrey.
OL Peter Heyer	StL	Rhein	Germany	Finished his third season with Rhein and spent the 2003 NFL preseason with New Orleans.
DE Christian Mohr	Sea	Berlin	Germany	Posted seven tackles, one forced fumble and 0.5 sacks in his first season with Berlin.
DB Richard Yancy	SF	Rhein	Germany	Has played in three World Bowls during five-year NFL Europe career. Totaled 28 tackles and one interception for Rhein.



NFL – MORE & MORE – SEEN INTERNATIONALLY; SALUTES MILITARY

The appeal of NFL action continues to extend far beyond the borders of the United States, including to the world’s most populous country, China.

This season, fans there will enjoy Shanghai Media Group’s (SMG) live broadcast of Super Bowl XXXIX on Sunday, February 6 from Jacksonville, Florida, in addition to two NFL shows per week – *Game of the Week* and *NFL Blast*.

In Japan, NHK and Gaora have recently extended agreements to broadcast NFL programming to Japanese fans through the 2006 season, while longtime partner NTV continues as the league’s terrestrial broadcaster in Japan, reaching 44 million homes.

Meanwhile, closer to home, the NFL and the Canadian Football League have extended their partnership through the 2006 season. The agreement focuses on growing the sport in Canada, and to this end, establishes a Football Development Management Council. Both leagues will continue to support grassroots programs, including the Reebok NFL/CFL Flag Football program, the NFL/CFL Practice with Pros youth clinics, and the NFL/CFL High School Coach of the Year program.

Some interesting facts about the NFL on TV around the world:

<u>Countries & Territories</u>	230	<u>Time zones represented</u>	24
<u>Hours of programming</u>	162,189	<u>Languages games broadcast in</u>	24

Members of the United States military will also have a chance to follow their favorite teams from locations around the globe this season, as servicemen and women worldwide will receive NFL programming via American Forces Network. Coverage will include game telecasts as well as pregame and postgame shows. It will reach approximately 800,000 military personnel stationed overseas in 177 countries and territories, and aboard more than 180 U.S. Navy ships at sea.

“Pro football is without a doubt the most watched sport we broadcast,” says **TOM MATTOX**, chief of sports at AFN. “Like stateside fans, our audience looks forward to the games each and every week. You’ll find NFL fans below deck on an aircraft carrier, huddled inside a camouflaged tent, and even atop an ammo can standing just outside a chow hall somewhere in the desert. Wherever in the world they’re stationed, they’re ready for some football.”

The NFL has long been a tremendous supporter of America’s men and women in uniform, dating back to 1965, when Commissioner **PETE ROZELLE** conceived of the idea of sending NFL players to Vietnam on “goodwill tours.” The following year, the NFL became the first sports organization to send a group of players to Vietnam and other parts of the Far East.

The tradition has continued to the present day. This May, Commissioner **PAUL TAGLIABUE** and three NFL All-Stars – running back **WARRICK DUNN** and linebacker **KEITH BROOKING** of the Atlanta Falcons, and Baltimore Ravens tight end **TODD HEAP** – traveled to Germany for a USO-sponsored tour of U.S. military bases.

Then in June, a similar NFL-USO tour of Kuwait and Qatar was undertaken by All-Star guard **MARCO RIVERA** of the Green Bay Packers and former NFL lineman **BRIAN BALDINGER**, now a FOX analyst.

“It was great to be able to spend time with the troops,” said Heap. “They are true heroes and it was an amazing experience being around them.”



Until Every One Comes Home.®

MANY NFL RELATIVES IN THE MILITARY

Over the past few years, thousands of Americans around the country have said good-bye and good luck to family members in the armed services who have left the U.S. to serve their country abroad. The NFL community is no different.

There are a number of players and coaches who have relatives who have served or are serving in the military. There are even players and coaches who, themselves, have been part of the U.S. military.

One NFL military relative is 53-year-old **HERMAN MORRIS**, stepfather of Kansas City Chiefs running back **PRIEST HOLMES**. Morris, a master sergeant in the Army reserve, volunteered for a 12-month tour of duty in Iraq.

Holmes knows that as hard as the NFL is, it can't compare with the life of his father or any other soldier. "There's just no rest over there," says Holmes. My father "works 18-hour days. The sun and the sand over there are so harsh that they changed the color of his skin. And the soldiers are constantly on alert. When they sleep, it's with one eye open. They are unbelievable. I know the arena I work in is so different. I'm not sacrificing my life."

Holmes isn't the only player or coach who worries about a relative serving in the military. Baltimore Ravens running back **MUSA SMITH's** brother **JOHN** is a U.S. Marine who was wounded in Iraq. When Musa found out that John had been wounded, "the only thing we could do was pray for him....I just look at him, and to see my position, I'm definitely blessed. It definitely puts things into perspective."

Cincinnati Bengals assistant defensive coach **CHUCK BRESNAHAN** knows about the sacrifice made by those who join our armed forces. Bresnahan attended and played football at the U.S. Naval Academy. He knows the commitment required to be one of the special few who proudly serve our country.

Although the sacrifice is great, Bresnahan stresses that life in the armed services has countless positives. "There were a lot of things I picked up that I still carry to this day," he says. "You have to learn how to handle situations. You have to treat people the right way. Each person, each situation is different, and you have to be able to adjust. I think my years in the Navy helped me to do that."

To honor our troops, NFL players, coaches and alumni have made a number of trips to visit our troops overseas. In May, Atlanta Falcons LB Keith Brooking, RB Warrick Dunn, and Baltimore Ravens TE Todd Heap went on a four-day NFL-USO tour to visit U.S. troops in Germany.

In June, Packers G **MARCO RIVERA** and NFL alum and current FOX color analyst **BRIAN BALDINGER** traveled to Kuwait and Qatar to meet with troops. Both were extremely impressed by the attitude and positive outlook of our troops. "I was somewhat surprised by the positive attitude everyone has," says Rivera. "No one complained about being there. They're so young, but they're so mature." Baldinger agreed: "I don't think anybody understands the conditions that these people are fighting in, living in and operating under. It's almost beyond hero status the way these people go about their business to get things done."

NFL personnel who have served in the military or whose family members have served / are serving:

PLAYER	TEAM	MILITARY RELATION
RB Mike Anderson	Denver Broncos	Mike spent four years in the USMC
T Shawn Andrews	Philadelphia Eagles	Brother, Derrick, is in the Army and served in Iraq in 2003
Def Coach Chuck Brenahan	Cincinnati Bengals	Attended US Naval Academy
RB Doug Chapman	San Diego Chargers	Father was in USMC
Def. Co. Gunther Cunningham	Kansas City Chiefs	Father was in the Air Force
LB Donnie Edwards	San Diego Chargers	Grandparents served in WWII
DE Bryce Fisher	St. Louis Rams	Air Force Academy graduate and member of Missouri Air National Guard
CB Drayton Florence	San Diego Chargers	Father was an Army medic
C-G Hank Fraley	Philadelphia Eagles	Brother David is an Army Sergeant
LB Scott Fujita	Kansas City Chiefs	Grandfather fought in WWII
DE Michael Haynes	Chicago Bears	Father is in the Air Force and Mother is in the Army
RB Priest Holmes	Kansas City Chiefs	Father is serving in Iraq
DT Chris Hovan	Minnesota Vikings	Brother was in the Army
S Michael Jameson	Cleveland Browns	Father was in the Army
LB Dhani Jones	Philadelphia Eagles	Father was in the Navy
LB Fred Jones	Kansas City Chiefs	Late Father was in the Navy
TE James Jordan	San Francisco 49ers	Wife, Katasha, is in the Army Reserves
DE Otis Leverette	San Diego Chargers	Father served in Vietnam and was awarded a Bronze Star medal
C Kevin Mawae	New York Jets	Father was in the Army
CB Ray Mickens	New York Jets	Father was in the Army
FB Ben Miller	Cleveland Browns	Served in the Air Force and is now in the Air Force Reserves
RB Tony Richardson	Kansas City Chiefs	Father is in the Army
Cheerleader Kristin Schneider	Cincinnati Bengals	Brother is an Army counter intelligence specialist stationed in Iraq
RB Musa Smith	Baltimore Ravens	Brother John is a corporal in the USMC
CB Charles Tilman	Chicago Bears	Father is in the Army
OL Mike Wahle	Green Bay Packers	Attended the Naval Academy
S Lyle West	Kansas City Chiefs	Brother is in the Air Force



USA FOOTBALL GROWS WITH THE KIDS IT REACHES

IN DECEMBER 2002, under the leadership and vision of NFL Commissioner **PAUL TAGLIABUE** and NFL Players Association Executive Director **GENE UPSHAW**, **USA FOOTBALL**, a national advocacy group dedicated to acting as a unifying voice for youth football, was created. Funded by the **NFL YOUTH FOOTBALL FUND**, it provides support for organizations involved with youth and amateur football. Since that time, USA Football Executive Director **DAVE OGREAN** has met with coaches, officials, administrators, parents, educators, community leaders, and its partner organizations to discuss issues concerning amateur football and youth development. It was out of those discussions that **Huddle 2004: The National Conference on Youth & Amateur Football** originated.

The inaugural Huddle was held in Cincinnati on June 25-26 of this year. Coaching, youth development, health and safety, and league development were among the issues addressed. Tagliabue, Upshaw, USA Football Chairman and former Buffalo Bills Quarterback **JACK KEMP**, and Cincinnati Bengals Head Coach **MARVIN LEWIS** were among the leaders who discussed the state of youth and amateur football in America.

"The coaches, administrators, officials, parents, players, and fans who joined us at Huddle took part in a conversation which will strengthen our sport and get more kids on the football field in this great football nation," said Ogreaan.

On August 24, USA Football and the National Sports Center will host the inaugural USA Football Classic in Blaine, Minnesota. The Classic will involve youth football teams, grades 5-8, from across the country. This premier preseason youth football event is open to teams from any league or association. The Minnesota Vikings will hold a practice scrimmage on the first day of the Classic, giving young football players and their coaches an opportunity to watch and learn from NFL players.

"Over the past year, USA Football has accomplished much in promoting the increasing popularity of playing a sport that combines mental and physical elements of competition," said USA Football Chairman Kemp. "From meeting with leaders involved at the grassroots level and developing an invaluable network, to hosting the first national dialogue on youth football at Huddle 2004 to the USA Football Classic, our work will strengthen the great sport of football and encourage more youngsters to get in the game."

FOOTBALL PARTICIPATION IN AMERICA

Tackle: 5.8 Million
Touch/flag: 14.9 Million
Total: 21 Million

FOOTBALL TOP HIGH SCHOOL SPORT; COLLEGES ADD FOOTBALL, MOVE UP IN DIVISIONS

More boys play football in high school than any other sport, according to the most recent statistics released by the National Federation of State High School Associations. In the 2002-03 school year, 1,023,142 boys played 11-man football, showing an increase of 20,408 participants and marking the fourth year in a row 11-man football topped the one-million participant mark.

This total nearly doubles boys' basketball, which was second with 540,874 participants, a decline of more than 250 basketball players from the previous season. Another 24,743 boys participated in 6-man, 8-man, or 9-man football, bringing the total number of boys playing high school football to 1,047,885.

MOST POPULAR BOYS HIGH SCHOOL SPORTS PROGRAMS

<u>SPORT</u>	<u>NUMBER OF PARTICIPANTS</u>
1. Football (11-man)	1,023,142
2. Basketball	540,874
3. Track and Field (outdoor)	498,027
4. Baseball	453,792
5. Soccer	345,156

In addition, several schools at the collegiate level have recently added football to their athletic program. **NORTH CAROLINA WESLEYAN** and **OHIO DOMINICAN UNIVERSITY** (under Director of Football Operations **JOHN PONT**, the former Yale coach) will be fielding teams for the first time this year in their history.

And think these two schools are not excited about their impending season? Ohio Dominican has a countdown ticker (days, minutes, seconds) to its kickoff (September 4) on its website... and North Carolina Wesleyan raised \$65,000 at its inaugural "Football Gala" in January.

In 2005, **SETON HILL COLLEGE** in Greensburg, Pennsylvania will kick off its first football season ever. Following is a list of schools that have recently initiated football programs:

<u>COLLEGE</u>	<u>START DATE/LEVEL</u>	<u>COLLEGE</u>	<u>START DATE/LEVEL</u>
Benedict (SC)	1999-NAIA	Southeastern Louisiana	2003-NCAA, Div. 1-AA
Paul Quinn College	2000-NAIA	St. Paul's College (VA)	2003-NCAA, Div. III
Southern Nazarene	2000-NAIA	Huntingdon	2003-NCAA, Div. III
Florida Atlantic	2001-NCAA, Div. 1-AA	Southern Virginia	2003-NAIA
Christopher Newport (VA)	2001-NCAA, Div. III	Webber International	2003-NCAA, Div. III
Erie Comm. College (NY)	2001-NJCAA	North Carolina Wesleyan	2004-NCAA, Div. III
Southern Maine	2002-NCAA, Div. III	Ohio Dominican	2004-NAIA
Florida International	2002-NCAA, Div. 1-AA	Seton Hill	2005-NCAA, Div. III
Coastal Carolina	2003-NCAA, Div. 1-AA		

History soon will be made at **FLORIDA A&M**, which will become the first historically black university to compete at the NCAA Division 1-A level in football since the classification was created in 1978. The NCAA approved Florida A&M's application to join Division 1-A last year. To prepare for the move in 2005, the Rattlers will play four 1-A opponents this season, including Virginia Tech and Tulane.

IT'S AN ELECTION YEAR!

PRESIDENT GEORGE W. BUSH says he would like to rejoin the New England Patriots next year at the White House to celebrate yet another Super Bowl victory.

“Congratulations for getting back here to the Rose Garden,” the President told the Pats in May during a visit to the White House. “My hope, of course, is that I’m back here again to see you next year.”

NFL players know what’s going on off the field in politics. Who are the most popular U.S. presidents among players?

PLAYER	FAVORITE PRESIDENT	REASON
Bills QB Drew Bledsoe	Ronald Reagan	“It was always comforting to watch him on TV. You always felt like everything was going to be all right.”
Bucs LB Derrick Brooks	George Washington	“Because the job was easier for the first president.”
Giants RB Ron Dayne	Ronald Reagan	None given
Jaguars DE Hugh Douglas	Bill Clinton	None given
Raiders DT Warren Sapp	Grover Cleveland	“He’s on the \$1,000 bill.”
Rams S Aeneas Williams	John F. Kennedy	“He was young and charismatic. He made you think maybe you could be president as well.”

Are politicians as interested in football as football players are in politics? You bet! Five U.S. presidents played college football.

PRESIDENT	COLLEGE/UNIVERSITY	POSITION	INTERESTING NOTES
Dwight Eisenhower	West Point	Halfback	Forced to drop from the roster after knee injuries.
Gerald Ford	Michigan	Center	Won team MVP award in 1934.
John F. Kennedy	Choate/Harvard	Wide Receiver	--
Richard Nixon	Whittier College	Running Back	--
Ronald Reagan	Eureka College	Guard	Supported himself with football scholarship.

- **GERALD FORD** was also an assistant line coach at Yale University from 1935-41. His ability in the sport even gained him professional contract offers from the Detroit Lions and Green Bay Packers.
- **WOODROW WILSON** was head coach of the Wesleyan College football team from 1888-1890 and never experienced a losing season.
- While a student at Stanford University, **HERBERT HOOVER** was employed to oversee the collection of stadium receipts for the football games. On one occasion, the halftime guest speaker was President **BENJAMIN HARRISON**. He entered the event without paying, whereupon Hoover confronted him and demanded the 25¢ admission. The stunned, but amused, Harrison complied.



ALL-STARS LEWIS & RICHARDSON JUST TWO OF NFL OFFSEASON GRADS

THIS SPRING, 18 NFL players earned their degrees, as players throughout the league continued the offseason NFL tradition of furthering their educations. 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 & Employee Development, Pro Football Hall of Famer **MIKE HAYNES**.

Baltimore Ravens linebacker **RAY LEWIS**, who played in the 2004 Pro Bowl, this spring fulfilled a promise made to his mother **SUNSERIA**.

“This is an idea that you start with as a child, and no one can take it from you,” says Lewis, who earned his degree in business administration from the University of Maryland. “It was always important to me, and I told my mom I was going to go back and get my degree. This is special for her and me.”

Kansas City running back **TONY RICHARDSON** received his master’s degree in business administration this offseason from Webster University.

“People talk about what is important in life,” says Richardson. “Going to the Pro Bowl last year was great. Going to the Super Bowl would even be better. But getting my master’s degree is probably the biggest accomplishment in my life.”

Richardson is the first NFL player to utilize all phases of NFL Player Development to earn his bachelor’s degree (in education from Auburn in 2000), complete several professional internship programs, and receive his master’s.

Graduation Day was extra special as U.S. Army Sergeant Major **BEN RICHARDSON** watched his son march at a graduation for the first time. Richardson’s father was stationed in Germany during his son’s high school graduation. “I know he’s proud of what I’ve done as a football player,” says Tony. “But I think he’s more proud of what I did on graduation day.”

NFL Player Development was created in 1991 by NFL Commissioner **PAUL TAGLIABUE** to assist players and their families in their lives off the field. In the past five offseasons, more than 200 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:

Continued.....

2004 NFL Graduates, Continued.:

PLAYER	COLLEGE	MAJOR
Chicago G Bryan Anderson	Pittsburgh	Justice Studies
Cleveland CB Leigh Bodden	Duquesne	Business Management
Detroit TE Casey Fitzsimmons	Carroll College	Sociology
NY Giants LB Nick Greisen	Wisconsin	Business Management
Denver DT Darius Holland	Colorado	Sociology
Detroit S Terrence Holt	North Carolina State	Sociology
Cleveland S Michael Jameson	Texas A&M	Agriculture Development
Baltimore LB Ray Lewis	Maryland	Business Administration
Dallas CB Donald Mitchell	SMU	Business
Indianapolis RB James Mungro	Syracuse	Selective Education
Indianapolis T Jim Newton	Utah State	Criminal Justice
San Diego WR Kassim Osgood	San Diego State	Sociology
San Francisco QB Tim Rattay	Louisiana Tech	General Studies
Kansas City RB Tony Richardson	Webster University	Masters of Business Administration
Cleveland LB Ben Taylor	Virginia Tech	Interdisciplinary Studies
New England LB Mike Vrabel	Ohio State	Biochemistry
Arizona DE Fred Wakefield	Illinois	Kinesiology



.com

A SITE TO BEHOLD!

The NFL has been acknowledged as America's most popular sport for the past 39 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 2003, the NFL Internet Network continued to outpace the other sports league sites.

As the playoff races heated up in December, 13.88 million unique users visited the network in the month -- a total which exceeded the combined traffic of the next four sports league sites.

SuperBowl.com set records for unique users on Super Bowl Sunday (two million) and votes for Super Bowl MVP (440,000). Super Bowl MVP **TOM BRADY** of New England garnered the most fan votes and 2.5 of the four MVP votes allotted to SuperBowl.com voters (Carolina quarterback **JAKE DELHOMME** got 1 vote and Carolina receiver **STEVE SMITH** .5).

Among the features slated for the NFL Internet Network in 2004:

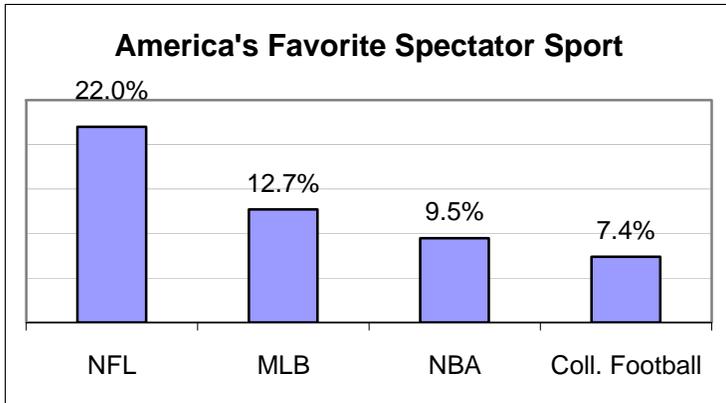
- Analysis from the top names in the business, as new contributors **BRENTSON BUCKNER** and **SHANNON SHARPE** join **TROY AIKMAN**, **CRIS COLLINSWORTH**, **BOOMER ESIASON** and **PHIL SIMMS**. Philadelphia Eagles head coach **ANDY REID** will write a weekly diary. Returning NFL.com columnists include **GIL BRANDT**, **VIC CARUCCI**, **GREGG EASTERBROOK** and **PAT KIRWAN**.
- Exclusive "NFL Field Pass" service which includes live audiocasts of NFL games (fed from the team radio station's broadcast) as well as video features and highlights of each week's games.
- 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 for analysis and "scouting" purposes.
- NFL Network content, including daily video clips from "NFL Total Access" and a special area dedicated to "Inside Training Camp: Jaguars Summer," a five-week series that will provide fans with an all-access behind-the-scenes look at an NFL training camp.
- Sirius NFL Satellite Radio content including audio programming and tie-ins, with a fantasy football radio program on the Sirius radio channel.
- "Passion for the Game" columns featuring political figures/pundits in this election season as well as other entertainment or prominent personalities.
- NFL Films will create video feature pieces and highlights for use on NFL.com and team websites.
- The weekly *NFL Insider Radio Show* will air on Westwood One radio stations this season. The series, 22 weekly shows, running from September through February, features hosts **STEVE COHEN** and 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.

SURVEY SAYS!

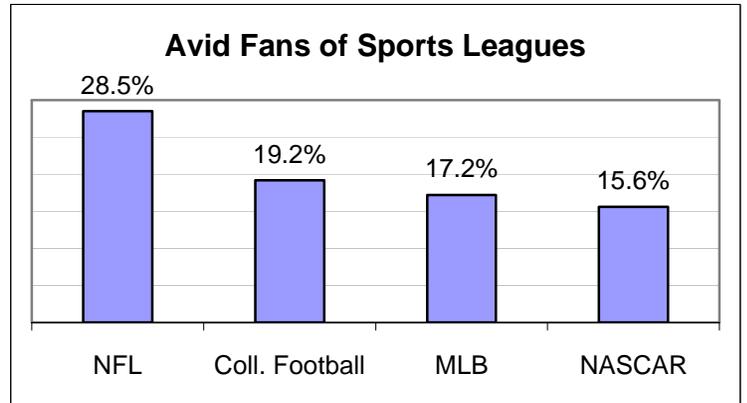
THE NFL has been acknowledged as America's most popular sport for the past 39 years, rated No. 1 by fans in the Harris Poll since 1965. But NFL popularity can be measured in other ways. For instance:

- Twice as many women age 18-to-34 watched Super Bowl XXXVIII (9.2 million) than the 2004 Academy Awards (4.6 million). According to an Octagon survey, more women age 18-to-54 are "most interested" in the NFL (37%) than runner-up figure skating (30%).
- 18-to-34 year old men play Madden NFL 2004 an average of 7.7 hours per week, according to EA Sports. That's more than they watch prime-time TV (5.7 hours).
- Good Charlotte's "The Young & The Hopeless" album jumped from 71 to 17 on the Billboard Top 100 after the group performed at NFL Kickoff Live in 2003.
- The NFL has ranked as the world's largest sports brand in licensing revenue every year since *License!* magazine began tracking the industry in 1998. According to the magazine's April 2004 issue, the league's \$3.2 billion in retail sales ranks as the seventh-largest brand in the world.

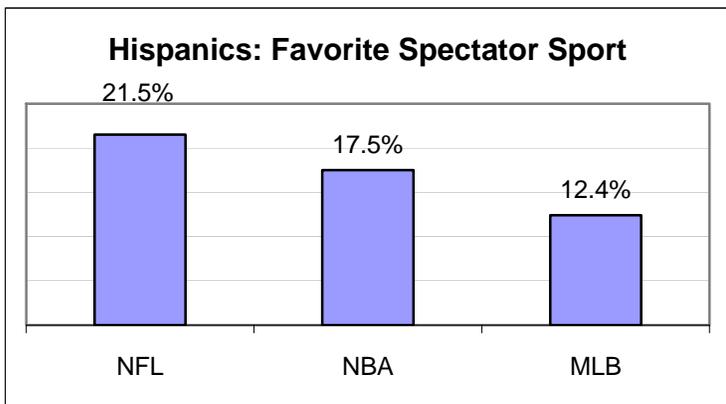
Following is a broader look at the NFL's popularity:



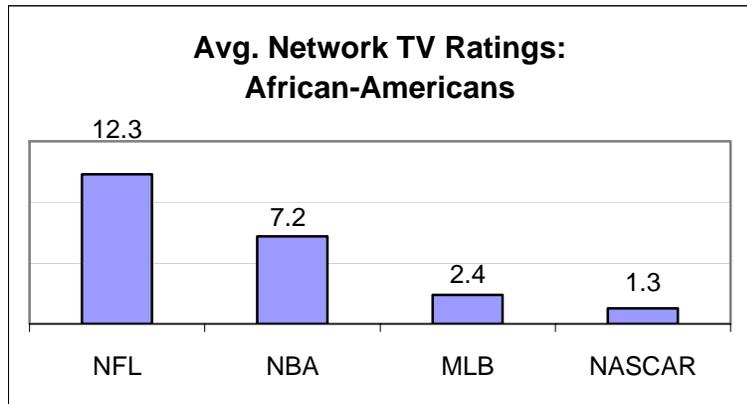
Source: 2003 ESPN Sports Poll



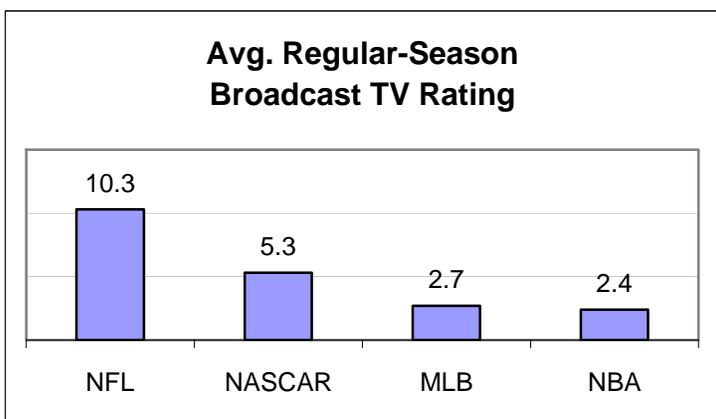
Source: 2003 ESPN Sports Poll



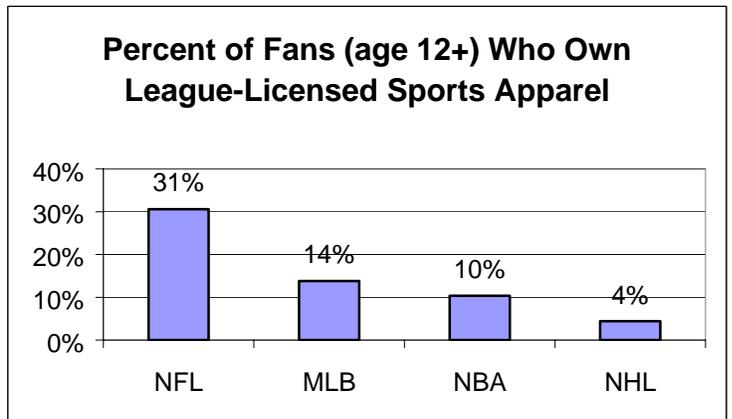
Source: 2003 ESPN Sports Poll



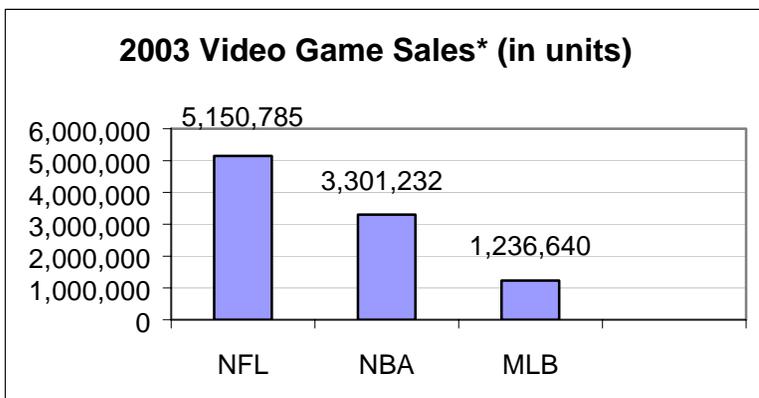
Source: NFL and Nielsen Media Research 2003-04



Source: NFL and Nielsen Media Research 2003-04

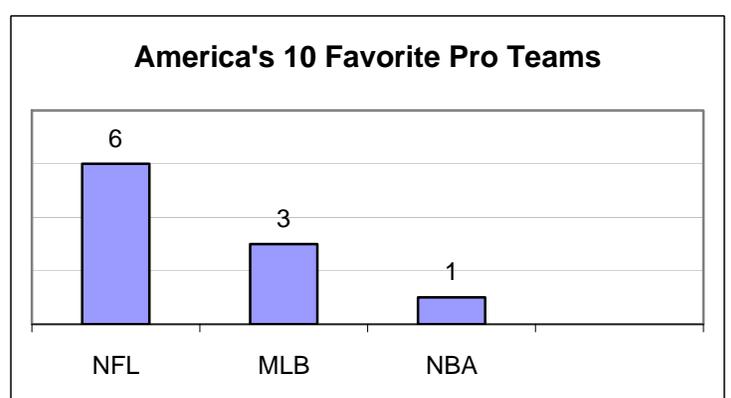


Source: 2004 ESPN Sports Poll



Source: TRST Data/ NPD Group

*Represents 2003 releases sold in 2003 calendar year



Source: 2003 ESPN Sports Poll



WOMEN: A KEY PART OF THE NFL

From stay-at-home moms to stockbrokers, 43 percent of the NFL's fan base is women. Whether they're grand-moms, working moms or women just working hard, 54 million women find time to fit in NFL football each year.

Thirty-eight percent of the league's 120 million weekly television viewers last year were female.

Online, more than 25 percent of an estimated 15 million fantasy players are women, according to a study conducted by the Ipsos marketing research company. That totals 3.75 million women.

More than one million girls annually participate in NFL Pepsi Punt, Pass & Kick.

And more women watch the Super Bowl than the Academy Awards. Forty-four percent more women watched Super Bowl XXXVIII (39.2 million) than watched this year's Academy Awards (27.1 million).

Each season, more than 10,000 women attend NFL 101 Workshops for Women. NFL 101 covers life in the NFL, the history of football, strategy, equipment, officiating and other football subjects.

"It's definitely put a new dynamic on football — not only for the men but for the women as well," says **ALLISON STANGEBY**, the New York Giants' Director of Community Relations. "Guys love to hear that their wives and girlfriends are coming to NFL 101, being educated. They are jealous."

More than 20 teams offer NFL 101 Workshops for Women.

Behind the scenes, more and more women are making advances on the administrative side at the league and club levels of the NFL.

"One of our key priorities is to have a league that represents, supports and celebrates diversity," says NFL Commissioner **PAUL TAGLIABUE**. "Women have a significant and growing role in our league. They are an increasing part of our fan base, and there are more women contributing to the league and our clubs in executive and staff positions today than ever before."

Female executives at the vice president level and above throughout the NFL:

<u>Name</u>	<u>Title</u>	<u>Organization</u>
Charlotte Anderson	VP/Director of Charities & Special Events	Dallas Cowboys
Susan Bass	VP of Communications and Community Relations	Atlanta Falcons
Rita Benson LeBlanc	Owner/Executive	New Orleans Saints
Katie Blackburn	Executive VP	Cincinnati Bengals
Linda Bogdan	Corporate VP	Buffalo Bills
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
Pat Curley	VP of Information Technology	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
Judy Fearing	VP of Marketing	NFL Network
Georgia Frontiere	Owner	St. Louis Rams
Martha Fuller	CFO	Seattle Seahawks
Cindy Galloway	VP of Community Development	Denver Broncos
Nancy Gill	Senior VP of Human Resources	National Football League
Susan McBride-Rothman	VP of Consumer Products	National Football League
Virginia McCaskey	Owner	Chicago Bears
Julia Payne	VP of Communications	Cleveland Browns
Christine Procops	VP and CFO	New York Giants
Kennie Smith	Executive in Charge of Project Management	NFL Films
Jill Strafacci	Senior VP of Finance & Administration	Miami Dolphins
Suzie Thomas	Senior VP/General Counsel/Chief Administrative Officer	Houston Texans
Amy Trask	Chief Executive	Oakland Raiders
Delores Barr Weaver	Chair and CEO of Jaguars Foundation	Jacksonville Jaguars
Kimberly Williams	Senior VP of Finance	National Football League

WOMEN & FOOTBALL

- **HEATHER NABOZNY** and **ABBY MC NEAL** were the first two women to work on a Super Bowl grounds crew, this past January at Super Bowl XXXVIII at Reliant Stadium in Houston, Texas.
- West Alabama's **TONYA BUTLER** kicked the first field goal by a woman in NCAA history last September 13. Other football-playing women have kicked extra points in college, but no woman before Butler had kicked a field goal.
- *ESPN's NFL Sunday Night Football* sideline reporter **SUZY KOLBER** was the first girl to play on a boys football team in suburban Philadelphia at the age of 10. "I raised my hand to be a tight end because it was the last skill position," she says.



A DESTINY'S CHILD TO MARRY A DALLAS COWBOY

There was one big offseason engagement ... A big offseason wedding ... And a "Save-The-Day" move by an NFL quarterback for his famous wife.

NFL players and their well-known wives (or wives-to-be) certainly had a busy offseason this spring and summer.

In May, Dallas Cowboys Pro Bowl safety **ROY WILLIAMS** proposed to Grammy Award-winning singer **KELLY ROWLAND** of the singing group Destiny's Child.

Williams proposed to Rowland in New York in a room filled with friends, including Rowland's fellow Destiny's Child singer Beyonce. The wedding date has not been set.

In June, Williams' new teammate, running back **EDDIE GEORGE**, married yet another singer, **TAMARA JOHNSON** of the R&B group Sisters With Voices.

How did Eddie propose to Tamara? The couple was standing on New York's Brooklyn Bridge and George had a five-carat ring delivered by an English bulldog. That's original!

Like with all married couples, one had to lean on the other this June. **ELISABETH HASSELBECK**, the former *Survivor* star and current co-host of *The View* on ABC, was unable to fashion a ponytail for herself because of thumb surgery. That left hubby **TIM**, quarterback of the Washington Redskins, in the position of learning how to make a ponytail so his wife would look presentable on television.

"He was really incredible," says Elisabeth. "He's got many skills that I'm just learning about now. He stepped right up without hesitation and understood the pressure that was involved."

The Hasselbecks and the Georges join a long list of famous NFL couples throughout history.

FAMOUS NFL COUPLES OF THE PAST

HUSBAND	WIFE
Mark Gastineau	Brigitte Nielson, Actress
Frank Gifford	Kathie Lee Gifford, Actress and TV show host
Alex Karras	Susan Clark, Actress
Dick "Night Train" Lane	Dinah Washington, Singer
Ahmad Rashad	Phylicia Rashad, Actress
Lance Rentzel	Joey Heatherton, Dancer
Jason Sehorn	Angie Harmon, Actress
Bob Waterfield	Jane Russell, Actress

Kelly Rowland, Tamara Johnson and Elisabeth Hasselbeck are not the only well-known NFL wives. Some others:

WIFE	FAMOUS FOR	MARRIED TO
Kelly 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
Shannon Dawson	Singer. Has sung national anthem prior to Cleveland Browns games. Toured with Wayne Newton from 1992-94 and sang at Governor George W. Bush's inauguration.	Browns K Phil Dawson
Amy Van Dyken	Five-time Olympic gold-medal swimmer.	Seahawks P Tom Rouen
Shaelyn Fernandes	Three-year soccer goalkeeper for USC "Lady Trojans." Ranks high in USC career stats.	Bengals QB Carson Palmer
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
Nakeisha Leverette	Competed in the 2002 Olympic Trials in the 100-meter hurdles and is currently training for the USA Mrs. Fitness Pageant.	Chargers DE Otis Leverette
Linda Lynch	Competed on women's pro tennis tour for two years.	Broncos 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	Bears defensive coordinator 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
Leslie Russell	Competed in the Olympic trials to participate in the heptathlon and the javelin in the 2004 Olympics in Athens.	Vikings S Brian Russell
Pat Smith	Former Miss Virginia	Cardinals RB Emmitt Smith
Rashida Taylor	Present Mrs. Maryland	Ravens WR Travis Taylor
Katina Thomas	Sister of Dolphins LB Zach Thomas	Dolphins DE Jason Taylor

FAMOUS LOVE THE NFL

If you watch *The Drew Carey Show*, you may have noticed that every episode contains something related to the Cleveland Browns.

DREW CAREY is an avid Cleveland Browns fan and always places something pertaining to the Browns in the background, whether it be a sticker, pennant or pillow.

Carey is not alone in his fanaticism for the NFL. Former White House press secretary **ARI FLEISCHER** loves his Miami Dolphins.

"I always have been a Miami Dolphins fan," says Fleischer. "When I was a little kid, I loved the show *Flipper*. Then, when I heard there was a football team called the Dolphins, that was all it took. I split with my parents and my brothers at a very young age when I became a Dolphins fan. Then I split with them again when I became a Republican. As far as I'm concerned, I'm 2-for-2."

NFL fans come from all walks of life – no matter what economic, racial, or regional background. But it sure is interesting to hear for which teams famous people root!

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

Jon Bon Jovi, singer	"I was lucky enough to be on the team bench and in the team locker room when the Giants won Super Bowl XXV."
Drew Carey, actor	On what a day is like in the Carey household when the Browns are playing: "I don't do anything. In L.A., the games start at, like, 10 AM, so I just roll over, flip the game on and lay there -- watch the whole thing in my pajamas and sleep during halftime."
Ben Curtis, tennis player	On participating in a pregame coin toss at a Browns game: "I've always been a Cleveland Browns fan, so it was pretty cool. When I was down there, I felt like a midget."
Gail Devers, track & field star	"Green Bay all the way! I have to pull for the over-30 crowd, that's my crew. If I had my way, I'd be out there catching touchdowns in the NFL, and I'd definitely show them a thing or two about that Lambeau Leap – the walls aren't that much higher than the hurdles."
Phil Mickelson, pro golfer	On attending Bills training camp: "It's been fun for me to come out here and watch these guys and see how big they are. And see how good they are."
Michael Phelps, world record-setting swimmer	On being a Ravens fan: "I didn't see the game Sunday because I was stuck on a plane, but I was text messaging one of my friends who was at the game, trying to get updates."
Lou Piniella, manager of Tampa Bay Devil Rays	"You might remember I had my hair dyed blond last season. I told people it was because my club went on a winning streak, but the real reason is that I wanted to look more like my man, Jon Gruden. I think he gets more fired up than I do!"
Chanda Rubin, tennis player	"I am not going to hide or ignore my sentiment for the New Orleans Saints, my hometown team. I am a Louisiana girl, true and through, so I am going to stand behind my team."
Richie Sambora, lead guitarist for Bon Jovi	"I've been to the Super Bowl before, but it's just as much fun watching the big game on TV. I love the ritual of being at home and having a Super Bowl party with a bunch of my buddies."
Mike Weir, pro golfer	"I do like the Bills. All my relatives grew up in Niagara Falls. They are big followers of the Bills. I've been to a couple of games before. It has been a few years since I've been to a game but I follow them."

CELEBRITIES & THE TEAMS THEY SUPPORT

Arizona Cardinals	Alice Cooper, Luis Gonzalez, John McCain.
Atlanta Falcons	Cam'ron, Jermaine Dupri, Faith Evans, Fabolous, Bubba Sparxx, Keith Sweat.
Baltimore Ravens	Josh Charles, Barry Levinson, Michael Phelps, Cal Ripken, Jr.
Buffalo Bills	Mike Weir.
Chicago Bears	Jim Belushi, John Cusack, Tim Duncan, Dennis Franz, Bill Murray, David Schwimmer.
Cleveland Browns	Hank Aaron, Drew Carey, Patricia Heaton, LeBron James, Martin Mull, Fred Willard.
Dallas Cowboys	Clint Black, Celine Dion, Nelson Mandela, LeAnn Rimes, Randy Travis, Shania Twain.
Detroit Lions	Jeff Daniels, Eminem, Kid Rock, Uncle Kracker.
Green Bay Packers	Gail Devers, Richard and Kyle Petty, Tony Shalhoub, David Spade, Sally Struthers, Ruben Studdard, Alan Thicke, James VanDerBeek.
Houston Texans	Jeff Bagwell, Craig Biggio, George & Barbara Bush, Roger Clemons, Destiny's Child, Matthew McConaughey, Andy Pettitte, LeAnn Womack, ZZ Top.
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, Regis Philbin, Wes Scantlin.
Miami Dolphins	Ari Fleischer, Lee Majors, Jesper Parnevik, Darius Rucker, The Rock.
Minnesota Vikings	Jim Caviezel, 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, Chandra Rubin, Britney Spears.
New York Giants	Marc Anthony, Jon Bon Jovi, Tom Cruise, Ray Romano, Andy Rooney, Busta Rhymes.
New York Jets	Danny Aiello, Ashanti, Jamie Lynn Discala, Michael Douglas, Melissa Joan Hart, Kevin James, Alicia Keyes, Michael Imperioli, Jay Mohr, Chris Noth, Mike Piazza, Run DMC, Adam Sandler, Martin Scorsese, Catherine Zeta-Jones.
Oakland Raiders	Ice Cube, Mark Curry, Brad Gilbert, Whoopi Goldberg, Green Day, Tom Hanks, Magic Johnson, Bernie Mac, Metallica, Carlos Santana, Snoop Dogg, Dontrelle Willis, Tiger Woods.
Philadelphia Eagles	Boyz 2 Men, Bill Cosby, Eve, Jim Furyk, 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, Cory Spinks, Serena Williams.
San Diego Chargers	Alec Baldwin, Blink 182, Dean Cain, Kelsey Grammer, Magic Johnson, Lorenzo Lamas, Rod Laver, Phil Mickelson, David Wells.
San Francisco 49ers	Danny Glover, Huey Lewis, George Lucas, Nicole Sullivan, Robin Williams, Kristi Yamaguchi.
Seattle Seahawks	Jeff Probst.
Tampa Bay Buccaneers	Nick Carter, General Tommy Franks, Jennifer Love Hewitt, Hulk Hogan, Jay-Z, Lou Piniella, Randy Savage, George Steinbrenner.
Tennessee Titans	Brooks & Dunn, Charlie Daniels, Vince Gill, Faith Hill, Alan Jackson, Reba McEntyre, Samuel Jackson, Tim McGraw, Reba McEntyre.
Washington Redskins	Dale Earnhardt Jr.



2004-05 NFL SEASON CALENDAR

September 9-12	Kickoff 2004 Weekend.
October 19	Trading deadline.
October 26-27	NFL Fall Meeting, Detroit, Michigan.
January 2	Final regular-season Sunday.
January 8-9	Wild Card Playoffs.
January 15-16	Divisional Playoffs.
January 23	Conference Championships.
February 6	Super Bowl XXXIX, ALLTEL Stadium, Jacksonville, Florida (FOX).
February 13	AFC-NFC Pro Bowl, Honolulu, Hawaii (ESPN).
February 23-March 1	Scouting Combine, Indianapolis, Indiana.
March 20-23	NFL Annual Meeting, Maui, Hawaii.
April 23-24	NFL Draft, New York City.
May 23-25	NFL Spring Meeting (Site TBD).



FUTURE SUPER BOWLS

<u>Super Bowl</u>	<u>Date</u>	<u>Site</u>
XXXIX	February 6, 2005	ALLTEL Stadium, Jacksonville, Florida.
XL	February 5, 2006	Ford Field, Detroit, Michigan.
XLI	February 4, 2007*	Pro Player Stadium, Miami, Florida.
XLII	February 3, 2008*	Cardinals Stadium, Glendale, Arizona.

*Tentative



HAPPY ANNIVERSARY!

ANNIVERSARY ANNALS

A rundown of anniversaries that will be celebrated in the NFL in 2004:

Celebration	Anniversary
135th	First football game in history takes place, between Rutgers and Princeton (11/6/1869).
105th	Morgan Athletic Club football team, now the Arizona Cardinals, is founded. The team is the oldest continuing operation in pro football (1899).
85th	NFL celebrates 85th season in 2004. League was formed in Canton, Ohio (8/20/20).
75th	Pop Warner football program starts up as four-team league (1929).
75th	Providence becomes first NFL team to host a game at night under floodlights against the Chicago Cardinals (11/3/29).
75th	Chicago Cardinals' Ernie Nevers scores 40 points and six touchdowns against the Chicago Bears on Thanksgiving Day. Both are longest-standing records in NFL history (11/28/29).
70th	First Chicago College All-Star Game is played between the Bears and the best college football players before 79,432 fans at Soldier Field (8/31/34).
65th	First Pro Bowl is played as the New York Giants defeat the Pro All-Stars 13-10 at Wrigley Field in Los Angeles (1/15/39).
65th	NFL game is televised for first time when NBC broadcasts the Brooklyn Dodgers vs. Philadelphia Eagles game from Ebbets Field to approximately 1,000 sets in New York (10/22/39).
60th	Chicago Cardinals and Pittsburgh Steelers merge for one season under the name Card-Pitt (4/21/44).
45th	Vince Lombardi is named head coach of the Green Bay Packers (1/28/59).
45th	Lamar Hunt and fellow businessmen announce intentions to start a second professional football league, later named the American Football League (8/14/59).
40th	Commissioner Pete Rozelle negotiates an agreement on behalf of the NFL clubs to purchase Ed Sabol's Blair Motion Pictures, which is re-named NFL Films (3/5/64).
35th	The title "Super Bowl" is used for the first time (1/12/69).
35th	AFL team wins Super Bowl for first time as the New York Jets defeat the Baltimore Colts 16-7 at Miami in Super Bowl III (1/12/69).
35th	Agreement with ABC to televise Monday Night Football is signed for 1970. ABC acquires rights to televise 13 regular-season Monday-night NFL games in 1970, 1971 and 1972 (1969).
30th	One sudden-death overtime period is added for preseason and regular-season games (4/25/74).
30th	NFL-United Way public service TV campaign begins. The partnership has aired more than 1,000 messages through local TV time donated by the NFL, making it the longest-running public-service ad campaign in TV history (1974).
25th	Minnesota Vikings defense end Jim Marshall ends 282 consecutive-game streak (12/16/79).
15th	Paul Tagliabue is named Commissioner of the NFL (10/26/89).
10th	The two-point conversion is adopted (3/22/94).

135 YEARS AGO: FIRST FOOTBALL GAME

It all started 135 years ago.

Rutgers and Princeton Universities played a college soccer football game, the first ever, on November 6, 1869. The game used modified London Football Association rules.

During the next seven years, rugby gained favor with the major eastern schools over soccer, and modern football began to develop from rugby.

"The rivalry in the 1800s between Princeton and Rutgers was intense," said **JOHN W. HERBERT**, a former Rutgers player and author of History of Football. "For years each had striven for possession of an old Revolutionary cannon, making night forays and lugging it back and forth between the schools time and again. Not long before the first football game, the canny Princetonians had settled this competition by ignominiously sinking the gun in several feet of concrete. In addition to this, Princeton had beaten Rutgers in baseball by the harrowing score of 40-2. Rutgers longed for a chance to square things." The stage was set. The rest is history:

THE FIRST FOOTBALL GAME

WHO	Rutgers University vs. Princeton University.
WHEN	November 6, 1869 at 3:00 p.m.
WHERE	College Field in New Brunswick, NJ (site of present-day Rutgers gymnasium).
CAPTAINS	Rutgers: William J. Leggett Princeton: William Gunmere
DETAILS	<ul style="list-style-type: none"> ▪ 25 players on each team positioned themselves upon a 140 x 70 yard field. ▪ 2 players lined up near opponent's goal, 11 "fielders" defended their team's territory and 12 "bulldogs" carried battle toward opponent's goal. ▪ Each time a team scored, it counted as a game. The contest was complete after 10 games were played. ▪ After each game, the teams switched directions and offensive team advanced the ball by kicking it or batting it with their hands, feet, sides, or heads.
RESULT	Rutgers defeated Princeton 6-4 , but the game ended on a friendly note and the teams shared a postgame meal
GAME REPORT IN THE TARGUM RUTGERS UNDERGRADUATE NEWSPAPER	"Princeton had the most muscle, but didn't kick very well, and wanted organization. They evidently don't like to kick the ball on the ground. Our men, on the other hand, though comparatively weak, ran well, and kicked well throughout. But their great point was the organization, for which great praise is due to the captain."



IT'S THE NFL'S 85TH SEASON!

... And here is a look at some all-time totals in the league's first 84 seasons:

Seasons	84	Fewest Franchises In Any One Year	8
Games Played (Regular Season)	20,839	Different Super Bowl Champions	17
Games Played (Postseason)	418	Associated Press NFL MVP Winners	50
Super Bowls	38	Two-time MVP Winners	6
Pro Bowls	67	Three-time MVP Winners	1***
Points	448,793	Hall of Fame Enshrinees	225*
Points, Super Bowls	1,678	NFL Commissioners and Presidents	7**
Stadiums	143	Monday Night Football Games	528
Stadiums, Super Bowls	16	2,000-Yards Rushing Seasons	5
Head Coaches	409*	4,000-Yards Passing Seasons	49
Players	19,541	100 Receptions Seasons	45
Teams	82	Overtime Games, Regular Season	374
College Players Drafted	23,748*	Overtime Games, Postseason	20
No. 1 Draft Choices	75*	Overtime Games That Ended Tied	16
Paid Attendance	537,758,817	Games Played Outside U.S.	55
Paid Attendance, Super Bowls	2,984,890	Most Franchises In Any One Year	32

*Includes 2004; **NFL treasurer Austin Gunsel served as president in the office of commissioner following the death of Bert Bell (October 11, 1959) until the election of Pete Rozelle (January 26, 1960); ***Brett Favre



POP (WARNER) IS 75 YEARS YOUNG!

IT ALL STARTED 75 YEARS AGO when Philadelphia stockbroker **JOSEPH TOMLIN**, faced with the problem of local children breaking factory windows, came up with a revolutionary idea: give the children something to do after school.

His solution: an organized youth football program. Out of this idea, the Pop Warner Little Scholars League, named after legendary football coach **GLENN SCOOBIE "POP" WARNER**, was born.

What began with a four-team junior league has evolved into a football and cheerleading program with more than 300,000 boys and girls (ages 5-16) across the country, and has become an American staple, persevering through some of America's most difficult times, including the Great Depression and World War II.

In 1959, Tomlin's dream was realized when the Pop Warner Little Scholars League was officially recognized as a national non-profit organization. During the 1960s, the league "took off," and by the end of the decade there were over 3,000 teams.

Pop Warner has long been the nurturing ground for some of the greatest players in NFL history, and it continues to promote the ideals that have carried it through 75 years of success: teamwork, dedication and a superior work ethic in the classroom and on the playing field.

Here are what some of the NFL's greatest have to say about Pop Warner:

- "What Pop Warner is doing for the betterment of children is a step in the right direction for helping develop our leaders of tomorrow" – **DREW BLEDSOE**, Buffalo Bills.
- "I started my career in a Pop Warner football league. My coaches emphasized football, at that stage, should be FUN and FUNDAMENTALS. Those are still the underlying philosophies of Pop Warner" – **GALE SAYERS**, Chicago Bears.
- "When I played Pop Warner Football, I had a great deal of fun. You could be a kid, you could run around, you could laugh, you could holler. Those were great moments" – **EMMITT SMITH**, Arizona Cardinals.
- "Pop Warner also teaches kids the importance of scholastics. For example, I could not go to football practice until my homework was done. So, what it taught me was priorities. That emphasis on education is a discipline that Little Scholars retain for the rest of their lives. I firmly believe that whatever fields of endeavor you might choose to enter...business, education, entertainment, community service...the lessons you learn in Pop Warner can do nothing but help you in the future" – **JOE THEISMANN**, Washington Redskins.

SOME CURRENT NFL PLAYERS WHO ARE POP WARNER GRADS

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



“OLDEST RECORD IN BOOKS” SET 75 YEARS AGO

On November 28, 1929 -- Thanksgiving Day -- Chicago Cardinals halfback **ERNIE NEVERS** produced one of the most memorable performances in NFL history. On a snow-covered field at Comiskey Park before 7,000 fans, Nevers scored all of the Cardinals' 40 points, on six rushing touchdowns and four extra points, in their 40-6 win over the crosstown rival Chicago Bears.

“This was a game we just had to win,” said Nevers in the book Ernie Nevers, Football Hero. “We were in the throes of deep frustration. In the previous four games against our bitter crosstown rival, we hadn't scored a single touchdown. Someone had to do something about it.”

Nevers certainly did. His records for rushing touchdowns in a game (6) and total points scored in a game (40) have never been broken, and stand as the oldest individual single-game records in league history. Only two other players in the history of the league have ever scored six total touchdowns in a game – Dub Jones of the Cleveland Browns in 1951 (four rushing and two receiving) and Gale Sayers of the Chicago Bears in 1965 (four rushing, one receiving and one punt return).

“The final score: Bears 6, Nevers 40!,” said Chicago Bears founder and then-coach **GEORGE HALAS** in his book Halas. “Nevers was properly cheered by the 8,000 or so people, including the entire Notre Dame team brought there by (**KNUTE**) **ROCKNE** for a postseason course.”

The previous week against the Dayton Triangles, Nevers had again scored all of his team's points in a 19-0 shutout. In two consecutive games, Nevers was responsible for all of the Cardinals' 59 points.

Although the 40 points against the Bears was the highlight of his professional career, Nevers was an all-around player with many talents. He was a member of the Pro Football Hall of Fame's inaugural class in 1963, and legendary football coach **POP WARNER** labeled Nevers as the greatest player he had ever coached, even superior to the great **JIM THORPE**.

“My test of a great player is that he must be able to do all things, and do them equally well,” said Warner. “Judged by this standard, the only man entitled to rank with Nevers is Thorpe, the most marvelous athlete the world has ever seen. Nevers' great advantages, however, are my chief reasons for putting him above Thorpe. Nevers had an indomitable spirit and a great love for the game.”

Following are other impressive records that, like Nevers', may never be broken:

WILL THEY EVER BE BROKEN?

<u>Player</u>	<u>Record</u>
George Blanda	26 seasons played.
Jim Brown	Eight career rushing titles.
Don Hutson	Eight seasons leading the league in touchdowns.
Dick “Night Train” Lane	14 interceptions as a rookie.
Dan Marino	48 touchdown passes in a season/5,084 passing yards in a season/61,361 career passing yards.
Jim Marshall	282 consecutive games played (see page 37).
Lenny Moore	18 consecutive games scoring a touchdown.
Jerry Rice	205 (and counting) career touchdowns.
Barry Sanders	14 consecutive 100-yard rushing games.
Gale Sayers	22 touchdowns as a rookie.
Johnny Unitas	47 consecutive games with a touchdown pass.



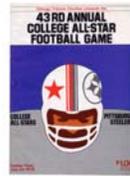
FIRST NFL TV GAME 65 YEARS AGO

In NFL television lore, the 1958 NFL Championship Game – a.k.a “The Greatest Game Ever Played” – and the “Heidi Game” in 1968 provided two of America's most memorable moments. It was much earlier, however, that the first NFL game was televised.

On April 30, 1939, NBC televised President **FRANKLIN D. ROOSEVELT**'s speech in honor of the opening of the New York World's Fair in Flushing Meadows. Six months later, professional football had its first televised game. On October 22, 1939, NBC televised the Philadelphia Eagles-Brooklyn Dodgers contest. The game was broadcast over RCA's experimental television station, W2XBS, to the estimated 1,000 homes with TVs in New York.

“We had only eight people in the crew,” **ALLEN (SKIP) WALZ**, who announced the game, once recalled. “Nine if you count the guy who drove the mobile unit. I remember getting paid \$25 to do the game. I had no spotters, no monitors, no visual aids of any sort. It got sticky, particularly late in the game when it started to get dark.”

While the Philadelphia-Brooklyn matchup made NFL history, it was not the first football game telecast. On September 30, 1939, NBC aired a college football game between Fordham and Waynesburg (Pa.).



70 YEARS AGO, COLLEGE ALL-STAR GAME LIGHTS UP THE NIGHT

It is somewhat forgotten today, but in its day – from 1934-76 – the **COLLEGE ALL-STAR GAME** was *the* kickoff to the NFL preseason.

The college stars with stars on their uniform shoulders would face (for the most part) the NFL champion of the previous season at night. The first game – a 0-0 tie between the All-Stars and the Chicago Bears – drew 79,432 fans to Soldier Field. The final College All-Star Game ended prematurely in 1976 because of a thunderstorm with the Pittsburgh Steelers holding a 24-0 lead in the third quarter.

The sports editor of the *Chicago Tribune* in 1934, **ARCH WARD**, came up with the idea of having the NFL champion from the previous season face off against a team of college all-stars to benefit a charity run by the *Tribune*. But for the games in 1943 and 1944, which were played at Dyche Stadium at Northwestern University, every game was played in Soldier Field.

In the early years of this all-star experiment, the college stars actually fared quite well against their NFL counterparts. Through 1947, the pros held only a slight edge in the overall standings (7-5-2). In fact, Washington struggled mightily in the 1943 version of the game, with the All-Stars coming away with a crushing 27-7 victory highlighted by a 97-yard interception return for a touchdown by none other than **OTTO GRAHAM**.

Some of football's greatest players took part in the extravaganza as either college or pro athletes, including legends like quarterback **SID LUCKMAN**, defensive lineman **CHUCK BEDNARIK**, kicker/tackle **LOU GROZA** and linebacker **RAY NITSCHKE**. Gridiron greats from the '40s and '50s eventually gave way to more contemporary stars like **TERRY BRADSHAW**, **BART STARR** and **JACK LAMBERT**.

As the years marched on, the NFL became more and more dominant. The pros won the last 12 All-Star games. In the end, the risk of injury and the uneven level of play took away from the original appeal of putting on this preseason exhibition special. The game hit its pinnacle of popularity in 1947, when the All-Stars dominated the Bears in front of 105,840 fans – still the third highest single-game total ever – winning 16-0. Nevertheless, the All-Stars went on to win only three of the next 19 games before the 1976 finale.

The college squad actually gave the Steelers a close call in the '75 contest, with Pittsburgh sneaking away with a 21-14 win. It's no wonder the youngsters stayed close, with **WALTER PAYTON** (Jackson St.) at running back and **RANDY WHITE** (Maryland) at defensive tackle.

Here are five notable performers of the many who took part in the College All-Star Game:

- **DON HUTSON**, Alabama/Green Bay: After making his debut in this game as a standout end for Alabama in 1935, Hutson started in this contest on four separate occasions, including three during his days as a Packer. His performance, which included an 85-yard interception return for a touchdown and a 20-yard field, in the '45 game propelled the Pack to a 19-7 victory.
- **OTTO GRAHAM**, Northwestern/Cleveland: Starting with his standout performance against the Redskins in '43, Graham is the only player to be involved in the game as a college player, pro player and coach. He coached the All-Stars on 10 different occasions, including an eight-year stint from 1958-65.
- **ELROY "CRAZYLEGS" HIRSCH**, Wisconsin/LA Rams: Hirsch scored on a 68-yard touchdown run *and* a 62-yard touchdown pass from Graham in the 13th installment of this game. Ironically, Hirsch went on to have a Hall of Fame pro career for the very team he torched in the College All-Star Game, the Rams.
- **BART STARR**, Green Bay: Starr racked up 255 yards and a game-record five touchdowns in a 42-20 Packer victory over the All-Stars in 1962. He played in five games for Vince Lombardi's dominant squad, winning four. In all, Starr amassed 12 passing touchdowns in the five games.
- **JOHNNY UNITAS**, Baltimore Colts: Johnny 'U' passed for five touchdowns in two games, including four to the great **LENNY MOORE**. Unitas and the Colts easily cruised to victories of 29-0 and 32-7 in consecutive All-Star games (1959-60).



NFL FILMS: STILL SHOOTING 40 YEARS LATER

In 1964, NFL Commissioner **PETE ROZELLE** negotiated an agreement on behalf of the NFL clubs to purchase **ED SABOL**'s Blair Motion Pictures, which had filmed the 1962-64 NFL Championships. With each NFL owner paying \$1,200 for the motion picture company that would promote the NFL and preserve the history of the game, **NFL FILMS** was born.

NFL Films has accomplished many firsts en-route to becoming the preeminent sports film production company in America. It was the first to wire coaches and players for sound, the first to use ground-level slow motion and reverse-angle replays, and the first to produce "Bloopers" films.

"Right from the very beginning we wanted to document the sport in a new way," says Ed Sabol. "We wanted to take viewers to places they hadn't been before and never would have the chance to go if it weren't for our cameras and microphones."

In 1969, NFL Films became the first to use a 600mm telephoto lens to capture what Ed's son and current president **STEVE SABOL** describes as "the raw intensity of the NFL – the bloody hands, the eyes bulging and the sweat flying."

Continued...

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**.



45 YEARS AGO, HUNT AND AFL CHANGE FACE OF PRO FOOTBALL

On August 14, 1959, a 27-year-old Dallas native named **LAMAR HUNT** announced that the American Football League would begin play the following fall. Despite critics' shaking heads, the league founded by Hunt was destined for success and changed the landscape of America's favorite sport. It also steered Hunt toward his rightful place in the Pro Football Hall of Fame in 1972.

"I felt there were a number of markets that would be interested in having pro football," says Hunt, 72. "The NFL had 12 teams and covered only 11 markets (two teams in Chicago). College football had great nationwide interest and television was beginning to tell the excitement of pro football.

"We did no market research – it was just a gut feel."

Hunt and his fellow AFL pioneers were determined to be a success. The league was begun through the work of seven individuals at a Chicago meeting on that August day in 1959: Hunt, representing a Dallas franchise, **BOB HOWSAM** (Denver), **K.S. "BUD" ADAMS** (Houston), **BARRON HILTON** (Los Angeles), **MAX WINTER** and **BILL BOYER** (Minneapolis), and **HARRY WISMER** (New York City). In October 1959, Buffalo, owned by **RALPH C. WILSON, JR.**, became the seventh AFL franchise and Boston, owned by **WILLIAM H. SULLIVAN**, became the eighth team in November.

"The AFL was started because Lamar wanted a pro football franchise for Dallas," says Wilson, the Buffalo Bills' chairman and owner.

"I didn't go into it to make money," adds Wilson. "I went in because I wanted to own a pro football team and there weren't any for sale. We plotted out what we might lose in the first three years, but we caught on. This was not a rag-tag league."

Adams, now the Owner and CEO of the Tennessee Titans, says his desire for a pro football franchise – like Hunt – left him looking for options outside of the NFL. Adams founded the AFL's Houston Oilers, who won the new league's first two titles (1960-61).

"I was trying to buy an NFL team," says Adams. "I was close to getting a deal done with the Chicago Cardinals, but they wouldn't sell me 51 percent. They only wanted to sell me 49 percent, so I didn't accept. Lamar had talked with me about this idea of starting a new league. I was gung-ho at that point to go into it.

"I never thought whether it would be profitable or not."

Each AFL club owner paid \$25,000 in 1959 to assemble a league office. It would prove to be a remarkable investment, but critics wondered if the AFL would survive, even to the point of media referring to the teams' owners as "The Foolish Club."

"The AFL, back in those days, was a big joke," says Wilson, whose 1964 Bills team won the AFL championship. "People laughed at us. Media didn't give us a chance. It was like starting an automobile company and tackling General Motors. It got to be a battle because when you're ridiculed by the media, it rouses the fighting spirit and the owners really stuck together."

Although the AFL's teams were united in their desire to succeed, Adams had concerns. "I thought we would survive as a league, but we did have some clubs that were weaker than others and that worried me," he recalls. "I wasn't losing any money to speak of because the Oilers were drawing pretty well. We just had to worry about the other teams coming through for us."

Among the AFL's biggest breaks which helped solidify its future occurred in 1964 when NBC was in need of competitive programming to air against NFL games on CBS. Adams and Wilson remember it well.

"In 1960, ABC came to us and offered a three-year contract that would give us, as I remember, \$175,000 to each team each year based on ratings," says Adams. "At the end of the third year, NBC came to us and said, 'Don't sign an extension with ABC.'"

"When we got the (1964) TV contract, I knew we were going to be successful," says Wilson. "Billy Sullivan and I and Lamar were on a committee to work on a television contract. (Jets owner) **SONNY WERBLIN** was a close friend of (NBC CEO) **BOBBY SARNOFF** and Werblin was very helpful."

Two years later, it was announced by NFL Commissioner **PETE ROZELLE** that each AFL club would merge into the NFL in 1970 to form one league with two conferences.

"It was the right thing to do," says Hunt of the AFL-NFL merger. "It consolidated the sport and assured the continuity of every team in both leagues. We assured that every team was going to stay in business. We also assured the addition of new teams in Cincinnati (AFL, 1968) and New Orleans (NFL, 1967) and it gave the public the Super Bowl."

Fittingly, Hunt's Kansas City Chiefs earned the final AFL title in 1969 and one week later won Super Bowl IV against the Minnesota Vikings, 23-7. Hunt recalls, "That was a wonderful culmination of the 10-year history of the American Football League."

According to **Lamar Hunt**, below are key turning points that ensured success for the AFL:

- "The purchase of the New York Titans by Sonny Werblin and his ownership group (February 1963). This group created stability in a very key AFL market. The Titans were renamed 'Jets' in April of that year."
- "The five-year television deal with NBC in 1964 (with a contract starting date of 1965). This gave us financial credibility."
- "The opening of Shea Stadium for the Jets (1964). They went from the worst stadium in the AFL to the finest stadium in America and averaged 44,000 per game in their first season there."
- "Development of other new stadiums in Oakland (1966) and San Diego (1967). All of a sudden, the AFL had three new stadiums, which were the best in pro football. Miami (and the Orange Bowl) was added as the AFL's ninth team in 1966."
- "Major successful season ticket initiatives in Denver (1965) and Kansas City (1966). These ticket drives carried each team past the 20,000 season ticket level."



MARSHALL'S RECORD – 25 YEARS OLD – MAY NEVER BE BROKEN

When rookie defensive end **JIM MARSHALL** took the field for the Cleveland Browns on September 25, 1960, it was his first in a streak of **282 consecutive games played – the longest streak in NFL history**. Marshall's career spanned 20 seasons and he never missed a game. **HE NEVER MISSED A GAME!**

Marshall was traded to the expansion Minnesota Vikings prior to the 1961 season. He played in every game in Vikings history through 1979, including 20 playoff games. He also competed in two Pro Bowls for a career total of 304 consecutive games. His streak ended almost 25 years ago at New England's Foxboro Stadium on December 16, 1979.

"He had great enthusiasm," says Marshall's former head coach **BUD GRANT**. "Nobody enjoyed playing football more than Jim Marshall. He enjoyed practice. He enjoyed the locker room. He enjoyed being a football player."

"I never wanted to miss a game," says Marshall. "It was a thrill for me every time I had an opportunity to go out on the field. I just never wanted to be sitting on the sidelines."

Marshall's 19 seasons with Minnesota are tied for third all-time for most seasons with one club (**BRUCE MATTHEWS**, Houston), behind **JACKIE SLATER**, L.A. Rams and **DARRELL GREEN**, Washington Redskins.

Marshall was injured or sick numerous times during his streak, but according to Grant, the NFL's Iron Man played better when he was under the weather. "The trainer would say to me, 'Marshall has a 105 degree fever,'" said Grant. "I'd say, 'Great,' because he would invariably have a great game. He played better when he was hurt because he focused on not letting the injury get the better of him.

"Many times people ask coaches who their greatest player was. It's normally very hard to choose, but I don't hesitate to say Jim Marshall."

TAGLIABUE ENTERS 15TH YEAR WITH NUMEROUS ACCOMPLISHMENTS

PAUL TAGLIABUE will complete his 15th year as NFL commissioner on November 5, and what a decade and a half it has been!

Under his guidance, the league has achieved an unparalleled level of success, growing from 28 to 32 teams, revising its divisional alignment and scheduling formula, operating under successive long-term labor agreements with the NFL Players Association, and securing the largest television contracts in entertainment history.

During this time, the NFL also has expanded league and team commitments to community service, refocused the NFL's efforts in developing public-private partnerships for new stadiums, and emerged as the new media leader in sports by creating the first league-wide internet network for fans, first satellite television subscription service and launching the NFL Network television channel.

A review of some of Commissioner Tagliabue's accomplishments since taking office on November 5, 1989:

- Expansion of the NFL from 28 to 32 teams.
- Uninterrupted labor peace. The landmark 1993 Collective Bargaining Agreement with the NFL Players Association has been extended four times and currently runs through the 2007 season.
- Largest television contracts in entertainment history. The NFL remains the only professional sports league that televises all of its games on free, over-the-air television. In addition, NFL games routinely draw the highest television ratings in sports.
- Attendance growth and fewer blackouts. In 2003, paid attendance for NFL regular-season games increased to an all-time record of 66,329 per game, while total paid attendance increased to 16,913,944, also an all-time mark. Local telecasts of home games (blackout lifts) have increased to a record level of 90 percent (nine of every 10 games).
- Revised divisional alignments and a new scheduling formula. The scheduling formula guaranteed for the first time that all teams would play each other on a regular, rotating basis.
- Expanded NFL and team commitments to community service, including the formation of the \$150 million Youth Football Fund to support the game at amateur levels.
- Twenty-one new or significantly renovated stadiums. The greatest stadium-building period in league history included an innovative league financing program to assist public-private partnerships
- Creation of a range of services to assist players and their families. This included the enforcement of stringent policies on steroids and other drugs, as well as a personal conduct policy.
- New media leader. The NFL became the first sports league with a fan internet site and first with a satellite television subscription service.
- Launch of NFL Network. Airing seven days a week, 24 hours a day on a year-round basis, NFL Network became the first television network fully dedicated to the NFL and the sport of football.
- Expanded NFL's international presence through the NFL Europe League, on alliance with the Canadian Football League, plus worldwide television, licensing, sponsorship and youth football arrangements.
- Increased emphasis on player safety and sportsmanship rules.

"Commissioner Tagliabue has been the right man for the right time," says New York Giants President **WELLINGTON MARA**. "Pete Rozelle (who preceded Tagliabue) was right for his time and it turns out that Paul has been right for his."



THE TEAMS

WHAT TO LOOK FOR IN 2004

The **NEW ENGLAND PATRIOTS** have won 15 consecutive games (including playoffs) and need four wins in a row to set the NFL record (18, held by five teams) for the most consecutive wins (regular season and playoffs).

The **CHICAGO BEARS** need nine regular season victories to become the first team with 650 regular season victories.

The **NEW YORK GIANTS** need 13 victories to become the third team (Chicago Bears, 655 and Green Bay Packers, 626) with 600 total victories.

The **WASHINGTON REDSKINS** need one regular season victory to reach 500 regular season victories.

The **ST. LOUIS RAMS** need six victories to reach 500 total victories.

The **PITTSBURGH STEELERS** need eight victories to reach 500 total victories.

The **NEW YORK JETS** need six regular season victories to reach 300 regular season victories.

The **SAN FRANCISCO 49ERS** have scored in 418 consecutive games, the longest streak in NFL history.



NFL: A CONSISTENCY OF WINNING

Every year in the NFL there are surprise teams. That's the pull of the league to fans – the competitive balance that gives every team a chance. But when looking at figures, there is also a consistency of teams that go to the playoffs and win Super Bowls. In the current NFL system, teams still have the opportunity to enjoy a sustained period of success.

Of the 12 teams that made the 2003 playoffs, eight are winners of the past nine Super Bowls – every Super Bowl since 1995 except for Tampa Bay in 2002.

In that time, New England has played in three Super Bowls, and both the Patriots and Denver Broncos have won twice. The other winners include Baltimore, St. Louis, Green Bay and Dallas. The Rams and Packers also played in a second Super Bowl. And Tennessee played in Super Bowl XXXIV.

Put differently, seven of last year's 12 playoff teams have had 12 of the 18 Super Bowl appearances of the past nine seasons. Most of last season's playoff teams have had consistently strong cumulative won-loss records in recent seasons, headed up by St. Louis and Tennessee – each with a 56-24 (.700) regular-season record over the past five years. In fact, the top five teams with the best regular-season records since 1999 qualified for the postseason last year.

This kind of consistency compares to such great teams as the Packers of the '60s, the Steelers of the '70s, 49ers of the '80s and Cowboys of the '90s.

Following are the teams with the best regular-season records over the past five seasons:

TEAM	W	L	T	PCT.	DIVISION TITLES	PLAYOFF BERTHS
St. Louis	56	24	0	.700	3	4
Tennessee	56	24	0	.700	2	4
Green Bay	51	29	0	.638	2	3
Indianapolis	51	29	0	.638	2	4
Philadelphia	51	29	0	.638	3	4

THE PATRIOTS: THEIR COLLARS ARE BLUE, THEIR RINGS GOLD

A car with the world's best tires cannot be driven if its brakes don't work. It takes many moving parts, perfectly fitted and working in unison, to make an automobile run properly.

The defending Super Bowl Champion **NEW ENGLAND PATRIOTS** are not a fancy showroom convertible. They are the rugged sports utility vehicle with remarkable fuel efficiency and just a touch of luxury. The engine purrs in all weather conditions. No single part is more important than another and if a headlight needs to be changed, the perfect replacement is added without one cylinder's motion interrupted.

Head coach **BILL BELICHICK** earned NFL Coach of the Year honors last season and has led his team to more wins in the past three years (40-14, .741) than any other coach. Including playoffs, the Patriots have won 15 consecutive games. A 4-0 start in 2004 would earn the club an NFL record 19 consecutive wins. But that was last year, say the Patriots. This is a new year.

"We have to rebuild and reestablish everything that we do," says Belichick. "We are going to have to rebuild everything that we do fundamentally, schematically, our communication, we have some new faces and there is no shortcut to the process."

Although the coach's words sound more like his team was 2-14 instead of 14-2, consider the following Patriot points:

- Have won 15 consecutive games, including playoffs, and need four more wins for the NFL's all-time longest win streak.
- Can become only the second team in NFL history to win three Super Bowls in four seasons (1992-95 Dallas Cowboys).
- Started 42 players in 2003 en route to the Super Bowl title – only four teams had more starters last season and none of them advanced to the playoffs.
- In 2003, surrendered an NFL record-low 68 points in eight regular season home games (8.5-point average).
- Have won their past eight overtime games – an NFL record.
- Own the NFL's longest active streak of 27 wins in games in which they have had a lead entering the fourth quarter.
- *Time Magazine* named Belichick as one of its "100 Most Powerful and Influential People" in the world today.

A Super Bowl victory this season would place the Pats on the same footing as the 1992-95 Cowboys with three Super Bowl rings in four seasons. While Dallas featured stars like **TROY AIKMAN, EMMITT SMITH, MICHAEL IRVIN, DEION SANDERS** and **CHARLES HALEY**, New England's roster has fewer household names.

"This team has really meshed," says Patriots' third-year tackle **TOM ASHWORTH**. "That's the big part. We may not be the most talented team in the league, but we play well together."

"I've been impressed with the make-up of the Patriots over the past several years," says Aikman. "It's a team that appears to be extremely unified in its goals. Bill Belichick deserves much of the credit for molding that team, but the players are to be applauded for adhering to the team philosophy. That's a common thread among all championship teams."

TWO SUPER BOWL WINS IN THREE YEARS

TEAM	SEASONS	SUPER BOWLS	HEAD COACH	STARTING QUARTERBACK
New England Patriots	2001-03	XXXVI & XXXVIII	Bill Belichick	Tom Brady
Denver Broncos	1997-98	XXXII & XXXIII	Mike Shanahan	* John Elway
Dallas Cowboys	1993-95	XXVIII & XXX	Jimmy Johnson (1993) Barry Switzer (1995)	Troy Aikman
Dallas Cowboys	1992-93	XXVII & XXVIII	Jimmy Johnson	Troy Aikman
San Francisco 49ers	1988-89	XXIII & XXIV	* Bill Walsh (1988) George Seifert (1989)	* Joe Montana
Pittsburgh Steelers	1978-79	XIII & XIV	* Chuck Noll	* Terry Bradshaw
Pittsburgh Steelers	1974-75	IX & X	* Chuck Noll	* Terry Bradshaw
Miami Dolphins	1972-73	VII & VIII	* Don Shula	* Bob Griese
Green Bay Packers	1966-67	I & II	* Vince Lombardi	* Bart Starr

* Pro Football Hall of Famer

WINNINGEST HEAD COACHES SINCE 2001, INCLUDING PLAYOFFS

COACH	TEAM	WINS	LOSSES	PCT.
Bill Belichick	New England	40	14	.741
Andy Reid	Philadelphia	39	16	.709
Mike Sherman	Green Bay	36	17	.679
Mike Martz	St. Louis	35	17	.673
Tony Dungy	Ind./T.B.	33	20	.623

BEST POSTSEASON RECORDS IN NFL HISTORY

COACH	TEAM	RECORD	PCT.
Vince Lombardi	Green Bay	9-1	.900
Bill Belichick	Cle./N.E	7-1	.875
Joe Gibbs	Washington	16-5	.762

*Minimum 6 games

FEWEST POINTS ALLOWED/EIGHT-GAME HOME SCHEDULE

TEAM	POINTS	YEAR
New England	68	2003
Dallas	70	1978
Philadelphia	73	1992
Chicago	74	1985
Denver	77	1979
Philadelphia	77	1980

CURRENT CONSECUTIVE WINS WITH LEAD AFTER 3RD QTR

TEAM	WINS
New England	27
Tennessee	19
Kansas City	15
Dallas	10
St. Louis	9

Regular season only

LONGEST PLAYOFF STREAKS BY QB TO BEGIN CAREER

QUARTERBACK	TEAM	WINS
Troy Aikman	Dallas	7
Tom Brady	New England	6
Joe Theismann	Washington	6
Jim Plunkett	Oakland	5

LONGEST SINGLE-SEASON WINNING STREAKS, INCLUDING PLAYOFFS

TEAM	WINS	YEAR	PLAYOFF RESULT
Miami	17	1972	Won Super Bowl VII
New England	15	2003	Won Super Bowl XXXVIII
Chicago	13	1934	Lost NFL Championship
Oakland	13	1976	Won Super Bowl XI
Denver	13	1998	Won Super Bowl XXXIII



GREEN BAY AT TOP OF CLASS IN FREE AGENCY ERA

Green Bay, Wisconsin, long synonymous with winning football, is continuing to live up to its reputation.

That is especially true in the current free-agent system that was instituted in 1993. In that year, the Packers successfully pursued and signed defensive end **REGGIE WHITE**, who spent six seasons with the club, helping them to two Super Bowls, including a 35-21 win over New England in Super Bowl XXXI.

Since 1993, the Packers have not had a losing season, compiling an impressive 117-59 (.665) record, the NFL's best in that time.

"I think people had felt that after the Lombardi era, the great years for the Packers were past, particularly when free agency came into play," says the newest member of the Packers Hall of Fame, **BOB HARLAN**, the team president and chief executive officer. "People were saying that Green Bay is small and cold, and who will want to go there. But then Reggie White came here, and once that happened, everyone wanted to be here. That was huge for this franchise.

"One thing that makes me proudest is that we have had 12 consecutive years of .500 and above football. To do that in the era of free agency and the salary cap is a tremendous tribute to **RON WOLF**, **MIKE HOLMGREN**, **MIKE SHERMAN** and everyone connected to the football department."

A look at the winningest NFL teams since the current free agency system began in 1993:

TEAM	RECORD	PLAYOFF APPEARANCES	SUPER BOWL WINS
Green Bay Packers	117-59 (.665)	9	1
San Francisco 49ers	110-66 (.625)	8	1
Denver Broncos	107-69 (.608)	6	2
Kansas City Chiefs	105-71 (.597)	5	0
Miami Dolphins	105-71 (.597)	7	0



TEAM OF THE 2000s?

The New England Patriots might be considered the team of the decade so far with two Super Bowl wins in the past three years. But for total victories, and total road wins, in the 2000s, no one tops the **PHILADELPHIA EAGLES**.

The Eagles have won 46 games and 25 road games since 2000.

"Whether you are home or away, I think it is important that you go after it in the same way you do at home as on the road," says Eagles head coach **ANDY REID**. "You make sure that the format is the same. Your approach to the game is the same. That is what we have done. We don't make many changes on the road."

The top five teams in total wins and the top seven in road wins since 2000:

TEAM	TOTAL WINS	TEAM	TOTAL ROAD WINS
Philadelphia Eagles	46	Philadelphia Eagles	25
Green Bay Packers	45	Indianapolis Colts	20
Indianapolis Colts	45	Miami Dolphins	20
St. Louis Rams	45	Tennessee Titans	20
Tennessee Titans	45	Baltimore Ravens	19
		New Orleans Saints	19
		Tampa Bay Buccaneers	19



49ERS STRIKE!

It has been almost 30 years since the **SAN FRANCISCO 49ERS** were shut out – on October 9, 1977 by the Atlanta Falcons. On Kickoff '04 Sunday, the Falcons will attempt to halt that streak when they visit the 'Niners.

San Francisco's 418 consecutive games without a shutout is an NFL record that stands well ahead of its closest competitors.

The top five streaks in NFL history of most consecutive games with a score:

TEAM	GAMES	YEARS
San Francisco	418	1977-present
Cleveland	274	1950-1971
Dallas	218	1970-1985
Oakland	217	1966-1981
New Orleans	216	1983-1997

RUSHING PROWESS AGAIN PROVES ITS VALUE

“All of these teams – Carolina, us – are running the ball,” says New Orleans Saints head coach **JIM HASLETT**. “People are running the ball against nickel defenses. They’re packing it in with three tight ends and running the ball.”

They’re running the ball because it translates into success. In 2004, six of the top 10 rushing teams made the playoffs. Or, looking at it in another way, five of the six clubs to rush more than pass went to the playoffs. And the Vikings – fourth overall in rushing – missed the playoffs only on the final play of their season!

Twelve-year NFL safety **COREY HARRIS** knows the bread-and-butter of most teams. “I don’t care if you’re Brett Favre, Dan Marino, or John Elway,” he says. “If your team can’t run, you’re in trouble.”

The biggest advantage to a sound running game is ball control; the longer an offense can maintain possession, the more strain it puts on an opposing defense. Also, ball control strategy lets a team rest its own defense for longer periods of time.

One way to protect your quarterback effectively is to keep more blockers in for maximum protection and use more three or “quick-five” drops in the passing game. The other way is to run the ball effectively and keep the defense off balance.

“Everyone is protecting the quarterback now,” says Haslett. “Nobody is seven-step dropping. They’re three-step, max-protecting and running the football.”

Though the advantages of a sound running game are quite tangible, there are residual intangible benefits that can work wonders for a team. Nothing gives an offense a bigger boost than a slow, steady 10-play drive for a touchdown. Conversely, an opposing offense can get frustrated the longer it has to wait for another possession.

The top 10 NFL 2003 rushing teams and six teams that ran more than they threw, and whether they made the playoffs:

<u>TEAM</u>	<u>RUSHING YARDS</u>	<u>W</u>	<u>L</u>	<u>TEAM</u>	<u>RUN/PASS RATIO</u>	<u>W</u>	<u>L</u>
1. *Baltimore Ravens	2,674	10	6	1. *Baltimore Ravens	1.33/1	10	6
2. *Denver Broncos	2,629	10	6	2. *Denver Broncos	1.13/1	10	6
3. *Green Bay Packers	2,558	10	6	3. *Carolina Panthers	1.13/1	11	5
4. Minnesota Vikings	2,343	9	7	4. Miami Dolphins	1.08/1	10	6
5. San Francisco 49ers	2,279	7	9	5. *Green Bay Packers	1.07/1	7	9
6. San Diego Chargers	2,146	4	12	6. *Dallas Cowboys	1.01/1	10	6
7. *Carolina Panthers	2,091	11	5	*Made playoffs in 2003			
8. Jacksonville Jaguars	2,073	5	11				
9. *Philadelphia Eagles	2,015	12	4				
10. *Seattle Seahawks	2,009	10	6				

WANT TO GO TO SUPER BOWL? STOP THE 100-YARD RUSHER!

Last year, the Miami Dolphins were the lone team not to allow a 100-yard rusher in a game. And although the Dolphins, who won 10 games and finished second in the AFC East, did not go to the playoffs, three of the other four teams that performed the feat in the past five years not only made the playoffs, but proceeded on to the Super Bowl, with two winning it!

“When you stop the run, you can put more pressure on the quarterback,” says New England Patriots Pro Bowl defensive tackle **RICHARD SEYMOUR**. “You can then just play the ball and get to the passer. But if you can’t stop the run, they can do a lot of things to you.”

Following are the teams in the past five years to not allow an individual 100-yard rusher throughout a season:

<u>TEAM</u>	<u>YEAR</u>	<u>RECORD</u>	<u>RESULT</u>
Miami	2003	10-6	Second in AFC East
St. Louis	2001	14-2	Advanced to Super Bowl XXXVI
Baltimore	2000	12-4	Won Super Bowl XXXV
Baltimore	1999	8-8	Third in AFC Central
St. Louis	1999	13-3	Won Super Bowl XXXIV

BIG YARDS ON FIRST DOWN COULD MEAN PLAYOFFS

Add up the five teams of last season with the most yards gained on first down, and you’ve got five playoff teams – the Colts, Chiefs, Packers, Seahawks and Broncos. Obviously, gaining big yards on first down makes it easier to keep the ball and move down the field.

“The greatest situation for all quarterbacks is having success on first-down,” says Tampa Bay Buccaneers quarterback **BRAD JOHNSON**. “That’s the benchmark of a team right there. Whether it’s a four-yard run, or a six-yard completion, we really try for success on first down.”

Creating “third-and-manageable” situations are key to any offense. There is a tremendous difference between third-and-three versus a third-and-six, which limits your options offensively. Conversely, keeping your opponent in third-and-long situations is a solid recipe for success.

The top five teams in 2003 in total first-down yardage and their playoff advancement:

<u>TEAM</u>	<u>TOTAL YARDS ON FIRST DOWN</u>	<u>W</u>	<u>L</u>	<u>PLAYOFF RESULT</u>
Indianapolis Colts	3,018	12	4	AFC Championship
Kansas City Chiefs	2,993	13	3	AFC Divisional Round
Green Bay Packers	2,750	10	6	NFC Divisional Round
Seattle Seahawks	2,644	10	6	NFC Wild Card Round
Denver Broncos	2,600	10	6	AFC Wild Card Round

WINNING THE TURNOVER BATTLE = WINS

"It's a fact that if you don't turn the ball over the chances of your team winning are a lot higher than if you turn the ball over," says Minnesota Vikings quarterback **DAUNTE CULPEPER**. He's right. This past year, teams that won the turnover battle posted an incredible 166-40 (.806) record – the third out of the past four years that the league-wide winning percentage was above .800 for teams that turned the ball over fewer times than their opponents.

A fumble recovery or an interception by the defense does not just represent an extra possession for your ballclub; it is one less opportunity your opponent has to score.

"To win in the NFL is very simple," says Baltimore Ravens linebacker **RAY LEWIS**, who has caused his fair share of turnovers. "If you don't turn the ball over, you win."

There is no statistic to explain the shift in momentum after a turnover. It's huge. If a team squanders opportunity after opportunity – especially down towards the red zone – it can eat away at the confidence of the offense and demoralize the defense, which is left with the responsibility of trying to stop an invigorated opponent.

"Turnover differential is the number one factor in winning games," says former Cowboys and Dolphins head coach **JIMMY JOHNSON**.

Though coaches at every level stress the importance of turnovers on a daily basis, it's just too important *not* to emphasize.

"You have to work on it and talk about it and sell it and players have to get it done," says Kansas City Chiefs head coach **DICK VERMEIL**. "But it's a difference maker in this league."

Records of teams that won the turnover battle in the past 10 seasons:

<u>YEAR</u>	<u>W</u>	<u>L</u>	<u>T</u>	<u>WIN PCT.</u>	<u>YEAR</u>	<u>W</u>	<u>L</u>	<u>T</u>	<u>WIN PCT.</u>
1994	134	42	0	.761	1999	157	46	0	.773
1995	150	40	0	.789	2000	171	41	0	.807
1996	153	40	0	.793	2001	142	56	0	.717
1997	149	40	2	.785	2002	174	38	1	.819
1998	150	44	0	.773	2003	166	40	0	.806
TOTALS						1,546	427	3	.784



TO WIN, YOU'VE GOTTA CONVERT

Coaches like Seattle's **MIKE HOLMGREN** always stress the importance of being able to convert third downs.

"That is a key statistic in any game, next to turnovers," says Holmgren, whose Seahawks led the league in 2003 with a 46.8 third-down conversion rate.

The numbers speak for themselves. Of all the teams in the NFL to convert at least 40 percent of their third down opportunities, only one squad – the San Francisco 49ers (7-9) – posted a winning percentage below .500. Six of the 10 teams converting at a rate of 40 percent advanced to the playoffs, while Minnesota missed a playoff berth on the final play of its season.

"The third-down plays, those are clutch," says New Orleans Saints wide receiver **JEROME PATHON**, whose team ranked third among the league's best on third down conversions in 2003. "You have to convert in this league to be a good offense."

It is also noteworthy that all six quarterbacks to play in this year's Pro Bowl – **MARC BULGER** (Rams), **DAUNTE CULPEPPER** (Vikings), **TRENT GREEN** (Chiefs), **PEYTON MANNING** (Colts), **STEVE MC NAIR** (Titans) and **MATT HASSELBECK** (Seahawks) – played on teams that ranked in the top 10 in third-down conversion percentage.

Following is a chart of the NFL teams that converted 40 percent or better on third down last season:

<u>TEAM</u>	<u>THIRD DOWN PCT.</u>	<u>W</u>	<u>L</u>	<u>WIN PCT.</u>
Seattle Seahawks	46.8	10	6	.625
Minnesota Vikings	46.6	9	7	.562
New Orleans Saints	46.3	8	8	.500
Cincinnati Bengals	44.7	8	8	.500
St. Louis Rams	42.6	12	4	.750
Indianapolis Colts	41.9	12	4	.750
Kansas City Chiefs	41.8	13	3	.812
Green Bay Packers	41.1	10	6	.625
Tennessee Titans	40.8	12	4	.750
San Francisco 49ers	40.0	7	9	.438

BIG PLAYS MEAN BIG REWARDS

Over the past few seasons, a team's ability to produce big plays has had a lot to do with producing wins. Last season, clubs that generated more came away with a win 70 percent of the time.

"We spent a lot of time talking after last season in terms of the things we need to do to improve our chances of moving the football, scoring more points and winning more football games," says Texans coach **DOM CAPERS**. "Being able to have more big-play potential was certainly one of those."

Along with winning the turnover battle, consistently producing "big plays" is key to producing wins. Last year, five of the six teams that had the most "big plays" had winning records, and four of them went to the playoffs, with Minnesota only missing the postseason on the final play of the year – on a big play, Arizona's **JOSH MC COWN** to **NATE POOLE** for a 25-yard TD.

Records of teams that produced more big plays (25-yard passes/15-yard runs) than their opponents over the past 10 seasons, and the top teams in the category in 2003:

<u>YEAR</u>	<u>W</u>	<u>L</u>	<u>T</u>	<u>PCT.</u>	<u>TEAM</u>	<u>BIG PLAYS</u>
1994	100	80	0	.556	*Seattle Seahawks	64
1995	116	78	0	.598	Minnesota Vikings	63
1996	127	72	0	.638	*Kansas City Chiefs	62
1997	127	82	2	.608	*Baltimore Ravens	60
1998	122	78	0	.610	*Philadelphia Eagles	57
1999	114	83	0	.579	San Francisco 49ers	57
2000	140	76	0	.648	*Made playoffs	
2001	139	71	0	.662		
2002	150	60	1	.714		
2003	92	39	0	.702		
TOTALS	1,227	719	3	.631		

RETURN A PICK FOR A TD, RACK UP A WIN

It's a game-changer, a momentum shifter and in some cases – a real back-breaker. It's the interception returned for a touchdown. For teams that score them, happy Sunday evenings and cheerful Mondays usually follow.

Since 1970, teams that return an interception for a touchdown are an astounding 937-277-3 (.771).

"It's a tremendous confidence boost for the defense," says St. Louis safety **AENEAS WILLIAMS**, who is tied with Pro Football Hall of Fame safety **KEN HOUSTON** for the second-most career INT-TDs with nine. "Every time I intercept the ball, all I think about is returning it for a score. When I got into the pros, I understood the dynamic impact of running an interception back. It feels great and it feels like it changes the complexion of the game."

The Super Bowl champion New England Patriots led the NFL last season with five touchdowns on interception returns. Of the top five teams to post the most INT-TDs in a season, all finished at .500 or better and four advanced to the playoffs:

<u>TEAM</u>	<u>YEAR</u>	<u>INT-TDs</u>	<u>RECORD</u>	<u>SEASON RESULT</u>
Seattle Seahawks	1998	8	8-8	Missed playoffs
St. Louis Rams	1999	7	13-3	Won Super Bowl XXXIV
Seattle Seahawks	1984	7	12-4	AFC Divisional Playoff
Kansas City Chiefs	1992	6	10-6	AFC Wild Card
Minnesota Vikings	1992	6	11-5	NFC Wild Card



BROWNS BOAST SUB-10 CATCH STREAK

The Indianapolis Colts' **MARVIN HARRISON** caught 14 passes for 138 yards against the Browns in Cleveland on the final Sunday of the 1999 season. Four years have passed and the Browns now own an NFL-best streak of 64 games without allowing an individual opponent 10 or more receptions. Next on the list are last year's Super Bowl teams New England (51) and Carolina (36).

Residing in the AFC North, Cleveland faces some of the game's best receivers twice per season in Baltimore's **TODD HEAP**, **CHAD JOHNSON** of Cincinnati and Pittsburgh's **HINES WARD** – all of whom are NFL All-Stars.

So, how do the Browns contain them?

"I don't know if we contain them fully," says Browns defensive backs coach **TODD BOWLES**, who is entering his fourth season as a Cleveland assistant. "We try to limit teams to certain passes at certain times. You never completely shut those guys down.

"On different parts of the field in certain situations, teams like to run certain routes. We aim to take away their favorite pass plays and make them throw to another receiver. We try to take away the first option. It doesn't always work, but we have a pretty good handle on it."

Bowles, 41, earned three Super Bowl rings as a defensive back with Washington (1987, 1991) and San Francisco (1989). He credits former Redskins defensive coordinator **RICHIE PETITBON** and defensive backs coach **EMMITT THOMAS** as well as his former 49ers defensive coordinator **RAY RHODES** for helping form his defensive philosophies. "Learning from them helped me decide to become a coach," he says.

Longest active streaks of teams not allowing a 10-catch game:

<u>TEAM</u>	<u>NON-10 GAMES</u>
Cleveland Browns	64
New England Patriots	51
Carolina Panthers	36
Buffalo Bills	30
Pittsburgh Steelers	26



IT'S BLOCKED!!!

It certainly was last October 26, when an amazing five punts were blocked in the NFL in one day.

It was a year of thrilling blocked kicks – none more so than on September 14 when the Carolina Panthers blocked two field-goal attempts and the Buccaneers' potential game-winning PAT with no time left in the game – the first time that had happened since 1974. The Panthers eventually won the game in overtime, 12-9. Carolina totaled five blocked kicks in their first two games.

According to Panthers special teams coach **SCOTT O'BRIEN**, "a bunch of things have to go right" for a team to block a kick.

Following are five of O'Brien's keys to blocking kicks in the NFL:

1. **ATTITUDE:** "The No. 1 thing we look for in players is attitude. Players can't just 'lip service' their way through special teams preparation. If one guy takes a play off, then you won't be successful."
2. **CONSTANT PRESSURE:** "Players need to apply constant pressure on every attempt. Everybody is not necessarily directly involved with blocking the kick, but they have an important role to play."
3. **TAKE ADVANTAGE OF PERSONNEL MATCHUPS:** "In both areas of protection – kicks and punts – you need to matchup your personnel with theirs. It's key to avoid tendencies, so you combat that by using some rushers as decoys."
4. **BEAT THE HIDDEN PROTECTION:** "The 'hidden' protection is the kicking team getting the ball off fast. If they get a good snap and time the kick properly, the only way to get a block is straight up the middle."
5. **LUCK:** "There is a degree of luck when blocking kicks, but it is our job is to put our players in position to be 'lucky,' and that's what we try to do every week. Even if everything works well schematically, your players still have to get it to the ball in a certain amount of time."

The Panthers took full advantage of their opportunities on special teams a year ago, and it is no accident that their special-teams prowess helped translate to victories. Though O'Brien says "all three phases – offense, defense and special teams – need to be clicking to give you an opportunity to win games," big plays on special teams can have a huge effect on a game's momentum and players' confidence levels.

"Big plays like blocks affects your whole team's psyche," says O'Brien. "They lift everybody on the sidelines, whether they are involved or not involved. Plays like that can spark that small opportunity to win a game."



TITANS ARE A COUNTRY HIT!

Every team has celebrities who are NFL fans, but those boys from Nashville, the Titans, have a core of country stars that could sell out a concert all by themselves.

Country music stars Brooks & Dunn – the Country Music Association's 10-time vocal duo of the year – made it imperative that their concert tour take a back seat when the Titans played the Colts last December 7 in a battle for first place in the AFC south. The duo flew to Nashville from New York on Saturday, watched the Titans on Sunday, and flew to Las Vegas for shows on Monday.

"This is huge," said **KIX BROOKS**, guitarist and showman half of the group with **RONNIE DUNN**. "Our whole schedule is built around this game. It's kind of bittersweet because Colts quarterback **PEYTON MANNING** is a good friend and a great guy. It's just going to be real hard on him today."

Titans fans were disappointed leaving the stadium that Sunday – final score Colts 29, Titans 27.

But Brooks and Dunn were not the only screaming country music stars at the games throughout the season. The who's who list of suiteholders includes CMA Entertainer of the Year **ALAN JACKSON**, **TIM MC GRAW** and wife **FAITH HILL**, **REBA MC INTIRE**, **VINCE GILL** and **CHARLIE DANIELS**.

"We're all neck in neck," says Brooks. "Tim, Alan, Charlie and Vince, everybody I know that has suites up there, we live and breathe Titans football."

Tennessee's titanic C&W fans, with one of their greatest hits:

ARTIST	HIT SONG
Brooks & Dunn	"Brand New Man"
Charlie Daniels	"Honky Tonk Life"
Vince Gill	"Go Rest High on That Mountain"
Faith Hill	"Breathe"
Alan Jackson	"It's Five O'clock Somewhere"
Reba McIntire	"Somebody"
Tim McGraw	"Live Like You Were Dying"



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 special teams unit reaches the end zone the most? Where is the home-field advantage in the NFL? The NFL tracks touchdowns in these categories and more throughout the season.

A rundown of the 2003 leaders in six "Touchdown Tracker" categories:

MOST TOUCHDOWNS SCORED ON GRASS, ON TURF & IN THE FOURTH QUARTER

<u>ON GRASS</u>		<u>ON TURF</u>		<u>4TH QUARTER</u>	
<u>Team</u>	<u>Touchdowns</u>	<u>Team</u>	<u>Touchdowns</u>	<u>Team</u>	<u>Touchdowns</u>
Kansas City	60	Minnesota	40	Baltimore	17
Seattle	45	Indianapolis	35	Green Bay	17
Green Bay	40	St. Louis	35	Kansas City	17
Tennessee	40	Atlanta	31	San Diego	16
Baltimore	39	Philadelphia	31	Minnesota	15

MOST TOUCHDOWNS SCORED HOME/AWAY

<u>HOME</u>		<u>AWAY</u>	
<u>Team</u>	<u>Touchdowns</u>	<u>Team</u>	<u>Touchdowns</u>
Kansas City	35	Kansas City	28
St. Louis	30	Green Bay	26
Minnesota	30	Tennessee	24
Green Bay	27	Indianapolis	22
San Francisco	27	Seattle	22

MOST TOUCHDOWNS SCORED ON KICK/PUNT RETURNS

<u>TEAM</u>	<u>TOUCHDOWNS</u>
Kansas City	4
Chicago	3
Detroit	3
Oakland	3
Carolina	2
Denver	2

BYE WHYS

If there's one thing that will be absolutely predictable in the NFL this year, it is that every coach and most players of a team entering a bye week will say that it comes "at just the right time."

No matter what the week, the NFL positive-thinkers always get quoted that their bye is coming "at just the right time."

Five of those quotes from 2003, and the best after-bye-week clubs of the past five years:

Jets defensive end JOHN ABRAHAM	"This is the perfect time for a bye. It will help us look at ourselves and work on getting our act together."
Oakland wide receiver TIM BROWN	"It's never a good time for a bye when you've lost three in a row. You definitely want to go and play next week and rectify the situation. At the same time, if we get some guys back, it will help the team."
Eagles head coach ANDY REID	"We are fortunate to have this bye and can come back physically and mentally."
Giants linebacker BRANDON SHORT	"This team's been champing at the bit this whole bye week. I mean it's good. It gave us the opportunity to focus on the things we have to do better. We focused on them and now it's time to go."
Vikings fullback CHARLES STACKHOUSE	"I think it's a good time for a bye week. It gives us time to stay humble."

BEST AFTER BYES

<u>TEAMS (1999-03)</u>	<u>RECORD AFTER BYE WEEK</u>
Philadelphia Eagles	5-0
St. Louis Rams	5-0
Green Bay Packers	4-1
Minnesota Vikings	4-1
Oakland Raiders	4-1
Tennessee Titans	4-1
Washington Redskins	4-1



'04 Xs & Os

In the earlier days of the NFL, things used to be as simple as **HANK STRAM**'s "65 Toss Power Trap" – a simple toss play to the right that resulted in a **MIKE GARRETT** touchdown in the Kansas City Chiefs' 23-7 Super Bowl victory over Minnesota.

As the game of football and its players continue to evolve, so do the offensive and defensive playbooks, which thicken in size each and every season.

With such a fine line between winning and losing, coaches are involved in a never-ending arms race to see who can game plan better and outsmart their opponents.

So, as coaches brainstorm and rookies do their best to memorize, here's a guide to **Xs and Os five teams are working on for 2004:**

- **MORA BRINGS THE WEST COAST EAST:** New **ATLANTA FALCONS** head coach **JIM MORA** will be looking to utilize **MICHAEL VICK**'s myriad talents this season, and that will entail changing up the Falcons' offensive scheme into a wide-open, "west coast" attack. Atlanta added speedster **DEZ WHITE** through free agency and **MICHAEL JENKINS** via the draft to shore up the receiving corps, giving Vick plenty of weapons. With those new additions complementing a pair of talented holdovers from last season – wide receiver **PEERLESS PRICE** and Pro Bowl tight end **ALGE CRUMPLER** – the Falcons should be a formidable offensive force. Crumpler, in particular, will be used in a more varied role this season after a breakout campaign in '03. New offensive coordinator **GREG KNAPP** plans to split him out wide with more regularity and game plan more plays for him. "With his size, speed, athletic ability... you just don't see tight ends who catch the ball away from their body like he does, just snatch it," says Mora of Crumpler. "Plus, he's dangerous when he has the ball."
- **SAINTS WILL SET THE DEUCE LOOSE:** Running back **DEUCE MC ALISTER** has emerged as one of the most dangerous feature backs in the league. To take full advantage of his myriad talents, the **NEW ORLEANS SAINTS** plan to feature him at all of the wide receiver positions, depending on the game plan or situation. "Deuce is talented enough to line up outside as opposed to have him coming out of the backfield," says Saints offensive coordinator **MIKE MC CARTHY**. "We have got to find different ways to get him the ball in space because he's definitely a problem when he gets in the open field." McCarthy is also planning to use more formations featuring extra tight ends or wide receivers rather than two running backs.
- **VILMA'S VERSATILITY A BOON FOR JETS:** The addition of first-round pick **JONATHAN VILMA** to the **NEW YORK JETS** defense will alter the expectations the team has for the position. With his youthful enthusiasm and athleticism, Vilma will be counted on to make sideline-to-sideline pursuit of ball carriers, cover running backs and tight ends on pass plays, and eventually take a leadership role as the middle linebacker. "Vilma stood out to me a couple times," said Jets cornerback **RAY MICKENS** after an early mini-camp session with the rookie. "Just his speed and awareness. I saw him covering a couple of receivers in the open field. That caught my eye."
- **'SKINS WILL MAKE ARRINGTON A THIRD-DOWN THREAT ONCE AGAIN:** Having one of the most athletic linebackers in the NFL can give a defense much-needed flexibility. And **LA VAR ARRINGTON** will offer just that for the **WASHINGTON REDSKINS** more so than ever this season. Just like he did two years ago under **MARVIN LEWIS** when he was with Washington as a defensive coordinator, look for Arrington to line up in a three-point stance on third down with much more frequency this year. "I want to win before it gets too late," says Arrington, who led all NFL linebackers with 11 sacks two years ago. "I don't want to... look back and say, 'Had I played defensive end... that might have made the difference.'"
- **RUNNING BACK Xs & Os:** The **DALLAS COWBOYS** and **BILL PARCELLS** are expecting a lot from rookie running back **JULIUS JONES** this season. One thing they aren't expecting from the recent Notre Dame grad is fumbles – Parcells' biggest pet peeve. Jones coughed up only two fumbles on 229 carries last year for the Fighting Irish... **STEVE MARIUCCI** and the **DETROIT LIONS** are hoping for a similar jumpstart to their running game from a rookie – Virginia Tech's **KEVIN JONES**. Jones spent his first college season as an understudy to then-starter **LEE SUGGS**, who is now a member of the Cleveland Browns, and later emerged as a consistent big-play threat... The **TAMPA BAY BUCCANEERS** have been searching for a versatile tailback to replace **WARRICK DUNN**, who signed with Atlanta two seasons ago. **JON GRUDEN** thinks they have filled that void with **CHARLIE GARNER**, who played for Gruden in Oakland. "He's just so hard to tackle," says Bucs quarterback **BRAD JOHNSON**. "And as a pass catcher, he doesn't trick you with his routes. He just catches the ball and really knows where to be. I'm really happy to be playing with him."

LOG BLOCK? ‘A’ GAP? WHAT ARE THEY TALKING ABOUT?

JUST LIKE A FOREIGN LANGUAGE, football has words and phrases all its own. Listening to NFL coaches or players talk about plays, situations or strategies can get complicated so here are some current offensive and defensive terms frequently used by those in the know. Where applicable, specific players have been included to help exemplify the play.

OFFENSE

- **“BREAK OFF” A PASS ROUTE:** An adjustment to a wide receiver’s route after the pocket breaks down and the quarterback is forced to scramble. After the QB is flushed from the pocket, the planned routes are often not viable options because passing lanes change. When this occurs, it is the receiver’s job to work his way into the quarterback’s line of vision and get open. “Break” refers to the receiver leaving his originally designated pattern. The big key to remember here is to avoid taking the route from the outside to the inside, which could force the QB to throw across his body.
 - **PRIME EXAMPLE: ATLANTA WR PEERLESS PRICE & QB MICHAEL VICK** – *Vick is arguably the most athletically gifted QB in the game today. When he decides to leave his pocket, he routinely makes defenders miss. This gives Price the time to either break back towards Vick, fade towards the sideline or streak deep. He has the speed to beat his man and the hands to make even the toughest catches look routine.*
- **BUBBLE SCREEN:** A wide receiver lines up and drifts towards the sideline, receiving a quick pass from the quarterback. This presents the wideout with a one-on-one opportunity with a defensive back. If there are multiple receivers on the same side, one will attempt to block the man responsible for the first receiver. “Bubble” refers to the outward bow of the receiver’s path.
 - **PRIME EXAMPLE: PHILADELPHIA WR TERRELL OWENS** – *His overwhelming size and strength make him the perfect candidate for bubble screens, allowing him to overpower or outmaneuver his opponent in space.*
- **JAILBREAK SCREEN:** (a.k.a. “MIDDLE” SCREEN) A quick pass designed to put offensive lineman in a position to open up a lane for a wide receiver up the middle of the field. After the snap of the ball, a WR sprints down the line of scrimmage towards the ball and receives a pass in position to follow his blockers. The nature of the play, with lineman and receivers a blur of activity, looks chaotic. Hence, “jailbreak.”
 - **PRIME EXAMPLE: PITTSBURGH WR HINES WARD** – *A former running back at Georgia, Ward is tailor-made for this type of screen because he is shifty, fearless in a crowd and patient. Jailbreak screens often break late, requiring a degree of control by the receiver.*
- **INVERTED WISHBONE:** The game of football has evolved by leaps and bounds over the past century. One staple of a power rushing attack from the early days of college football was the wishbone, in which three running backs were featured – one two to three yards directly behind the QB and two equidistant apart at about five to six yards behind the guards. Since the formation resembled a ‘Y’ shape, it was called the wishbone. The modern incarnation of this formation switches the look, with two backs (fullback, H back or tight end types) lined up three yards behind the guards and one tailback lined up six yards straight behind the quarterback.
 - **PRIME EXAMPLE: CAROLINA RBs STEPHEN DAVIS & DE SHAUN FOSTER** – *Davis’ and Foster’s downhill running styles were crucial to the Panthers’ run to Super Bowl XXXVIII. The inverted wishbone, which is a rare formation for defenses to see, gives two blocking backs a running start to clear the way for the tailback for plays up the middle ranging outward to off tackle runs.*

DEFENSE

- **‘A’ GAP RESPONSIBILITY:** Universal from the NFL down to the high school level is the system for labeling defensive gaps. The “A” gap refers to the space between the center and guard. Typically, defensive tackles or middle linebackers are saddled with “A” gap responsibility, which is crucial to containing the running game. The gaps are labeled outward in alphabetical order (“B” gap is between guard and tackle, etc.).
 - **PRIME EXAMPLE: CAROLINA DT KRIS JENKINS** – *The 6-4, 335-pound Jenkins is the ideal ‘A’ gap player because of his immense size and lightning-quick reactions to the snap of the ball. This two-time Pro Bowl pick gives offensive coordinator nightmares because of his ability to split the “A” gap by timing the snap count, resulting in busted running plays and errant throws.*
- **COWBOY BLITZ:** Though it’s name might indicate otherwise, the Dallas Cowboys did not popularize this blitz. “Cowboy” is simply another way of representing the acronym “CB,” which stands for cornerback. A cowboy blitz gives a corner a free run to wreak havoc in the backfield and is difficult to pick up since it comes wide and fast.
 - **PRIME EXAMPLE: DENVER CB CHAMP BAILEY** – *Blisteringly fast and aggressive, Bailey has always been dependable in run support as well as coverage. Giving him a free run from the edge just to break defensive tendencies gives offensive coordinators one more scheme to consider.*
- **LOCK COVERAGE:** (a.k.a. “MAN UNDER”) A defensive scheme in which two safeties divide the field into deep halves, while the cornerbacks and linebackers play man-to-man defense underneath. Popular on third and long or other obvious passing situations. The term comes from the underneath coverage “locking” on one receiver each.
 - **PRIME EXAMPLE: CHICAGO LB BRIAN URLACHER & FS MIKE BROWN** – *Arguably the most athletic middle linebacker ever to play the position, Urlacher’s speed allows him to be effective in man-to-man schemes like lock. Brown has a nose for the ball and always seems to be in the right position to make a play; new head coach LOVIE SMITH should be worry free with Brown patrolling his own deep half.*
- **“GHOST” TECHNIQUE:** Since players and coaches use numbers to describe where a defensive player will position himself on the defensive line relative to the offense (a system designed by PAUL “BEAR” BRYANT), a ghost technique refers to a situation in which there is no tight end. For instance, a seven technique calls for the DE to line up on the outside shoulder of the TE. If there is no tight end in the formation, the defensive player’s alignment is called a “ghost” seven because there is no actual player to use as a point of reference.
 - **PRIME EXAMPLE: INDIANAPOLIS DE DWIGHT FREENEY** – *Freeney is adept at applying pressure on the quarterback from the edge because of his speed and agility. Lining him up in a ghost seven gives him superior leverage on the tackle he is trying to outmaneuver.*

SUPER BOWL TROPHY -- AND RING -- BY THE NUMBERS

"Winning isn't everything -- but wanting to win is," said former coach **VINCE LOMBARDI**. And all teams WANT to win the Super Bowl. The Super Bowl trophy is considered to be the NFL's most prestigious award. The particulars of the Vince Lombardi Trophy:



Weight	7 pounds
Height	22 inches
Man-hours To Complete	72
Made of	Sterling silver *
Year Designed	1966
First Sketched On	A napkin
Sketched By	Oscar Riedener **
Crafted by	Hand
Made In	Parsippany, NJ
Made By	Tiffany
Value	\$12,500
Sought Yearly By	1,700 players ***

*Including nuts and bolts. ** Former Tiffany VP of design. ***At least.



THE SUPER BOWL CHAMPIONSHIP RING

Super Bowl XXXVIII champion **NEW ENGLAND PATRIOTS** owner **ROBERT KRAFT** has compared the team's second Super Bowl victory to having a second child. "Each one is special in its own way," said Kraft.

The current symbol of NFL excellence is billed as the biggest Super Bowl ring ever created, weighing in at 3.8 ounces, which is approximately 33 percent larger than the Patriots' 2001 version.

Like the 2001 model, it is cast in 14-carat white gold, making the Patriots' two Super Bowl rings the only ones to make that claim.

The ring, manufactured by Jostens, features 104 diamonds, or a little more than five carats, which is the largest total in Super Bowl history.

The crest is shaped in the form of Gillette Stadium, the teams' home, with the words "World" and "Champions" adorning the top and bottom. Tapered baguettes and princess-cut diamonds represent Patriots fans in the stands.

Two sculpted Lombardi Trophies made of diamonds create the ring's centerpiece with a Patriots logo made of red garnet and blue sapphire surrounded by 32 full-cut diamonds, which represent the 32 NFL teams, lying across.

As was the case in 2001, the ring is loaded with symbolism of the championship season.

The top of the ring's bezel includes 15 full-cut diamonds, representing the Patriots' season-ending winning streak. The bottom has 12 full-cut diamonds, which represents the team's 12-0 home record in 2003. One side of the ring features the player's name and number, the Gillette Stadium lighthouse, and the Lombardi Trophy.

The other side features the words "15 straight," the Super Bowl XXXVIII logo, and the final score of the game along with the logos of the Patriots and their opponent, the Carolina Panthers.

The rings range in size from 17 1/2 for defensive tackle **TED WASHINGTON** down to 9.

Thanks to the kindness of a stranger this spring, Patriots linebacker **TULLY BANTA-CAIN** did not have to suffer too long when he lost his ring.

Banta-Cain removed his ring when he was washing his hands in a mall restroom. When he returned, it was missing. Luckily, an honest Patriots fan, **LOU SCHORR**, found the ring on the edge of a sink. He said he was a "nervous wreck" when he realized the ring belonged to a Super Bowl champion. For his honesty, Schorr received autographed pictures of Banta-Cain and has been invited to the Patriots' home opener against Indianapolis on September 9.

"This was serious stuff," said Schorr. "There were so many diamonds, it was like getting a bolt of lightning in your eyes when you looked at it."



THE PLAYERS

WHAT TO LOOK FOR IN 2004

BRETT FAVRE, Green Bay, has passed for 3,000 yards in a season 12 times in his 13-year career and can tie Dan Marino (13) for first all-time with his next 3,000-yard passing season.

Favre needs 3,680 yards to pass Fran Tarkenton (47,003) and Warren Moon (49,325) to move into third place all-time. In 13 seasons, Favre has passed for 45,646 yards.

Favre has thrown 346 touchdown passes, second-most all-time, in 13 seasons and needs four to become the second player in NFL history with 350 career touchdown passes.

Favre has led the league in touchdown passes four times in his 13-year career and can pass Johnny Unitas, Len Dawson and Steve Young (4) for the most seasons leading the league in touchdown passes.

Favre needs 164 completions to pass Warren Moon (3,988) and John Elway (4,123) to move into second place all-time. Favre has completed 3,960 passes in 13 seasons.

Favre needs 360 passing attempts to pass Fran Tarkenton (6,467) and Warren Moon (6,823) to move into third place all-time. In 13 seasons, Favre has 6,464 passing attempts.

Favre has 125 career victories in his 13-year career and needs one to pass Fran Tarkenton (125) to move into sole possession of third place all-time.

VINNY TESTAVERDE, Dallas, needs 2,098 passing yards to pass Dan Fouts (43,040) to move into sixth place all-time. In 17 seasons, Testaverde has passed for 40,943 yards.

Testaverde has thrown 251 touchdown passes in 17 seasons and needs 23 to pass Dan Fouts (254), Sonny Jurgensen (255), Dave Krieg (261) and Joe Montana (273) to move into seventh place all-time.

Testaverde needs 76 completions to pass Joe Montana (3,409) to move into sixth place all-time (see Bledsoe note). In 17 seasons, Testaverde has completed 3,334 passes.

DREW BLEDSOE, Buffalo, needs 217 completions to pass Dan Fouts (3,297), Vinny Testaverde (3,334) and Joe Montana (3,409) to move into sixth place all-time (see Testaverde note). In 11 seasons, Bledsoe has completed 3,193 passes.

PEYTON MANNING, Indianapolis, has passed for 24,885 yards in 96 career games and needs 115 yards to reach 25,000 career passing yards in the second-fewest games (Dan Marino, 92). The current mark for the second-fewest games is 107 (Brett Favre and Warren Moon).

Manning has thrown 68 touchdown passes to wide receiver Marvin Harrison and the duo needs 12 touchdowns to pass Dan Marino-Mark Clayton (79) for the second-most touchdowns by an NFL quarterback-receiver tandem.

Manning and Harrison have combined for 621 completions and 8,331 yards and the duo needs 43 completions and 1,208 yards to pass Jim Kelly-Andre Reed (663 completions, 9,538 yards) for the most in NFL history.

STEVE MC NAIR, Tennessee, needs 3,000 passing yards and 400 rushing yards this season to pass Daunte Culpepper, Randall Cunningham and Steve Young (3) to become the first quarterback in NFL history with four seasons with 3,000 passing yards and 400 rushing yards (see Culpepper note).

DAUNTE CULPEPPER, Minnesota, needs 3,000 passing yards and 400 rushing yards this season to pass Randall Cunningham, Steve McNair and Steve Young (3) to become the first quarterback in NFL history with four seasons with 3,000 passing yards and 400 rushing yards (see McNair note).

EMMITT SMITH, Arizona, needs 582 rushing yards to become the first player in history to rush for 18,000 yards. In 14 seasons, Smith, the NFL's all-time leading rusher, has 17,418 yards.

Smith has 76 career 100-yard rushing games in 14 seasons and needs two to pass Barry Sanders (76) and Walter Payton (77) for the most all-time.

Smith needs 463 combined yards to join Brian Mitchell (23,330), Jerry Rice (23,117) and Walter Payton (21,803) as the only players in NFL history with 21,000 combined yards. Smith has gained 20,537 combined yards in his 14-year career.

Smith has 20,537 scrimmage yards in 14 seasons and needs 728 yards from scrimmage to pass Walter Payton (21,264) to move into second place all-time. Smith needs 463 total yards from scrimmage to join Jerry Rice (23,111) and Payton as the only players in NFL history with 21,000 total scrimmage yards.



JEROME BETTIS, Pittsburgh, has rushed for 12,353 yards in 11 seasons. Bettis needs 907 rushing yards to pass Tony Dorsett (12,739) and Eric Dickerson (13,259) to move into fourth place all-time (see Martin note).

Bettis needs 1,000 rushing yards to move into sole possession of fifth place all-time in career 1,000-yard seasons. In 11 seasons, Bettis has rushed for 1,000 yards eight times, tied with Tony Dorsett, Franco Harris and Thurman Thomas.

CURTIS MARTIN, New York Jets, needs 1,000 rushing yards to tie Walter Payton and Barry Sanders (10) for second place all-time in career 1,000-yard seasons. In nine seasons, Martin has rushed for 1,000 yards nine times.

In his nine-year career, Martin has rushed for 11,669 yards and needs 1,071 yards to pass Thurman Thomas (12,074), Franco Harris (12,120), Marcus Allen (12,243), Jim Brown (12,312), Jerome Bettis (12,353) and Tony Dorsett (12,739) to move into fifth place all-time (see Bettis note).

MARSHALL FAULK, St. Louis, needs 15 touchdowns to pass Cris Carter (131) and Marcus Allen (145) to move into third place all-time. In 10 seasons, Faulk has scored 131 touchdowns.

Faulk has rushed for 97 touchdowns in his 10-year career and needs 3 to become the sixth player in NFL history to rush for 100 touchdowns. Faulk needs 14 rushing touchdowns to pass John Riggins (104), Jim Brown (106) and Walter Payton (110) to move into third place all-time.

Faulk needs 1,812 total yards from scrimmage to pass (17,654) and Barry Sanders (18,190) to move into fourth place all-time. In 10 seasons, Faulk has 17,487 total scrimmage yards.

Faulk needs 787 rushing yards and 726 receiving yards to become the first player in NFL history with 12,000 rushing yards and 7,000 receiving yards. In 10 seasons, Faulk has 11,213 rushing yards and 6,274 receiving yards.

EDGERRIN JAMES and **MARVIN HARRISON**, Indianapolis, have registered 100-yard rushing and receiving performances in the same game 17 times and need four such games to pass Emmitt Smith-Michael Irvin (20) for the most in NFL history.

JERRY RICE, Oakland, needs six receiving touchdowns to become the first player in NFL history with 200 career touchdown receptions. In 19 seasons, Rice has scored 194 touchdown receptions, the most in NFL history.

In 19 seasons, Rice has 1,519 receptions, the most in NFL history, and needs 81 to become the first player with 1,600 career receptions.

Rice needs 100 receptions to pass Marvin Harrison (4) to become the first player in NFL history with five 100-catch seasons (see Harrison note). In 19 seasons, Rice has four seasons with 100 receptions.

Rice needs 534 receiving yards to become the first player in NFL history with 23,000 receiving yards. Rice has gained an NFL-best 22,466 receiving yards in 19 seasons.

Rice has led the league in receiving yards six times in his 19-year career and can tie Don Hutson (7) for the most seasons leading the league in receiving yards.

Rice has gained 1,000 yards in a season 14 times in his 19-year career and needs one 1,000-yard season to become the first player in NFL history with 15 career 1,000-yard receiving seasons.

Rice needs one 200-yard receiving game to tie Lance Alworth (5) for most career 200-yard receiving games. In 19 seasons, Rice has four 200-yard receiving games.

Rice needs 214 combined yards to pass Brian Mitchell (23,330) and become the all-time leader in combined. In 19 seasons, Rice has gained 23,117 combined yards and needs 883 combined yards to become the first player in NFL history with 24,000 combined yards.

Rice needs 889 total yards from scrimmage to become the first player in NFL history to reach 24,000 scrimmage yards. In 19 seasons, Rice has gained an NFL-record 23,111 total yards from scrimmage.

TIM BROWN, Oakland, needs 32 receptions to pass Cris Carter (1,101) to move into second place all-time. Brown has 1,070 receptions in 16 seasons.

Brown needs 1,000 receiving yards to become the second player in NFL history (Jerry Rice, 14) with double-digit 1,000-yard seasons. Brown has nine 1,000-yard receiving seasons in his 16-year career.

In 16 seasons, Brown has 43 100-yard receiving games and needs eight to pass Marvin Harrison (43), James Lofton (43), Michael Irvin (47) and Don Maynard (50) to move into second place all-time (see Harrison note).

Brown needs 266 receiving yards to become the second player in NFL history (Jerry Rice, 22,466) with 15,000 career receiving yards. In 16 seasons, Brown has 14,734 receiving yards.

Brown has 99 touchdown receptions in 16 seasons and needs two to pass Steve Largent (100) to move into third place all-time. With one touchdown reception, Brown would become the fourth player in NFL history (Jerry Rice, 192, Cris Carter, 130 and Steve Largent, 100) with 100 career touchdown receptions.

Brown needs 566 combined yards to become the fourth player in NFL history with 20,000 combined yards. In 16 seasons, Brown has 19,434 combined yards and needs 1,104 combined yards to pass Emmitt Smith (20,537) to move into fourth place all-time (see Smith note).

MARVIN HARRISON, Indianapolis, needs 100 receptions to pass Jerry Rice (4) to become the first player in NFL history with five 100-catch seasons (see Rice note). In eight seasons, Harrison has four seasons with 100 receptions.

Harrison has 759 career receptions in his first eight seasons and already has more catches than any player in NFL history had in their first nine.

Harrison has three 1,500-receiving yard seasons in his eight-year career and needs 1,500 receiving yards to tie Jerry Rice (4) for the most 1,500-receiving yard seasons.

In nine seasons, Harrison has 43 100-yard receiving games and needs eight to pass Tim Brown (43), James Lofton (43), Michael Irvin (47) and Don Maynard (50) to move into second place all-time (see Brown note).

JIMMY SMITH, Jacksonville, needs 1,000 receiving yards to tie Cris Carter and Steve Largent (8) for third place all-time in 1,000-yard receiving seasons. In 11 seasons, Smith has seven 1,000-yard seasons.

MICHAEL BATES, Dallas, needs one kickoff return touchdown to tie Ollie Matson, Gale Sayers, Travis Williams and Mel Gray (6) for first place all-time. In 11 seasons, Bates has returned five kickoffs for touchdowns.

AENEAS WILLIAMS, St. Louis, needs one interception return for a touchdown to pass Ken Houston (9) to move into second place all-time. In 13 seasons, Williams has nine interception returns for touchdowns.

MORTEN ANDERSEN, Kansas City, has scored 2,259 points in his 22-year career and needs 88 points to pass Gary Anderson (2,346) for the most in NFL history.

Andersen has scored 100 points in a season 14 times in his 22-year NFL career, tied for the most all-time (Gary Anderson). With another 100-point season, Andersen will take over sole possession of first place in NFL history.

Andersen has played in 338 games in his 22-year career, the second-most all-time and needs three games to pass George Blanda (340) for the most in NFL history.



STREAKING INTO 2004

BRETT FAVRE, Green Bay, needs 3,000 passing yards to become the first player in NFL history with 13 consecutive 3,000-yard passing seasons. Favre is the only player to pass for 3,000 yards in 12 consecutive seasons.

Favre needs 20 touchdown passes to pass Dan Marino (10) for the most consecutive seasons with 20 touchdown passes. Favre has thrown for 20 touchdowns in 10 consecutive seasons.

Favre has thrown a touchdown pass in 25 consecutive games and needs to throw a touchdown in six games in a row to pass Peyton Manning (27), Dave Krieg (28) and Dan Marino (30) to move into second place all-time.

Favre has started an NFL quarterback record 189 consecutive games and needs 11 starts in a row to become the first quarterback in NFL history to start 200 consecutive games.

PEYTON MANNING, Indianapolis, needs 4,000 passing yards to become the first player in NFL history with six consecutive 4,000-yard passing seasons. Manning is the only player to pass for 4,000 yards in five consecutive seasons. Manning needs 4,000 passing yards to tie Dan Marino (6) for the most career 4,000-yard passing seasons.

Manning needs 25 touchdown passes to become the first player in NFL history with seven consecutive seasons having 25 touchdown passes. Manning is the only player to have six consecutive seasons with 25 touchdown passes.

CURTIS MARTIN, New York Jets, needs 1,000 rushing yards to become the second player in NFL history (Barry Sanders, 10) to rush for 1,000 yards in each of his first 10 seasons.

Martin needs 1,000 rushing yards to become the third player in NFL history (Emmitt Smith, 11 and Barry Sanders, 10) to rush for 1,000 yards in 10 consecutive seasons.

Martin needs 250 carries to become the second player in NFL history (Emmitt Smith, 12) to record 10 consecutive seasons with 250 rushing attempts. Martin needs 250 carries to become the first player in NFL history to begin his career with 10 consecutive seasons with 250 rushing attempts.

PRIEST HOLMES, Kansas City, needs 20 touchdowns to become the first player in NFL history to record three consecutive seasons with 20 total touchdowns. Holmes needs 20 rushing touchdowns to become the only player to rush for 20 touchdowns three years in a row.

Holmes needs 2,000 scrimmage yards to become the second player in NFL history (Marshall Faulk, 4) with four consecutive seasons with 2,000 yards from scrimmage.

EDDIE GEORGE, Dallas, needs 300 carries to extend his streak of consecutive seasons with 300 carries to nine, the most in NFL history.

CLINTON PORTIS, Washington, needs 1,500 rushing yards to become the first player in NFL history to rush for 1,500 yards in each of his first three seasons.

LA DAINIAN TOMLINSON, San Diego, needs 100 receptions to become the only running back in NFL history with 100 catches in consecutive seasons. Tomlinson is the only player in NFL history to post 100 receptions and rush for 1,000 yards in the same season.

RANDY MOSS, Minnesota, needs 1,000 receiving yards to become the first player in NFL history with 1,000 receiving yards in each of his first seven seasons. Moss is the only player in NFL history with 1,000 receiving yards in each of his first six seasons.

MORTEN ANDERSEN, Kansas City, has played for 22 seasons and can move into sole possession of second place all-time this year, breaking a tie with Gary Anderson.

JASON ELAM, Denver, has scored 100 points in each of his first 11 seasons, the longest streak all-time. Elam needs 100 points to become the first player in NFL history with 100 points in each of his first 12 seasons.

ADAM VINATIERI, New England, has scored 100 points in each of his first eight seasons and needs 100 points to become the second player (Jason Elam, 11) in NFL history with 100 points in each of his first nine seasons.

RYAN LONGWELL, Green Bay, has scored 100 points in each of his first seven seasons and needs 100 points to become the third player (Jason Elam, 11 and Adam Vinatieri, 8) in NFL history with 100 points in each of his first eight seasons.

MIKE VANDERJAGT, Indianapolis, has converted an NFL-record 41 consecutive field goal attempts and needs nine field goals in a row to become the first player in NFL history to successfully kick 50 consecutive field goals.



ROOKIES HAVE THEIR SAY

At the **NFL ROOKIE SYMPOSIUM** each summer, all draft picks learn about everything from how to deal with their new-found fame to managing their finances to continuing their education. In addition, the rookies take part in panel discussions on topics including "Life as a Rookie" and "NFL: Life in and After Football."

The rookies also answer questions on a variety of topics, providing interesting answers. For instance, Pro Football Hall of Fame running back **WALTER PAYTON** this summer was selected by NFL rookies as the greatest NFL player ever for the sixth consecutive year. The rookies also chose New England as their Super Bowl favorite (they were not allowed to vote for their own club). The NFL also asked rookies to pick the 2004 NFL Rookie of the Year and the league's most exciting player. Following are the NFL Draft Class of 2004's top five answers to those questions:

<u>GREATEST NFL PLAYER EVER</u>		<u>2004 ROOKIE OF YEAR</u>	
<u>Player</u>	<u>Votes Received</u>	<u>Player, Team</u>	<u>Votes Received</u>
Walter Payton	44	Eli Manning, NY Giants	15
Jerry Rice	34	Larry Fitzgerald, Arizona	13
Barry Sanders	19	Kellen Winslow, Cleveland	12
Joe Montana	17	Robert Gallery, Oakland	9
Jim Brown	10	Philip Rivers, San Diego	9
		Roy Williams, Detroit	9

<u>MOST EXCITING NFL PLAYER</u>	
<u>Player, Team</u>	<u>Votes Received</u>
Michael Vick, Atlanta	36
Randy Moss, Minnesota	25
Dante Hall, Kansas City	23
Ray Lewis, Baltimore	19
Priest Holmes, Kansas City	5

While at the Symposium, the rookies eat three "squares" per day. Following is a glance at the typical daily food and drink consumption at an NFL Rookie Symposium:

Yogurt Pretzels	27 pounds	Hot Dogs	360	Cookies	975
Eggs	1,980	BBQ Spareribs	180 pounds	Water	1,120 bottles
Brownies	420	Chicken Wings	165 pounds	Gatorade	560 bottles
Hamburgers	280	Chicken Breast	80 pounds	Lettuce	80 heads
Chocolate Raisins	30 pounds	Roast Beef	60 pounds	Salad Dressing	16 gallons
Chocolate Cake	28 pounds	Pasta	130 pounds	Calamari	36 pounds
Turkey	90 pounds				



THE QBs: THEIR ROOTS MAY BE DIFFERENT, THEIR PRODUCTION IS SUPERB

They come from many different backgrounds.

There's the highly coveted college superstar, the "second-day" draft pick and the "street" free agent who took the long road to making the roster. But whatever the pedigree, they all have one thing in common – successfully playing perhaps the most demanding positions in all of sports – NFL quarterback.

It's one of those "second-day" draftees, the New England Patriots' **TOM BRADY**, that can claim the title as the reigning Super Bowl Most Valuable Player. Entering his fifth season, the former sixth-rounder from Michigan has led the Patriots to two championships in the past three seasons, joining **JOE MONTANA** (3), **BART STARR** and **TERRY BRADSHAW** as the only QBs to win at least two Super Bowl MVP awards.

"Tom will be mentioned with the better quarterbacks playing now and in the past," says Patriots coach **BILL BELICHICK**. "You can't deny his production. He's a winner. He does what he needs to do to help the team win, and he does it as well as anybody."

Brady has plenty of company around the league as a quarterback who was hardly a "can't miss" prospect coming out of college. Look no further than the player who combined with him to produce one of the most memorable Super Bowls in NFL history, the Carolina Panthers' **JAKE DELHOMME**.

A college standout at Louisiana-Lafayette, Delhomme was signed by New Orleans in 1997 as an undrafted rookie free agent. He spent two seasons in the NFL Europe League, winning a championship with the Frankfurt Galaxy in 1999, before ultimately joining the Panthers prior to last season.

And what a season it was. He came on in relief to lead Carolina to a thrilling 24-23 win over Jacksonville in Week 1 and never looked back, starting the remainder of the season and leading the team to an 11-5 mark and the NFC South Division championship. His postseason was similarly impressive, sparking the Panthers to within a whisker of a title. This offseason, he was rewarded with a five-year contract extension.

"Everybody in the league tries to identify their quarterback," says Carolina head coach **JOHN FOX**. "Once you identify him, getting him locked up for the future is paramount to your success."

A look at a handful of quarterbacks who are expected to start in 2004 that weren't exactly household names on NFL Draft day:

<u>QUARTERBACK</u>	<u>TEAM</u>	<u>NFL BEGINNING</u>	<u>ACCOMPLISHMENTS</u>
Tom Brady	NE	6th-round, 2000 (No. 199)	Led club to two Super Bowl wins in past three seasons.
Marc Bulger	StL	6th-round, 2000 (NO – No. 168)	Reigning Pro Bowl MVP, has 18-4 record as starter.
Jake Delhomme	Car	Rookie free agent, 1997 (NO)	Guided Panthers to Super Bowl in first season as starter.
Trent Green	KC	8th-round, 1993 (SD – No. 222)	Started 48 games in row, earning Pro Bowl honors last year.
Brad Johnson	TB	9th-round, 1992 (Min – No. 227)	Two-time All-Star, led Bucs to win in Super Bowl XXXVII.

ESPN's **SEAN SALISBURY** knows the obstacles these quarterbacks face, having earned his place in the league after starting his career as an undrafted rookie free agent from Southern California. Salisbury spent time with Indianapolis, Minnesota and San Diego, including 1992-94 as a teammate of Brad Johnson with the Vikings.

"When you're drafted in the low rounds or not drafted at all, you really have to take advantage of the opportunities that present themselves," says Salisbury. "You have to seize the moment, because the tolerance for mistakes is not going to be high. One big challenge is simply getting a chance, but then when you do get that chance, make the most of it."

Just as prominent among today's gifted passers are those "can't miss" prospects who have lived up to the lofty expectations that accompanied their stature as high first-round draft picks. Perhaps foremost among this group is Indianapolis Colts' passer **PEYTON MANNING**, the first overall choice in 1998, and the co-NFL MVP last season with Tennessee Titans quarterback **STEVE MC NAIR**.

An All-Star mainstay, Manning has helped the Colts to four playoff appearances in his six seasons as a starter, leading the club to a 54-42 (.562) record in that span. In 2004, Manning will be aiming to take his club one game further than in 2003, when Indianapolis fell 24-14 to New England and Tom Brady in the AFC Championship game.

"You have to be ready to play when you face Peyton Manning," says defensive tackle **WARREN SAPP**, whose Oakland Raiders face the Colts on October 10. "He is one of the best signal-callers you'll find from now and 80 years behind us. He's special."

Another quarterback who has justified his draft status is Tennessee passer McNair, the No. 3 overall choice in 1995 who has used his big-play ability to help the Titans to the playoffs in four of the past five seasons. Similar excitement can be found in Atlanta, where **MICHAEL VICK** aims to rebound from an injury-plagued 2003 season in which he saw action in five games. In 2002, Vick started 15 games, helping the Falcons reach the divisional playoffs, generating excitement in the process.

Now, the next generation of top quarterbacks, including the New York Giants **ELI MANNING**, San Diego's **PHILIP RIVERS** and Pittsburgh's **BEN ROETHLISBERGER**, will attempt to make their mark, joining a lengthy list of current quarterbacks who are living up to – and exceeding – expectations.

A look at five "can't miss" QBs thriving in the NFL:

<u>PLAYER</u>	<u>TEAM</u>	<u>NFL BEGINNING</u>	<u>ACCOMPLISHMENTS</u>
Daunte Culpepper	Min	1st-round, 1999 (No. 11)	Gifted passer and rusher, has avgd. 22.5 TD passes per year as starter.
Peyton Manning	Ind	1st-round, 1998 (No. 1)	Started every game of NFL career, earning four trips to Pro Bowl.
Steve McNair	Ten	1st-round, 1995 (No. 3)	One of NFL's toughest players, led Titans to playoffs four times.
Donovan McNabb	Phi	1st-round, 1999 (No. 2)	Four-time All-Star has guided Eagles to three NFC title games in row.
Michael Vick	Atl	1st-round, 2001 (No. 1)	Dynamic playmaker, led club to divisional playoffs in 2002.

... AND IN THE FUTURE?

With the success of quarterbacks like **DAVID CARR**, **DAUNTE CULPEPPER**, **BYRON LEFTWICH**, **CHAD PENNINGTON**, **TIM RATTAY**, and rookie **BEN ROETHLISBERGER**, smaller schools are now receiving visits from NFL scouts more than ever. In the last four years, there have been three first-round picks from the Mid-American Conference (Leftwich, Pennington, and Roethlisberger). The reason behind the success? Players are being developed quicker at all levels of the sport.

So says **GIL BRANDT**, who oversaw the Dallas Cowboys' personnel department for 29 years and shares his gridiron knowledge on NFL.com. "Most high schools have now become predominantly passing teams," says Brandt. "The extensive seven-on-seven high school summer leagues are producing more college quarterbacks than ever before."

"In turn, the colleges are now passing much more. As an example, at Oklahoma, -- a traditional running team -- last year Heisman-Trophy quarterback **JASON WHITE** threw 40 touchdown passes. This has been very helpful in the development of quarterbacks who are now more ready to play at a high level than ever before.

Michigan, which has a long history of being a running team, has become a pass-oriented offense. Former Michigan quarterback **TOM BRADY** has won two Super Bowls in the last three years."

Brandt thinks that NFL success of quarterbacks from mid-major conferences has given scouts even more confidence in the ability of these players to come in and play at a high level.

Who are among the best of some of these young college quarterbacks? Following are Brandt's choices for the top five senior QBs in college today (listed alphabetically):

PLAYER	HT/ WT	BRANDT'S ANALYSIS
Charlie Frye, Akron	6-3, 227	"Could be fourth QB from M.A.C. to be drafted in first round in five years."
David Greene, Georgia	6-3, 224	"Outstanding person. Great work habits. A four-year starter at Georgia."
Dan Orlovsky, Connecticut	6-4, 220	"Has a big arm and athletic ability. Has been very productive on every level."
Kyle Orton, Purdue	6-4, 217	"Smart, instinctive player. Grasps things quickly. Understands the game."
Jason White, Oklahoma	6-2, 225	"Outstanding leader. Heisman Trophy winner. Can make big plays."

BRANDT'S HONORABLE MENTIONS: **TYLER EMMERT**, Carrol College (Montana); **MATT LEINART**, USC; **BRAD SMITH**, Missouri; **ANDREW WALTER**, Arizona State; **CHARLIE WHITEHURST**, Clemson.

The talent pool will only deepen with these five high school seniors, rated in order of talent by high school recruiting guru **TOM LEMMING**:

PLAYER	HT/WT	HIGH SCHOOL	LEMMING'S ANALYSIS
Greg Paulus	6-2, 180	Syracuse Christian (Syracuse, NY)	"A mix between Joe Montana and Brett Favre."
Mark Sanchez	6-3, 210	Mission Viejo (Mission Viejo, CA)	"Classic drop back, pro-style quarterback."
Ryan Perrilloux	6-4, 210	East St. John (Reserve, LA)	"Ahead of Donovan McNabb as a high school QB."
Jonathan Crompton	6-4, 205	Tuscola (Waynesville, NC)	"Strong-armed kid."
Jake Christiansen	6-1, 195	Lockport Township (Lockport, IL)	"Lefty with mobility that has won the big games."

LEMMING'S HONORABLE MENTIONS: **HARRISON BECK** (Clearwater, FL), Countryside HS; **JOSH PORTIS** (Taft, CA), Woodland Hills HS; and **DEREK SHAW** (Oceanside, CA), Oceanside HS.



NFL QUARTERBACKS – THE BIGGER THEY ARE, THE BETTER THEY GET!

Not only are they better, they're *bigger* too.

While this is undoubtedly one of the golden ages of quarterback play the NFL has ever experienced, the men lining up under center are also getting bigger and bigger.

Minnesota's **DAUNTE CULPEPPER**, at 6-4, 260 pounds, is the second heaviest quarterback in the NFL – and also one of its best. Entering his sixth season, Culpepper excels with both his arm and his legs, averaging 22.5 touchdown passes per season as a starter while also rushing for at least 400 yards in four consecutive seasons.

"The world's best athletes are playing quarterback," says former NFL passer **SEAN SALISBURY**, now an ESPN analyst. "And some of those great athletes happen to be very large people."

According to the NFL Record and Fact Book, in 1974, the average NFL quarterback weighed 204 pounds and was 6-2. Today, while the average height has remained consistent, the average weight has risen to 222 pounds. In 1974, 28.8 percent of quarterbacks (30 of 104) weighed less than 200 pounds, while today that figure is just 5.2 percent (seven of 133).

A look at the comparison of the heaviest quarterbacks from the 1974 and 2004 NFL Record and Fact Books:

<u>1974</u>				<u>2004</u>			
QB	TEAM	HEIGHT	WEIGHT	QB	Team	HEIGHT	WEIGHT
Dennis Shaw	St. Louis	6-2	230	Jared Lorenzen	NY Giants	6-3	288
Frank Kolch	Pittsburgh	6-4	225	Daunte Culpepper	Minnesota	6-4	260
Bobby Douglass	Chicago	6-4	225	Nathan Chandler	Buffalo	6-6	257
Mike Wells	Minnesota	6-5	225	John Navarre	Arizona	6-6	250
Marty Domres	Baltimore	6-4	222	Quinn Gray	Jacksonville	6-3	246



“THERE’S NOBODY BIGGER IN THE NFL THAN TOM BRADY”

Six quarterbacks went off the board before the New England Patriots selected **TOM BRADY** with the 199th pick of the 2000 NFL Draft.

Four years later, Brady is the only one of those quarterbacks with a Super Bowl *appearance* on his résumé, let alone two Super Bowl titles and Super Bowl MVP awards.

Not only that, but Brady became the youngest starting quarterback in history to win an NFL championship (24), while also winning the MVP award in the Patriots’ 20-17 win over St. Louis in Super Bowl XXXVI.

“He came in with me at Michigan,” said Raiders’ cornerback **CHARLES WOODSON** of Brady, one of his college teammates. “He never really got that chance to shine. Then he got to the pros and had to sit behind **DREW BLEDSOE**. Then he finally got his chance, and now, there's nobody in the NFL bigger than Tom Brady.”

With only two of the six signal-callers picked ahead of him staking claim to starting positions this season – **CHAD PENNINGTON** of the Jets and **MARC BULGER** of the Rams – Brady has accomplished more than anybody could have imagined since taking over as the starter for the Patriots. He continues to build a reputation as one of the top QBs in the NFL today, though other quarterbacks like **PEYTON MANNING** and **STEVE MC NAIR** might put up bigger numbers.

“Tom Brady...I will play with him any day of the week,” says Patriots’ cornerback **TY LAW**. “With all due respect to Steve McNair, Peyton Manning and so many of the other great quarterbacks in the game today, I want to go out there with Tom Brady, because winning is the trump card of everything.”

Since his storybook rise to prominence with his first championship, Brady garnered another Super Bowl title and MVP award in New England’s 32-29 win over Carolina in Super Bowl XXXVII last season.

“The most important thing a quarterback does is help his team win,” says Patriots’ tight end **CHRISTIAN FAURIA**. “I don't think there's anyone better than Brady. When you're looking at some stat that isn't as important, you're forgetting the most important thing – he knows how to help his team win. Better than anyone else. Especially when the game is on the wire.”

As Brady continues to add more and more accolades to his already impressive collection, he now ranks 11th on the Pro Football Hall of Fame’s Top 20 passers all-time with an 85.9 rating. His ascension to the top 20 in only his fourth season was one of the fastest ever. Greats like **DAN MARINO**, **BRETT FAVRE** and **JIM KELLY** made the list in their fourth seasons as well. Manning, who is currently fifth on the list, qualified in his third year.

Few quarterbacks are immediate successes in professional football, but Brady endured no such growing pains after taking over for an injured Bledsoe in Week 2 of the 2001 season after spending one year as his understudy. Brady’s 33-12 record (.733) as a starter puts him in exclusive company. He is now one of only three quarterbacks to win better than 70 percent of his first 40 starts, joining Hall of Famers **JOE MONTANA** and **ROGER STAUBACH**.

Brady’s sterling play already has some people comparing him to the legendary Montana.

“He’s as close to Joe Montana as anyone I’ve ever seen,” says Montana’s former coach, **BILL WALSH**. “What strikes you about Brady is the serenity in which he plays the game. That might sound silly, but when you see a great quarterback, there’s a calmness and a coolness he has on the field, a fluidity to his game, smoothness, if you will, that sticks out.”

Brady thinks it is premature to even mention him and Montana in the same sentence, but he doing his best to live up to the lofty comparison.

“Joe Montana was everything,” says Brady. “He threw the ball great. He managed the game great. He made his other players great. I think as a quarterback you have to emulate some of those things. There will never be another Joe Montana. Can guys do some of those things? Dan Marino could throw it great. **JOHN ELWAY** could improvise great. Do I think I have any of those great qualities? I am working on it.”

Some Tom Brady firsts:

BRADY’S BUNCH

- Youngest starting quarterback to win a Super Bowl (24).
- Youngest quarterback to win a Super Bowl MVP award (24).
- Youngest quarterback to win two Super Bowls (26).
- Youngest quarterback to win two Super Bowl MVPs (26).
- One of only four players in history to win multiple Super Bowl MVPs (**JOE MONTANA**, (XVI, XIX and XXIV); **BART STARR**, (I and II); and **TERRY BRADSHAW**, (XIII and XIV).)
- Holds the record for most completions in a Super Bowl (32).
- One of only three QBs in NFL history with 40 starts to have a win percentage better than .700:

QUARTERBACK	CAREER WINNING % AS STARTER (40 games)
Roger Staubach, Cowboys	.746
Tom Brady, Patriots	.746
Joe Montana, 49ers and Chiefs	.700

BRETT: THE TOUGHEST?

For over a decade a testament to NFL success, Green Bay Packers quarterback **BRETT FAVRE** continues to excel at one of the most high-profile positions in all of sports.

Now, the legendary passer has been recognized by two major publications for one of his signature qualities that fans across the world have come to admire – his toughness.

Men's Journal listed Favre as the No. 1 "Toughest Guy in America," this offseason, writing that, "In 12 seasons with the Packers, Favre has known as much pain and glory as any athlete of his generation." *USA Today* also selected Favre as its toughest athlete, noting that "The physical beatings don't keep him out. He shrugs off injuries. The mental pressures seem not to faze him as he takes another snap and fires a spiral through Lambeau's swirling gusts."

Favre's 2003 season offered yet another example of why No. 4 jerseys can be seen on fans from Oshkosh to Osaka. Despite a thumb injury that hampered him for much of the season, Favre guided the Packers to the NFC North championship and the divisional playoffs, leading the NFL with 32 touchdown passes and continuing his ascendancy among the game's all-time passing leaders.

Favre persevered through the death of his father, **IRVIN**, on Sunday, December 21, and was still able to complete 22 of 30 attempts for 399 yards, four touchdowns and no interceptions in leading the Packers to an important 41-7 triumph over the Oakland Raiders the following day before a nationwide audience on *Monday Night Football*.

Perhaps Favre's toughness, or what Dolphins quarterback **A.J. FEELEY** calls his "blue-collar mentality," is best exemplified in an unparalleled streak – 189 consecutive starts – the most ever by a quarterback.

"For Brett to be approaching 200 consecutive starts is simply incomprehensible," says ESPN analyst **RON JAWORSKI**, who himself started 116 games in a row for the Philadelphia Eagles, the second-longest streak all-time. "I know how difficult it is to be out there constantly, despite all the bumps and bruises.

"Brett shattered my record and he just keeps on going and going," Jaworski says. "That's a testament to his toughness. There may never have been a tougher player, at any position, than Brett Favre."

Jaworski's streak stretched from 1977-84, and during that span he led the Eagles to the playoffs four times, including an All-Star season in 1980 when he sparked Philadelphia to a 12-4 record and a berth in Super Bowl XV.

The following are "Jaws" keys to starting week-in and week-out in the NFL:

- Intestinal fortitude – Ability to deal with the bumps and bruises
- Self-starter – Motivate from within
- Develop amnesia – Put the negative plays behind you

A look at the active and all-time leaders for consecutive quarterback starts:

<u>ACTIVE</u>				<u>ALL-TIME</u>			
Name	Club	Starts	Streak Began	Name	Club	Starts	Years
Brett Favre	GB	189	1992	Brett Favre	GB	189	1992-present
Peyton Manning	Ind	96	1998	Ron Jaworski	Phi	116	1977-84
Aaron Brooks	NO	53	2000	Joe Ferguson	Buf	107	1977-84
Trent Green	KC	48	2001	Peyton Manning	Ind	96	1998-present
Tom Brady	NE	46	2001	Dan Marino	Mia	95	1987-93

In addition to his 200th consecutive start, there are several other milestones Favre will be pursuing this season, not the least of which is the most consecutive seasons with 20 touchdown passes. Favre needs 20 TDs to surpass **DAN MARINO** (10) for the most such years all time.

A look at some of the milestones Brett Favre is approaching in 2004:

BRETT'S FOR THE TAKING

CATEGORY	FAVRE TOTAL	MILESTONE/RECORD
Consecutive QB Starts	189	Needs 11 to become first QB with 200.
Victories	125	Needs one for sole possession of third-most all-time.
3,000-yard seasons	12	Needs one to tie Marino for most all-time.
20 TD pass seasons	10	Needs one to break tie with Marino.
TD passes	346	Needs four to become second player with 350 career.
Season-leader in TD passes	4	Can break four-way tie for most seasons leading in TD passes.
Consecutive games with TD pass	25	Needs TD pass in six games in row for second-longest streak all-time.
Passing Yards	45,646	Needs 3,680 yards to move into third place all-time.
Completions	3,960	Needs 164 for second-most all-time.
Attempts	6,464	Needs 360 for third-most all-time.

This season, NFL fans will be able to read and see more of Favre.

NFL Films is producing a one-hour TV special on his career scheduled to run on FOX in conjunction with the Packers' December 24 national television game at Minnesota. It will contain never-before-seen footage on Favre's high school and college days.

And in mid-October, a book entitled "Favre" (below), written by Brett and his mother, **BONITA FAVRE** (with Chris Havel), hits bookstores nationwide. Contributors include Pro Football Hall of Fame quarterback **TERRY BRADSHAW**, longtime NFL writer **PETER KING** and Brett's wife, **DEANNA FAVRE**.





FAVRE GOES FOR OPPONENT TD RECORD

Storylines are never hard to come by when the Chicago Bears and Green Bay Packers square off in one of the greatest rivalries in professional sports.

The 2004 season is no different, as Packers quarterback **BRETT FAVRE** looks to continue his dominance over the division rivals while Bears new head coach **LOVIE SMITH** aims to devise a scheme to stop him. The teams won't wait long to get things started, as they meet at venerable Lambeau Field on Sunday, September 19 with a significant milestone on the line.

Favre has a touchdown pass in 24 consecutive games against the Bears – including four in two games last season – tied for the longest such streak all-time. When the teams meet at Lambeau Field, Green Bay's No. 4 will be in position to surpass legendary Miami Dolphins passer **DAN MARINO**. Marino had a touchdown pass against the New York Jets in 24 consecutive games from 1985-98.

"Brett Favre is one of the all-time greats," said Bears coach Smith. "He has the physical and mental tools that make him an exceptional quarterback. But what places him among our game's best is the competitive fire he brings to the field every Sunday."

In 24 career games against Chicago, Favre has completed 488 of 769 attempts (63.4) for 5,688 yards, 48 touchdowns and 23 interceptions for a 94.1 passer rating. The Packers have won 20 of those 24 games.

A look at the active and since 1970 records for consecutive games with a touchdown pass against one opponent:

ACTIVE

SINCE 1970

NAME	OPPONENT	STREAK	START	NAME	OPPONENT	STREAK	YEARS
Brett Favre	Chicago	24	1992	Brett Favre	Chicago	24	1992-present
Mark Brunell	Cincinnati	12	1996	Dan Marino	NY Jets	24	1985-98
Vinny Testaverde	Indianapolis	12	1988	Dan Fouts	Oakland	17	1978-87
Multiple	Multiple	9		Joe Montana	Atlanta	15	1980-89
				Steve Grogan	Indianapolis	14	1976-90



MC NAIR IS TOUGH, TOO

The co-NFL MVP last year, Tennessee quarterback **STEVE MC NAIR**, according to Titans linebacker **KEITH BULLOCK**, "is a defensive player's quarterback. He is probably the quarterback in the league that could play both ways."

McNair, like Green Bay Packers quarterback **BRETT FAVRE**, last season played through a host of injuries and is recognized as one of the toughest players in the league.

"With Steve, you never expect him to not play," says Tennessee tackle **BRAD HOPKINS**. "Steve lost an arm? Well, pick it up, attach it and he'll play. That's how he is. The quarterback isn't supposed to be the toughest guy on your team. But he is here."

One statistic that exhibits his toughness is his ability to stay in the pocket and make a throw or scramble and run with the football and take a hit. McNair is just one of five quarterbacks in NFL history with 20,000 passing yards and 3,000 rushing yards.

"The Marines have a saying, 'Pain is weakness leaving the body,'" says Tennessee head coach **JEFF FISHER**. "That really applies to Steve."

Following are the five quarterbacks in NFL history with 20,000 passing yards and 3,000 rushing yards:

QUARTERBACK	TEAM(S)	YEARS	PASSING YARDS	RUSHING YARDS
Fran Tarkenton	Minnesota, NY Giants	1961-1978	47,003	3,674
John Elway	Denver	1983-1998	51,475	3,407
Randall Cunningham	Phil., Minn., Dallas, Balt.	1985-2001	29,979	4,928
Steve Young	San Francisco	1985-1999	33,123	4,235
Steve McNair	Houston/Tennessee	1995-Present	22,637	3,172

PEYTON & MARVIN: WHAT A COMBO!

Indiana's state motto may be "The Crossroads of America," but for downtown Indianapolis, "Aerial Route to End Zones" is a more fitting reference.

Indianapolis Colts quarterback **PEYTON MANNING** and wide receiver **MARVIN HARRISON** have connected for a touchdown 68 times – the third most by any quarterback-wide receiver combination in NFL history, trailing only San Francisco's **STEVE YOUNG-JERRY RICE** duo (85) and Miami's **DAN MARINO-MARK CLAYTON** tandem (79).

"We both see the same thing," says Harrison when explaining the singular thought process he shares with his quarterback. "I think that's what makes Peyton and me that much better together – we both see the same thing before it happens."

On occasion, Manning may only have to look at his reserved six-foot-tall pass catcher when breaking the huddle and say "Philadelphia 99" or "Miami 2000" and Harrison instantly registers the route wrinkle that will rankle his defender.

"With all the different defenses teams put in, you might call a play that's a great man-to-man play, but if they're playing a zone, it's horrible," says Manning. "You have to adjust."

"Sometimes, when you change plays and you see what's going to happen, you have to control your excitement."

"They work together so well – you can't teach that," says Seattle safety and eight-year NFL veteran **DAMIEN ROBINSON**. "It's like they've been playing with each other since they were five years old."

Manning, 28, and Harrison, who will be 32 by Kickoff Weekend, enter their seventh season as teammates and are expected to continue turning numbers on scoreboards if the Colts are to reach their first Super Bowl since 1971.

Last season, the Manning-Harrison TD machine surpassed a Pro Football Hall of Fame pair of Colts in **JOHNNY UNITAS** and **RAYMOND BERRY** (63) and four-time AFC Champion teammates **JIM KELLY** and **ANDRE REED** (65) of Buffalo.

Manning is known league-wide for his late-night film study and being a student of the game. The 2003 NFL Co-MVP with Tennessee quarterback **STEVE MC NAIR** reports that Harrison, a high school quarterback, also mines knowledge needed for Sunday success.

"As talented and as good a route-runner as he is, he's that smart," says Manning. "He understands defenses. Marvin has a real understanding for coverages. As a quarterback, you love that. Instead of having to tell him, 'Hey, this is what you have to do against this coverage,' he knows where the holes are." And both Colts know where the end zone is.

The all-time leading quarterback-to-receiver touchdown duos:

DYNAMIC DUOS

TEAM	QUARTERBACK-RECEIVER	TOUCHDOWNS
San Francisco 49ers	Steve Young-to-Jerry Rice	85
Miami Dolphins	Dan Marino-to-Mark Clayton	79
Indianapolis Colts	Peyton Manning-to-Marvin Harrison	68
Buffalo Bills	Jim Kelly-to-Andre Reed	65
Baltimore Colts	Johnny Unitas-to-Raymond Berry	63

COMEBACK KINGS

If one thing is certain in the NFL, it's that you just never know.

Sure things looked bleak for the Indianapolis Colts on October 6 when they trailed the Tampa Bay Buccaneers 35-14 late in the fourth quarter. But then quarterback **PEYTON MANNING** heated up, and in what seemed like the blink of an eye, the Colts stunned the *Monday Night Football* audience, rallying for a thrilling 38-35 overtime victory.

"Some guys tighten up, but I've been around the block long enough," says Manning. "I know when we fall behind, I have to be patient."

Manning, who has started all 96 games of his NFL career, has been especially proficient at rallying the Colts to victory. The four-time All-Star has led Indianapolis on 19 game-winning drives in the fourth quarter or overtime in the past five seasons, the most in the NFL over that span. A closer look at the quarterbacks who shine when times are tough:

Quarterback	Most Game-Winning Drives 4th Qtr or OT (1999-03)	Quarterback	Most Game-Winning Drives 4th Qtr or OT (1999-03)
Peyton Manning, Ind	19	Steve McNair, Ten	13
Kerry Collins, Oak	17	Rich Gannon, Oak	12
Brett Favre, GB	15	Donovan McNabb, Phi	12
Brad Johnson, TB	15	Jake Plummer, Den	12
Jon Kitna, Cin	13		

But Manning was hardly alone last year in leading teams on the comeback trail. New York Jets quarterback **CHAD PENNINGTON** took his club to a 27-24 win at Oakland on November 9, guiding the Jets back from a 21-10 fourth-quarter deficit. Then two weeks later, he spearheaded an 11-play, 94-yard drive culminating in a three-yard touchdown pass to **SANTANA MOSS** in a 13-10 win over Jacksonville.

"Chad has a little bit of that aura," says his coach, **HERMAN EDWARDS**. "Everyone thinks he's going to do it."

New Pro Football Hall of Fame member **JOHN ELWAY** certainly had that aura, and to many, the former Denver Broncos great is the master of the fourth quarter comeback. Elway's late-game, come-from-behind antics endeared him to fans nationwide, and the ability to shine when things looked bleak is something No. 7 is very proud of.

"I think it was installed in me and our team to never stop fighting," says Elway. "Games were always close and we had the mindset that once we started coming back, we weren't going to stop. Until the clock said 0:00, we always felt we had a chance to win. Then the more we had success in coming back to win, the more confident we became that we were going to do it again."

QB “ADJUSTING” CAN MEAN A TD

The plays are all there on paper, nice and neat. In reality, quarterbacks will tell you, once you're on the field and the ball is snapped, things sometimes become unraveled.

Take the touchdown scored by Green Bay Packers tight end **BUBBA FRANKS** against Seattle in the team's NFC Wild Card game last year. Franks recognized a wide-open lane to the end zone and broke off his route to a streak down the middle of the field. Seconds later he was standing triumphantly in the end zone.

“Adjusting is what it's all about,” says Packers quarterback **BRETT FAVRE**, who identified the same weakness as Franks and hit him in stride for the score. “You draw all these plays up and you never get exactly what you study. But it's all about how you adjust.”

“If teams are going to put eight or nine guys in the box, I wouldn't want to match up against Brett and our receivers,” says Packers guard **MIKE WAHLE**. “Those guys really step up and make plays.”

When faced with a schematic wrinkle or a breakdown in protection, quarterbacks have two options: adjust the play or scramble from the pocket.

Here are three of the premier out-of-pocket QBs in the NFL today:

- **MICHAEL VICK, Falcons** – One of the shiftest quarterbacks ever to bark signals in the NFL, Vick creates a laundry list of problems for a defense once he leaves the pocket. The threat of Vick flinging the ball deep or tucking it down to run forces defenders in pursuit to pick their poison. More often than not, new passing lanes reveal themselves. If they don't, Vick has already proven to be a highlight machine once he commits to a scramble.
- **DONOVAN MC NABB, Eagles** – Though he is still a threat to run, McNabb's ability to identify and exploit holes in the defense with his arm has increased exponentially over the past few years. With newly acquired wide receiver **TERREL OWENS** now in the mix, McNabb's ability to make plays in the open field – be it via the run or the pass – will be augmented with T.O. in the lineup.
- **JAKE PLUMMER, Broncos** – This former Sun Devil became an Arizona legend for his ability to make things happen, especially when his team is trailing. A scrappy playmaker cut from the **DOUG FLUTIE** mold, Plummer isn't afraid to take his share of chances in hopes of hitting the big play.

Here are three of the purest “pocket passers” in the NFL today:

- **STEVE MC NAIR, Titans** – Just like McNabb, McNair relied heavily upon his ability to run the football early in his career. But Tennessee's gritty 2003 co-NFL MVP has become more of a traditional pocket passer over the past few seasons. He has more than lived up to his nickname, “Air McNair,” which has stuck with him since his days as a record-breaking QB for Division I-AA Alcorn State.
- **PEYTON MANNING, Colts** – Manning's reputation as a student of the game grows along with his passing stats every year. After countless hours of film study per week, Manning always knows where the weaknesses in a defense will be before snap of the ball. It also doesn't hurt that he is one of the most accurate quarterbacks in NFL history (62.9 percent completion rate, 88.1 career passer rating).
- **BRETT FAVRE, Packers** – Instinctive and unafraid of taking chances, Favre can sneak passes into even the tightest of spots. So if one of his targets adjusts his route to make a play, Favre is second to none in recognizing the adjustment and making it work to his advantage.



PENNINGTON PERFECT IN RED ZONE

It's the paydirt area, inside the 20. The last thing you want to do is to throw an interception. And that's something that New York Jets quarterback **CHAD PENNINGTON** has not experienced as an NFL quarterback. He has never thrown a pick in the red zone – but has 30 TDs in the area.

In his 85 red-zone attempts since 2002 when he became a starter, Pennington is perfect. Taking a look at other quarterbacks with favorable performances inside the 20, Pennington has some good company. Super Bowl MVP **TOM BRADY** (just three interceptions in 178 red-zone attempts) and Pro-Bowl selection **DONOVAN MC NABB** (two interceptions in 239 attempts) are also adept at avoiding interceptions from the 20, in, headlining a list that also includes Seattle's **MATT HASSELBECK** and Cleveland's **JEFF GARCIA**.

But with his gaudy numbers since 2002 – his career passer rating is 95.1 and he has thrown 37 touchdowns against only 18 interceptions – the pressure-packed red zone has seemed most like a comfort zone to Pennington.

"Focus and intensity in the huddle is turned up a notch inside the red zone," says Pennington. "Those are opportunities that you can't let pass by. You can't give them back."

The top five quarterbacks in avoiding interceptions in the red zone since 2002:

<u>QUARTERBACK</u>	<u>INT</u>	<u>ATT</u>	<u>PCT.</u>
Chad Pennington	0	85	0.00
Matt Hasselbeck	1	143	0.70
Donovan McNabb	2	239	0.84
Jeff Garcia	4	258	1.55
Tom Brady	3	178	1.69
Minimum 80 attempts			

YOU'RE FROM LOUISIANA? HAVE YOU QUARTERBACKED IN THE SUPER BOWL?

The Carolina Panthers' **JAKE DELHOMME** is only the latest in an amazingly long line of quarterbacks hailing from Louisiana who have played in the Super Bowl. Delhomme became the eighth Louisiana-born quarterback to do so this past season, when Carolina advanced to Super Bowl XXXVIII.

Perhaps the most notable quarterback to hail from Bayou country is Pittsburgh's Pro Football Hall of Famer **TERRY BRADSHAW**, a Shreveport native who won four NFL championships with Pittsburgh in the span of six years in the 1970s.

Carolina offensive coordinator **DAN HENNING** has coached his fair share of Louisiana quarterbacks, including **DOUG WILLIAMS**, who was the MVP of Super Bowl XXII, when he was part of **JOE GIBBS'** staff in Washington in 1987.

"Maybe somebody ought to do a study," says Henning. "I've had a lot of Louisiana quarterbacks and I don't know any of them that I haven't liked. Perhaps it's something in the water down there."

Impressive as the list already is, chances are it will grow again soon. Reigning NFL co-MVP **PEYTON MANNIG** and his younger brother **ELI** – the first pick in this year's NFL draft – were both born in Louisiana, as was Redskins quarterback **PATRICK RAMSEY**, who also played college ball in his home state for Tulane. Following is a chart of all the Louisiana natives to suit up at quarterback in a Super Bowl:

<u>QUARTERBACK</u>	<u>TEAM</u>	<u>SUPER BOWLS</u>	<u>SB MVPs</u>	<u>RECORD</u>	<u>HOMETOWN</u>
*Terry Bradshaw	Pittsburgh Steelers	4: IX, X, XIII, XIV	2	4-0	Shreveport, LA
Bubby Brister	Denver Broncos	2: XXXII, XXXIII	0	2-0	Monroe, LA
*Jake Delhomme	Carolina Panthers	1: XXXVIII	0	0-1	Breaux Bridge, LA
*Stan Humphries	San Diego Chargers	1: XXIX	0	0-1	Shreveport, LA
Kordell Stewart	Pittsburgh Steelers	1: XXX	0	0-1	Marrero, LA
Norris Weese	Denver Broncos	1: XII	0	0-1	Chalmette, LA
*Doug Williams	Washington Redskins	1: XXII	1	1-0	Zachary, LA
*David Woodley	Miami Dolphins	1: XVII	0	0-1	Shreveport, LA
*Starter	TOTALS	12	3	7-5	

Twenty-six states have produced at least one Super Bowl QB, with California sending 18 quarterbacks to the big game. Only one foreign-born QB has ever taken a snap in a Super Bowl: **MARK RYPIEN** (MVP of Super Bowl XXVI for the Redskins), who hails from Canada. Following is a chart of the top five states in terms of producing Super Bowl quarterbacks:

<u>STATE</u>	<u>SUPER BOWL QBs</u>
California	18
Pennsylvania	11
Louisiana	8
Ohio	4
New Jersey	4

STAUBACH ON HENSON

An interesting quarterback development is taking place this season in Dallas, where **DREW HENSON** – who backed up Tom Brady at Michigan – has returned to football after three years of playing minor league baseball.

"It was my choice," says Henson. "It was more that I love the game of football. I missed it more than I thought I would."

Everybody wants to know: was the layoff too long? No! says a former Cowboys quarterback (and Pro Football Hall of Famer) who ought to know – **ROGER STAUBACH**. Staubach spent four years in the Navy after winning the Heisman Trophy at the U.S. Naval Academy and then produced a Hall of Fame career in the NFL, helping the Cowboys to four NFC titles and two Super Bowl victories (VI, XII).

Why Staubach thinks Henson can be successful in the NFL:

- "Maybe he'll be even better because he's more mature."
- "The psyche that you've got this layoff that's going to affect you, that's crazy. As long as he's still competitive, still working out and still has a strong work ethic, he'll be as good now as he would've been coming out of college."
- "From an ability standpoint, I know I was physically stronger at 27 than when I was coming out of college. I was also wiser and more experienced."
- "Quarterback is a physical position, but it's also a leadership position. He's got the attributes of being a quarterback and that will always stay with him. My skills didn't erode because I was in the service. I don't think you can erode them if you're still young, still competitive."

QBs' FAVORITE QBs

Everybody has a favorite quarterback – even quarterbacks. They admire the way their peers play the game and compete.

Broncos QB **JAKE PLUMMER**, for instance, is a big fan of Tennessee's **STEVE MCNAIR**: "He's well rounded, he's tough and he makes it look easy," says Plummer of last season's Co-MVP (with Indianapolis Colts QB **PEYTON MANNING**).

Third-year Houston Texans quarterback, **DAVID CARR**, chooses **BRETT FAVRE** as his favorite: "Brett is fun to watch. He's the one guy in the NFL I would pay to watch. He doesn't care; he's got no fear."

Rookie quarterback **ELI MANNING**, of the New York Giants, agrees with Carr. Besides his brother Peyton, Eli's favorite quarterback is Favre. Says Eli: "He's so much fun to watch. He's so competitive, but he still has fun playing." Some favorite QBs of NFL QBs:

<u>QUARTERBACK</u>	<u>HIS FAVORITE QUARTERBACK</u>
Rex Grossman, Chicago	Trent Green, Kansas City
Jake Plummer, Denver	Steve McNair, Tennessee
Tim Couch, Green Bay	Brett Favre, Green Bay
David Carr, Houston	Brett Favre, Green Bay
A.J. Feeley, Miami	Donovan McNabb, Philadelphia Brett Favre, Green Bay
Eli Manning, New York Giants	Brett Favre, Green Bay
Shaun Hill, Minnesota	Duante Culpepper, Minnesota
Philip Rivers, San Diego	Brett Favre, Green Bay

RECORD NUMBER OF QB BROS

In 2004, there will be a season record five sets of brothers playing quarterback in the NFL, eclipsing the previous benchmark of three established in 2002.

The arrival of rookie quarterbacks **ELI MANNING** (NY Giants) and **LUKE MC COWN** (Cleveland) give 2004 the “Bro QB” record.

The Mannings and McCowns join the Detmers, Hasselbecks and Huards in forming the brother five-pack of '04.

“I’ve always looked up to Peyton,” said Eli of his elder brother, who has enjoyed tremendous success in the NFL since the Colts drafted him with the top overall pick in the 1998 NFL Draft. “He’s always been my role model growing up. Obviously, he set the standard for me being a quarterback and was someone I look up to and hope to one day be as good as.”

The 2004 list of NFL signal-calling brothers:

<u>FAMILY</u>	<u>BROTHER</u>	<u>TEAM</u>	<u>BROTHER</u>	<u>TEAM</u>	<u>COMMON YEARS IN NFL</u>
Detmers	Koy	Philadelphia Eagles	Ty	Atlanta Falcons	1997-2004
Hasselbecks	Tim	Washington Redskins	Matt	Seattle Seahawks	2002-2004
Huards	Brock	Seattle Seahawks	Damon	Kansas City Chiefs	1999-2002, 2004
Mannings	Eli	New York Giants	Peyton	Indianapolis Colts	2004
McCowns	Josh	Arizona Cardinals	Luke	Cleveland Browns	2004

Prior to this season, the following pairs of brothers played quarterback in the same seasons: **CRAIG** (Oilers, 1980) & **TERRY BRADSHAW** (Steelers, 1970-1983), **KOY** (Eagles, 1997-) & **TY DETMER** (Packers from 1992-95, Eagles from 1996-97, 49ers in 1998, Browns from 1999-00, Lions from 2001-03 and Falcons in 2004), **MATT** (Packers from 1999-2000 and Seahawks 2001-) & **TIM HASSELBECK** (Eagles in 2002 and Redskins from 2003-), **BROCK** (Seahawks from 1999-2001 and Colts 2002-) & **DAMON HUARD** (Dolphins from 1997-2000, Patriots from 2001-02 and Chiefs in 2004) and **ED** (Decatur/Chicago Staleys/Bears, 1920-27) & **JOEY STERNAMAN** (Bears from 1922-25, 1927-30, and Duluth Eskimos in 1923 Duluth Eskimos).

NFL QB BROTHER TRIVIA

- The **DETMER** brothers accomplished a unique feat in 1997. They both played quarterback for the same team! **KOY** and **TY** were both members of the Philadelphia Eagles during Koy’s rookie season. Two seasons later, Koy and Ty became the first set of brothers to throw touchdown passes on the same day (December 19, 1999). The Hasselbeck brothers accomplished the same feat last season on November 23.
- The **HUARDS** were the first pair of brothers in history to start at quarterback on the same day in the NFL on November 26, 2000, when Damon filled in for an injured **JAY FIEDLER** in Miami and Brock started in place of an injured **JON KITNA**. The Hasselbecks also duplicated that feat on November 23 last season.

In addition to the five sets of QB brothers, there are other pairs of brothers playing in the NFL in 2004. Following is a listing of some NFL brother combinations:

<u>NAME</u>	<u>BROTHERS</u>	<u>NAME</u>	<u>BROTHERS</u>
ANDREWS	T Shawn, PHI T Stacy, CIN	JOHNSON	RB Larry, KC WR Tony, SF
AYANBADEJO	LB Brendon, MIA FB Obafemi, ARZ	JOSEPH	T Carlos, SD DT William, NYG
BARBER	RB Tiki, NYG CB Ronde, TB	JENKINS	DT Cullen, GB DT Kris, CAR
BAILEY	LB Boss, DET CB Champ, DEN	KENNEDY	DT Brandon, DEN S Kenoy, DEN
BROWN	G Cornell, BAL G Ruben, BUF	MC KINNEY	C Seth, MIA C Steve, HOU
BOULWARE	S Michael, SEA LB Peter, BAL	MC DOUGLE	DE Jerome, PHI T Stockar, DET
CROCKETT	LB Henri, MIN FB Zack, OAK	MITCHELL	DE Clint, DEN C Jeff, CAR
DYSON	CB Andre, TEN WR Kevin, SD	MORTON	RB/KR Chad, NO WR Johnnie, KC
GBAJA-BIAMILA	DE Akbar, OAK DE Kabeer, GB	OGDEN	T Jonathan, BAL T/G Marques, JAX
GLENN	CB Aaron, HOU LB Jason, NYJ	PETERSON	RB Adrian, CHI LB Mike, JAX
GRAMATICA	K Bill, NYG K Martin, TB	SCHOBEL	DE Aaron, BUF TE Matt, CIN
HOLT	CB Terrence, DET WR Torry, STL	SHARPER	S Darren, GB LB Jamie, HOU
JOHNSON	LB Riall, CIN TE Teyo, OAK	TUCKER	T Rex, CHI T Ryan, CLE

NFL’S “THIRD-QUARTERBACK” RULE -- SOMETIMES MISUNDERSTOOD

The third-quarterback rule was instituted in 1991 to enable teams to have an emergency quarterback available who was not on the 45-man game-day active roster, since many teams, for strategic purposes, only carried two quarterbacks on their game-day roster.

Everybody thinks they understand the NFL’s “third-quarterback” rule. But do they?

The third quarterback rule states that if a third quarterback is inserted before the fourth quarter, a team’s first two quarterbacks cannot be used in the game at any position.

Another aspect of the rule is sometimes misunderstood. It is a coach’s decision as to whether a third quarterback will be used. The active quarterbacks do not have to be injured for a team to use its third quarterback.

THE POUNDERS ABOUND!

With quarterbacks firing laser-like passes to a bevy of aesthetically gifted wide receivers, it's no surprise that the NFL's aerial attack has captured the attention of fans from coast to coast.

But though the game in the air may be at a fever pitch of excitement, the league's talented corps of running backs has more than made its presence felt in the modern-day NFL. And according to some, their contributions have never been more important.

"I'll never back off the belief that the running game is crucial to success," says ESPN's **MERRIL HOGE**, who spent 1987-94 as a running back with the Pittsburgh Steelers and Chicago Bears. "The running game and running backs are crucial. Being able to run the football and to stop the run are the foundations of the game."

Consider the 2003 season, which was a resounding success for the guys who unmercifully pounded the ball and helped their teams win the old-fashioned way – on the ground.

Last year, there were 151 100-yard individual rushing games, the most all-time. There were six 1,500-yard rushers and four 1,600-yard rushers – the most ever in a single season. And for only the second time in history (1998), two players – Baltimore's **JAMAL LEWIS** and Green Bay's **AHMAN GREEN** – rushed for 1,800 yards. Plus, five players went over 2,000 scrimmage yards, the most ever.

"I felt that at the end of last year we may have been watching the best group of NFL running backs to ever play the game at one time," Hoge says. "There are a lot of dominant backs out there, guys that can play in every down and every situation."

Hoge's take on some of the NFL's top backs:

- **AHMAN GREEN**, Green Bay – "He has a certain smoothness about him. A very, very versatile player."
- **PRIEST HOLMES**, Kansas City – "Unbelievably in control. A guy that probably does not get as much credit as he deserves."
- **JAMAL LEWIS**, Baltimore – "His brute strength is amazing."
- **CLINTON PORTIS**, Washington – "He has a huge upside. He's not as tall, but the way he runs reminds me of an Eric Dickerson."
- **LA DAINIAN TOMLINSON**, San Diego – "The spitting image of Walter Payton. He reminds me so much of Walter with regards to size, agility, athleticism and the ability to catch the ball."

HISTORY'S 1,800-YARD SEASON RUSHERS

YEAR	RUNNING BACK	YARDS	YEAR	RUNNING BACK	YARDS
1963	Jim Brown, Cleveland	1,863	1994	Barry Sanders, Detroit	1,883
1973	O.J. Simpson, Buffalo	2,003	1997	Barry Sanders, Detroit	2,053
1975	O.J. Simpson, Buffalo	1,817	1998	Terrell Davis, Denver	2,008
1977	Walter Payton, Chicago	1,852	1998	Jamal Anderson, Atlanta	1,846
1980	Earl Campbell, Houston	1,934	2002	Ricky Williams, Miami	1,853
1983	Eric Dickerson, LA Rams	1,808	2003	Jamal Lewis, Baltimore	2,066
1984	Eric Dickerson, LA Rams	2,105	2003	Ahman Green, Green Bay	1,883
1986	Eric Dickerson, LA Rams	1,821			

RAVENS' LEWIS SOARS WITH ELITE RUSHERS

An animal of the air adorns his helmet, but the Baltimore Ravens' **JAMAL LEWIS** accumulates his staggering mileage on the ground.

In 84 NFL seasons, only one man – Pro Football Hall of Famer **ERIC DICKERSON** (2,105) – rushed for more yards in one season than Lewis did last year (2,066) for AFC North Division champion Baltimore. No player in NFL history ran for more yards in one game than Lewis did last September 14 when the 5-11, 231-pound dynamo ran through division rival Cleveland for 295 yards (for a 9.8-yard average).

Sharing the Ravens' roost with linebacker **RAY LEWIS**, the fifth-year running back may not be the first "Lewis" fans think of when pondering Baltimore, but No. 31 in purple lacks no attention from opposing defenders.

"Jamal's the kind of running back where, if you let him get rolling and he gets his pads down, he can just rip your arms out of their sockets," says Bengals linebacker **KEVIN HARDY**. "He's a big guy with power, but he's got some speed, too. Plus, he's shifty. When he has momentum, and he's running downhill, look out! Man, he's tough to tackle."

Only **BARRY SANDERS**, now a member of the Pro Football Hall of Fame, notched more 100-yard games in one season (14 in 1997) than Lewis did in 2003 (12). And only five players in league history had gained 1,000 yards in the first eight games of a season before Lewis joined that group a year ago.

"A game Jamal carries the ball 15 times is a game we are probably going to lose," says Ravens head coach **BRIAN BILLICK**. "We are very conscious of it. That is something we can't let happen. Jamal needs to get his hands on the ball."

Lewis ranks fourth in most rushing yards in the first 48 games of a career (since 1970):

PLAYER	TEAM	RUSHING YARDS	PER GAME AVERAGE
Eric Dickerson	L.A. Rams	5,418	112.9
Earl Campbell	Houston Oilers	5,245	109.3
Terrell Davis	Denver Broncos	4,775	99.5
Jamal Lewis	Baltimore Ravens	4,757	99.1
Edgerrin James	Indianapolis Colts	4,702	98.0

Lewis ranks second all-time in single-season rushing yardage:

PLAYER	TEAM	SEASON	RUSHING YARDS	PER GAME AVG.
Eric Dickerson	L.A. Rams	1984	2,105	131.6
Jamal Lewis	Baltimore Ravens	2003	2,066	129.1
Barry Sanders	Detroit Lions	1997	2,053	128.3
Terrell Davis	Denver Broncos	1990	2,008	125.5
O.J. Simpson	Buffalo Bills	1973	2,003	143.1

HOLMES IS HIS OWN TEAM

It had happened only twice in history. Kansas City Chiefs running back **PRIEST HOLMES** made it three times last year when he rushed for more touchdowns (27) than every team in the league. The feat had been accomplished in the past by **EMMITT SMITH** in 1995 (25) and **TERRY ALLEN** in 1996 (21):

PLAYER	TEAM	YEAR	RUSH TDs	TEAM	RUSH TDs
Priest Holmes	Kansas City	2003	27	Philadelphia	23
Terry Allen	Washington	1996	21	Denver	20
Emmitt Smith	Dallas	1995	25	Cincinnati	20

“He’s an unbelievable back,” says Minnesota Vikings head coach **MIKE TICE** about the three-time All Star. “The best all-around back in the league by far. You’re not going to stop him.”

Holmes’ 27 rushing touchdowns also broke the NFL single-season mark in the category held by Smith (25), and the overall season record set by **MARSHALL FAULK** in 2000 (26):

PLAYER	TEAM	YEAR	RUSH TDs
Priest Holmes	Kansas City	2003	27
Emmitt Smith	Dallas	1995	25
John Riggins	Washington	1983	24
Five tied	--	--	21

PLAYER	TEAM	YEAR	TOTAL TDs
Priest Holmes	Kansas City	2003	27
Marshall Faulk	St. Louis	2000	26
Emmitt Smith	Dallas	1995	25
John Riggins	Washington	1983	24
Priest Holmes	Kansas City	2002	24

“If I were still in the game, Priest Holmes is the running back I’d want to play with,” says former San Francisco 49ers quarterback and current ESPN analyst **STEVE YOUNG**.

In 2004, Holmes can become the first player in NFL annals to record three consecutive seasons with 20 total touchdowns. With 20 rushing touchdowns, he will become the only player in history with three such seasons in a row. And with 2,000 scrimmage yards, Holmes will tie Faulk for the most consecutive such seasons (four).

“It’s an honor to be blocking for the guy,” says Chiefs guard **BRIAN WATERS**. “I still don’t think people understand just how good a player Priest Holmes is. He runs, he catches, he blocks, he does it all. If you ask around the league, they know. They know that nobody is better.”

Following are Holmes’ career statistics with the Chiefs:

YEAR	G-S	RUSHING				RECEIVING				COMBINED		
		ATT.	YARDS	AVG.	TD	REC.	YARDS	AVG.	TD	ATT.	YARDS	TD
2001	16-16	327	1,555	4.8	8	62	614	9.9	2	389	2,169	10
2002	14-14	313	1,615	5.2	21	70	672	9.6	3	383	2,287	24
2003	16-16	320	1,420	4.4	27	74	690	9.3	0	394	2,110	27

TWO-HUNDRED TOMLINSON

Sixty-two players in NFL history have rushed for 200 yards in a game. Sixteen have accomplished the feat more than once. And only five have done it four times or more in a career. Of those five, four are members of the Pro Football Hall of Fame. The fifth is entering just his fourth NFL season. Meet San Diego Chargers running back **LA DAINIAN TOMLINSON**, who is sneaking up on some of the immortals.

“I’m an English major and I run out of superlatives,” says Chargers head coach **MARTY SCHOTTENHEIMER**. “What are you going to say about the guy? He’s a remarkable player.”

Tomlinson rushed for two 200-yard games last year to give him four in his career, tying him for second place all-time in the category with **JIM BROWN**, **EARL CAMPBELL** and **BARRY SANDERS**, and putting him two behind **O.J. SIMPSON**:

PLAYER	TEAM	YEARS	200-YARD RUSH GAMES
O.J. Simpson	Buffalo, San Francisco	1969-1979	6
Jim Brown	Cleveland	1957-1965	4
Earl Campbell	Houston, New Orleans	1978-1985	4
Barry Sanders	Detroit	1989-1998	4
LaDainian Tomlinson	San Diego	2001-2003	4

“The guy is incredible,” says Chargers fullback **LORENZO NEAL**. “He’s Superman without the cape.”

Following are Tomlinson’s 200-yard rushing games:

DATE	OPPONENT	ATT.	YARDS	TDs	RESULT
Dec. 28, 2003	Oakland	31	243	2	W, 21-14
Dec. 1, 2002	Denver	37	220	3	W, 30-27 (OT)
Sept. 29, 2002	at New England	27	217	2	W, 21-14
Oct. 19, 2003	at Cleveland	26	200	1	W, 26-20

Also in 2003, Tomlinson became the first running back in history with 100 receptions and 1,000 rushing yards in the same season.

Schottenheimer, who is entering his 18th full season as an NFL head coach, calls Tomlinson the most complete back he has ever seen. “I’ve been doing this for a long time,” he says. “I’ve never seen anybody like him. Nobody. He’s incredible.”

Following are the running backs with the most receptions in a 1,000-rushing yard season:

PLAYER	TEAM	YEAR	RECEPTIONS	RUSH YARDS
LaDainian Tomlinson	San Diego	2003	100	1,645
Roger Craig	San Francisco	1985	92	1,050
Marshall Faulk	St. Louis	1999	87	1,381
Marshall Faulk	St. Louis	1998	86	1,319
James Wilder	Tampa Bay	1984	85	1,544



BEST OF THE BLOCKERS?

For a guy who is not exactly a household name, San Diego's **LORENZO NEAL** has certainly had a notable career. From starting Tennessee's memorable "Music City Miracle: play in a 1999 Wild Card game to doing what six teams have hired him for – blocking – Neal has an impressive dossier.

It is highlighted by him putting his 245 pounds into onrushing defenders to clear the way for seven consecutive 1,000-yard rushers -- **ADRIAN MURRELL**, **WARRICK DUNN**, **EDDIE GEORGE** (twice), **COREY DILLON** (twice), and in 2003, **LA DAINIAN TOMLINSON**. Chargers head coach **MARTY SCHOTTENHEIMER** calls Neal the best blocking back in the NFL.

The seven consecutive 1,000-yard rushers **LORENZO NEAL** has blocked for, and choices by NFL coaches of the best blocking backs in the league:

NEAL BLOCKED FOR	RB PRODUCTION
Adrian Murrell, NY Jets, 1997	1,086
Warrick Dunn, Atlanta, 1998	1,026
Eddie George, Tennessee, 1999	1,304
Eddie George, Tennessee, 2000	1,509
Corey Dillon, Cincinnati, 2001	1,315
Corey Dillon, Cincinnati, 2002	1,311
LaDainian Tomlinson, San Diego, 2003	1,645

COACH	BLOCKING BACK CHOICE	COMMENTS
Baltimore RB coach Matt Simon	Alan Ricard, Balt.	"I think Alan is one of the best fullbacks."
Browns head coach Butch Davis	Terrelle Smith, CLE	"We like his style of play and determination."
Bucs LB coach Joe Barry	Mike Alstott, TB	"He's a punishing blocker."
Dolphins off. coord. Chris Foerester	Lorenzo Neal, SD	"He has a tremendous desire to block."
Vikings RB coach Dean Dalton	Tony Richardson, KC	"He's a pretty physical back with good hands."
Rams head coach Mike Martz	Fred Beasley, SF	--

THIRD & ONE, COACH. WHOSE BELLY DO YOU PUT IT INTO?

When they *gotta* get that one yard, which running back – past or present – would NFL coaches want to give the ball to?

Baltimore Ravens running back coach **MATT SIMON**, for one, would choose one of his own backs for the job – **JAMAL LEWIS**. "I like his strength," says Simon. "All he needs is a crack and I am pretty sure that he could get a yard on his own."

Ten coaches pick their third-and-short guy:

COACH	PLAYER
Bucs LB coach Joe Barry	Deuce McAllister
Broncos def. coord. Larry Coyer	Tony Richardson
Vikings RB coach Dean Dalton	Marcus Allen
Browns head coach Butch Davis	Larry Csonka
Titans head coach Jeff Fisher	Walter Payton
Dolphins off. coord. Chris Foerester	Mike Alstott
Rams head coach Mike Martz	Marshall Faulk
Chargers head coach Marty Schottenheimer	LaDainian Tomlinson
Baltimore RB coach Matt Simon	Jamal Lewis
Bears RB coach Tim Spencer	Walter Payton
Packers special asst. Vince Tobin	Jim Brown

FEW FUMBLES

Sure hands are something every NFL running back needs to have. New York Jets running back **CURTIS MARTIN** has some of the *surest* hands in the game, committing a fumble every 127.3 times he carries the ball. Of the top five active members in the category, Martin has the most attempts (2,927) and yards (11,669).

"Watch Curtis Martin run," says Pro Football Hall of Fame running back **JIM BROWN**. "That is the way football should be played."

Martin, who rushed for 1,308 yards last year, is one of only two players in NFL history (Pro Football Hall of Fame running back **BARRY SANDERS**) to rush for 1,000 yards in each of his first nine seasons.

"My goal is to become what isn't the norm," says Martin. "I want to feel like at 31, I've learned all the ins and outs that will help me be even better. I know my heart is in it stronger than ever, and I'm gaining a greater love for the game as the years go on."

Following are the active rushers with the highest carries per fumble average (minimum 1,000 attempts):

FUMBLE? NOT!

PLAYER	ATTEMPTS	FUMBLES	ATT. PER FUMBLE	RUSHING YARDS
Priest Holmes	1,419	8	177.4	6,692
Curtis Martin	2,927	23	127.3	11,669
LaDainian Tomlinson	1,024	9	113.8	4,564
Warrick Dunn	1,425	13	109.6	5,799
Fred Taylor	1,377	13	105.9	6,356

HOLT & MOSS: A CATCH COMES WITH THEM

The game-breaking wide receiver is a prized commodity in the NFL, and wideouts **TORRY HOLT** of the St. Louis Rams and **RANDY MOSS** of the Minnesota Vikings are two such performers at the top of their games.

The duo are linked in the minds of many in any discussion of the NFL's top wide receivers. In 2003, they topped the charts in receptions and receiving yards, with Holt leading the league with 117 catches for 1,696 yards, and Moss finishing a close second in both categories, totaling 111 receptions for 1,632 yards.

When the Rams defeated the Vikings 48-17 on November 30, both players stood out. Holt finished with eight catches for 102 yards while Moss posted 10 receptions for 160 yards and one touchdown.

The pair will aim to continue their ascent among the game's elite this season, which includes the pursuit of some significant milestones. Holt finished last season with 10 100-yard receiving games, becoming only the fifth player in NFL history to accomplish the feat. With 12 100-yard games this season, he will surpass **MICHAEL IRVIN**'s record 11 such games in 1995.

Holt's success is no surprise to teammate **AENEAS WILLIAMS**, who enters his 14th season in 2004. Williams, who started all 16 games for the Rams at safety a year ago, is impressed with his teammate's determination to excel.

"Torry is an extremely hard worker who's very talented," says Williams. "He had the awesome benefit, which to me is critical for young players when they initially get in the league, to get great tutoring and coaching. Torry has tremendous assets. He is an excellent route runner with excellent hands, and has the ability to adjust and make the plays on the deep ball. He also has the speed to get by people."

Moss needs 1,000 yards to become the first player in NFL history with 1,000 yards in each of his first seven seasons. He already is the only person to accomplish the feat in his first six years and aims to build upon an already impressive legacy.

Williams, who has lined up in the opposing defensive backfield from Moss, including in the Rams' win last November, knows what a challenge that is.

"Not only did Randy have the natural gifts of speed, size, hands and acrobatic ability, but he also had Cris Carter in Minnesota," Williams said. "He had a mentor that could show him how to beat defenders and run routes as a receiver. Randy also works extremely hard and has the ability to play the ball very well."

HOLT & MOSS IN '03

RECEIVER	REC./NFL RANK	REC. YARDS/NFL RANK
Torry Holt, St. Louis	117 (1)	1,696 (1)
Randy Moss, Minnesota	111 (2)	1,632 (2)

RICE ONLY NON-KICKER IN TOP 20?

JERRY RICE can have his usual milestone-reaching season in numerous categories this year, as he continues to distance himself from the competition on the all-time receiving lists. But one achievement can set the Oakland Raiders wide receiver apart more than the rest.

With nine points, Rice will become the first position (non-kicking) player to rank in the top 20 on the all-time scoring list. He enters the season with 1,236 points – nine short of passing kicker **JIM BREECH** (1,246 in 20th place) in total scoring. Of the players on the list, only **GEORGE BLANDA**, who played 26 seasons as a kicker and quarterback, has scored more than one touchdown; the rest of the top 20 is comprised of kickers only.

Set to play yet *another* season, the soon-to-be 41-year-old Rice is entering his 20th year as an NFL wide receiver. The NFL career leader in receptions, receiving yards, yards from scrimmage and touchdowns, Rice continues to defy logic and amaze his peers. How has he stayed at the top of his game for so long? His legendary work ethic is second to none.

"When you talk to people who know Jerry Rice, they constantly use him as an example of work ethic," says new Denver safety **JOHN LYNCH**, who will now see plenty of Rice in the AFC West Division this year. "Everybody can play on [talent] for five, six years. But, after that, it starts coming down to your work ethic. For him to be out here at 40 years old and still playing at the level he is, is just remarkable, and it keeps guys like me smiling."

Rice's grueling offseason conditioning program has kept him healthy since he broke into the league in 1985 with San Francisco. Other than a season lost to a knee injury in 1997, Rice has not missed a football game in his career due to injury.

"He is not a normal human being," former 49ers teammate **RANDY CROSS** once said of Rice.

In addition to the possibility of a spot on the top 20 scoring list, Rice is six touchdowns away from becoming the first player in history to amass 200 touchdown catches. Minnesota's **CRIS CARTER** is a distant second to Rice in TD receptions, trailing by 64. To put this accomplishment in perspective, only three players in the history of the NFL have racked up even 100 touchdown receptions.

Rice will continue to play as long as he is physically able. "The pedal is still to the metal," he says. "No shortcuts."

The top 21 all-time scorers in NFL history, and the top 10 in TD receptions:

<u>RANK</u>	<u>PLAYER</u>	<u>TD</u>	<u>PAT</u>	<u>FG</u>	<u>POINTS</u>	<u>RANK</u>	<u>PLAYER</u>	<u>TD</u>	<u>PAT</u>	<u>FG</u>	<u>POINTS</u>
1	Gary Anderson	0	783	521	2,346	12	*John Carney	0	404	343	1,433
2	*Morten Andersen	0	753	502	2,259	13	Matt Bahr	0	522	300	1,422
3	George Blanda	9	943	335	2,002	14	Mark Moseley	0	482	300	1,382
4	Norm Johnson	0	638	366	1,736	15	Jim Bakken	0	534	282	1,380
5	Nick Lowery	0	562	383	1,711	16	*Steve Christie	0	435	314	1,377
6	Jan Stenerud	0	580	373	1,699	17	Fred Cox	0	519	282	1,365
7	Lou Groza	1	810	264	1,608	18	*Matt Stover	0	401	321	1,364
8	Eddie Murray	0	538	352	1,594	19	*Jason Elam	0	449	288	1,313
9	Al Del Greco	0	543	347	1,584	20	Jim Breech	0	517	243	1,246
10	Pat Leahy	0	558	304	1,470	21	*Jerry Rice	206	0	0	1,236
11	Jim Turner	1	521	304	1,439		*Active				



DANTE'S RETURN INFERNO

He captivated NFL country for the first half of last season. **DANTE HALL** and his darting touchdown returns made everyone in stadiums and watching on TV stop to see what he would do next.

Hall ended up tying the single-season record for most kick-punt return TDs (four) and doing it in the fewest number of games (four). He has averaged 79.8 yards on his 11 career touchdowns, the most of any player in history with at least 10 TDs. How does he do it?

His thoughts on his talent:

DANTE'S VIEW

- “The main thing I try to do is just follow the scheme and follow the blockers. You follow the structure and then let your natural instincts take over.”
- “It’s nothing special that I’m doing. It’s just a total team effort. They guys up front give me tremendous effort and I’m just a by-product of their hard effort.”
- “This is the first time ever that I’ve been involved returning kicks that all 10 guys blocking really get hyped up to go return a kick. You can just see it in their faces. The guys get pumped up and excited.”
- “I play for a coach (Dick Vermeil) that lets me take more chances. I think it helps me to play for a guy that allows me to just go out there and create.”
- “I think it’s all God-given instincts, really. Since college, I have never worked on practicing instincts. It just naturally happens out there on the field.”

FEW FAIR CATCHES

San Diego Chargers punt returner **ERIC PARKER** just does not like to raise his arm. In 2003, Parker had the fewest fair catches – a grand total of two – among the top 10 punt returners.

For Parker, the commitment to avoiding fair catches boils down to a simple game of numbers.

“The fewer fair catches you attempt, the more touchdowns you can score and the bigger returns you can have,” says Parker, who averaged 9.0 yards per return last season. “Anytime you fair catch, you always see on film that you could have run for some yardage or made a touchdown. You always see that you could have gotten by at least one defender.”

Though he only opted to fair catch twice last season, Parker knows it still has to be a possibility. If it isn’t, players will start gunning for the big hit even more.

“You have to mix it up from time to time,” he says. “You don’t want anybody to outthink you and start realizing that you aren’t going to fair catch and then they really get down and around you. You have to mix it up. You also know that each day you just don’t want to fair catch, because there is always a big play.”

What’s Parker’s best advice when it comes to receiving punts? “Just get the ball and go.”

The top 10 NFL punt returners of 2003 ranked by fair catches:

PLAYER	RETURNS	FAIR CATCHES
Eric Parker, SD	23	2
Peter Warrick, CIN	25	8
Deltha O’Neal, DEN	33	10
Antwaan Randle El, PIT	45	12
Troy Brown, NE	29	13
Dante Hall, KC	29	14
Phillip Buchanon, OAK	36	14
David Allen, JAX	27	15
Justin McCareins, TEN	29	17
Santana Moss, NYJ	30	18

NFL NICKNAMES

From “**SLINGIN’ SAMMY**” **BAUGH** to **WALTER “SWEETNESS” PAYTON**, NFL players have always had Hall of Fame nicknames.

Today’s players are no different. A sampling of some NFL nicknames:

PLAYER	NICKNAME	MONIKER DERIVATION
49ers DT Anthony Adams	Double ‘A’	Teammates say he keeps moving like the energizer battery.
Packers LB Nick Barnett	Nick Beats	His hip-hop mixing and DJ ability.
Jets WR Wayne Chrebet	Nails	His style of play.
Bucs DT DeVone Claybrooks	Headquarters	The size of his head.
Chiefs DT Lionel Dalton	Jelly Roll	His eating habits and massive size.
Texans CB Demarcus Faggins	Petey	Grandmother thought he looked like the dog from Little Rascals.
Rams WR Torry Holt	Big Play	Makes big plays in big games.
Ravens LB Ray Lewis	Sugar Ray	His ability to deliver the knockout hit.
Browns T Quasim Mitchell	Big Cakes	Is big and likes cake.
Eagles LB Mark Simoneau	Frenchy	The French origin of his name.
Vikings LB Dontarrious Thomas	Reindeer	Running form has a gallop.
Bears CB Charles Tillman	Peanut	Aunt thought he looked like a peanut as a baby.
Titans S Clevan Williams	Tank	Family thought he should have a tank of milk instead of a bottle.



JUST WHAT DOES THE O.L. DO?

They definitely are the most invisible players on the field.

Offensive linemen are *big*. But other than that, most fans cannot tell you what they actually do.

That's why **BRIAN BALDINGER**, a 12-year veteran NFL offensive lineman who played center, tackle and guard in his career and is now a FOX NFL and NFL Europe League analyst, was enlisted to break down each position and explain just what those big behemoths are doing.

"Linemen are naturally aggressive players, but they can't try to knock somebody down every play," says Baldinger, who knows discipline is the most important asset any lineman can possess. "The defense is constantly bringing the fight to them, and they need to keep their aggressiveness in check or people will use it against them. The really good linemen have unbelievable restraint.

"They can still beat their opponents in a dogfight, but they know they can't knock the heck out of somebody all the time without getting overextended."

Here is Baldinger's positional breakdown of the offensive line, which details some of the important traits and skills of each spot and identifies some of the best players in the business:

CENTERS

"The center is a guy that has to be a natural leader. He essentially becomes the 'traffic cop' or quarterback of the line, because he has to bark the orders if they change the play or if it's a 'check with me' adjustment. They need to be strong, very gregarious and outgoing. Centers also have to be able to work with their guards. Effective centers makes guards better by setting the trap blocks and double-teams properly. It's important to build it from the "inside out," which starts with a good center. Solidification of the running game as well as establishing a pocket for the quarterback starts with the center."

- **MATT BIRK, Minnesota Vikings:** "Very smart. He could coach the 'O' line. Matt is such a good athlete, he could actually start at guard, center or tackle and still be a Pro Bowl player. He's bigger than most at centers at 6-5, but he might be the most athletic center in the league."
- **OLIN KREUTZ, Chicago Bears:** "Compact, strong and smart. Kreutz isn't flamboyant or flashy, but you never see Olin get beat. He reminds me a lot of Mark Stepnoski because of his very quick first step. I bet he's an awesome racket ball player."

GUARDS

"Guards need to have great eyes and see so much. People can come from outside or inside, so they need to see very well – have that field vision. They need to see twists, stunts and read stances on the spot every play. Guards must be strong enough to stop power rushers but athletic enough to block guys like **WARREN SAPP**. Like centers, guards must be smart and able to think on their feet – got to have a high football IQ. Guard assignments are constantly changing right up until the snap of the ball. The best guards can pull at full speed and not slow down in space."

- **WILL SHIELDS, Kansas City Chiefs:** "He pulls so much he'd almost be better off wearing track shoes for games. He is the lead dog for Priest Holmes on the corner, setting up a lot of the big runs he breaks to the outside. His quickness really sets him apart."
- **MARCO RIVERA, Green Bay Packers:** "Just an outstanding guard. He's a big guy at 6-5, 315, but he's very athletic. Most of Ahman Green's biggest runs start with Rivera pulling left. He's great at recognizing which type of block is appropriate depending on the defense."

TACKLES

"Tackles are basically in their own world – one guy to block on most plays. They have a one-on-one battle with the 'D' end or an outside backer. When you go out there to play that position, you have to think 'my man is the best pass rusher and he's mine.' Tackles have to have incredible skill, because half the games are on the road when then can't hear the QB. They need to be able to see the football out of the corner of their eye and trust that. It's very difficult for a lot of players. There's no excuse for offsides. The need to be big enough, have long enough arms to pass protect anybody, and nimble enough to block a 250-pound backer coming full speed. If a quarterback even sees a different color jersey coming off the side, he's pulling it down and running, so tackles can't even give the *impression* that they are getting beat."

- **JONATHAN OGDEN, Baltimore Ravens:** "He's so good he doesn't even need a coach. He knows exactly why he gets beat, which is almost never, and knows immediately how to correct it. He's amazingly consistent. Of the 30 or so pass plays in a game, he will hit the same spot with his hands on the guy he is blocking at least 20 of those plays. He's an incredible technician."
- **ORLANDO PACE, St. Louis Rams:** "Because he is so dominant, Pace never needs any help. He does things that most teams use two players to accomplish. Just like Ogden, he's an amazing technician. His technique is flawless."

FUTURE NFL GREATS

Their peers think they're going to be great.

Survey NFL players on who they think will be a "future great" and you'll get a whole range of choices -- all promising. NFL players choose their "future greats":

PLAYER	CHOICE FOR FUTURE NFL GREAT
Tampa Bay CB Ronde Barber	Tampa Bay QB Chris Simms
Green Bay LB Nick Barnett	Arizona WR Anquan Boldin
Baltimore CB Gary Baxter	Baltimore SS Ed Reed
St. Louis WR Isaac Bruce	Miami T Wade Smith
Houston QB David Carr	San Diego RB LaDainian Tomlinson: "LaDainian Tomlinson is a good back. He hasn't gotten the respect I think he deserves. I played against him in college and he's doing a great job."
San Diego CB Sammy Davis	New England WR Bethel Johnson
Cleveland QB Jeff Garcia	Cleveland TE Kellen Winslow: "Kellen is a future great because of all his tools and determination."
Denver SS John Lynch	Denver LB D.J. Williams: "A lot of players have skills, but he has special skills, and he loves the games. He wants to be great and he works hard at it."
Tennessee CB Samari Rolle	San Diego RB LaDainian Tomlinson
Jacksonville RB Fred Taylor	Jacksonville QB Byron Leftwich: "He'll be one of those players that you read about when you're an old man chilling on the beach."
Chicago CB Charles Tillman	Dallas QB Drew Henson: "He's got all the ability to be great."
Minnesota RB Moe Williams	Minnesota RBs Onterio Smith and Michael Bennett: "Onterio has a great work ethic and Mike is already great. Those are the two guys I see coming up."

"ICING" DOESN'T FREEZE KICKERS

It happens weekly. The field-goal kicker trots out to do his thing, lines up, and the defense calls timeout to "ice" the kicker – make him nervous, pressure him. But does it really work?

Apparently not. Not if you believe the kickers themselves. They say, in fact, that it helps them. The most common response was that "icing" simply gave them more time to prepare, and therefore, kick successfully. Following are comments from six NFL kickers on why they like to be "iced":

- **KRIS BROWN**, Houston Texans: "Icing actually helps me because I can go through my routine and relax. I have a tougher time when I have to rush out on the field and make a kick without visualizing it first. Kicking is a process and the more time you have to go through the whole process, the better."
- **JASON ELAM**, Denver Broncos: "I love it when the opposing coach tries to 'ice' me, because he doesn't realize that it just gives me more time to prepare. So much about kicking has to do with picking a good place to spot the ball and making sure the footing is solid, and that timeout just gives me more time to prepare and go into the kick with more confidence."
- **NATE KAEDING**, San Diego Chargers: "It just kind of gives you a chance to calm down. Sometimes you might just be thrown out there and your heart's beating real fast and they (icings) just give you a chance to get out there and kind of talk to yourself and calm yourself down. I might go off to the sideline and hit a ball or two into the net. The more I get to think about it the better off I'm going to be."
- **OLINDO MARE**, Miami Dolphins: "You can get good footing and get a good spot. It gives you more time to determine the wind and set up. I think it's harder the other way. You can talk to your guys. The linemen get an extra breath or two. I think it's an advantage."
- **JOE NEDNEY**, Tennessee Titans: "It gives me more time to prepare myself."
- **MATT STOVER**, Baltimore Ravens: "Typically before the kick, you don't have time to go out on the field and to check the conditions. Because of the 'icing,' I have more time to assess the situation and to kick the ball right."

LANDETA'S ADVICE FOR A LONG NFL LIFE

St. Louis Rams punter **SEAN LANDETA** will be playing in his 20th NFL season this year – a milestone not many players reach.

"Every year, the best moment in the 365-day year for an NFL player is the day you make the team," says Landeta, who joins **JERRY RICE** (20) as one of three active players (**MORTEN ANDERSEN**, 22) with at least 20 years of service.

How does a player get to last 20 years in the rough-and-tumble world of the NFL?

Landeta offers five tips on league longevity:

1. Physically, do the things necessary in order to get yourself in a position to play well enough to be at this level.
2. Stay hungry mentally. Have the desire to practice and work out and love what you do.
3. Practice hard.
4. Keep it simple. Don't worry about other things.
5. Hope you do it better than the other guy.

Landeta had a chance to talk to **GEORGE BLANDA** a few years ago and asked him about his last training camp.

"Blanda was about 48, played 26 years," says Landeta. "And he was still talking about how much better he was than the guy they kept! I love that. You'd think he'd say that he played 26 years and it was time, but he wasn't saying that. I learned something from that; he still had the desire to play." Players entering 2004 with the most experience:

NOT GETTING OLDER, BUT BETTER

PLAYER	SEASONS
Morten Andersen, Kansas City	23
Sean Landeta, St. Louis	20
Jerry Rice, Oakland	20
Vinny Testaverde, Dallas	18
Chris Chandler, St. Louis	16
John Carney, New Orleans	16
Tim Brown, Oakland	16
Jeff Feagles, NY Giants	16



“FIRST EVER” ... “MOST EVER” ... “MOST CONSECUTIVE”: NO MATTER HOW YOU SLICE IT, IT CAN BE DONE THIS YEAR!

A good number of records can fall in 2004. Streaks can be extended, milestones reached.

A chart of all the key player feats that can be accomplished this year:

PLAYER	ACCOMPLISHMENTS IN NFL HISTORY	NEEDS
Morten Andersen, Chiefs	Most points (has 2,259).	88 points
Jerome Bettis, Steelers	Fourth place all-time rushing yards.	907
Tim Brown, Raiders	Second player with 10 seasons of at least 1,000 yards receiving.	1,000 receiving yards
Daunte Culpepper, Vikings	Most seasons with 3,000 passing yards and 400 rushing yards.	3,000 passing/400 rushing
Brett Favre, Packers	First player with 11 consecutive seasons of 20 TD passes. First quarterback to start 200 consecutive games. Second player to throw 350 touchdowns. Third player to pass for 47,000 yards.	3,676 passing yards 4 TD passes 20 TD passes 11 consecutive starts
Marvin Harrison, Colts	First player with five consecutive 100 catch seasons. Most 1,500-yard receiving seasons.	100 receptions 1,500 receiving yards
Peyton Manning, Colts	First player with 4,000 yards passing in six consecutive seasons. First player to throw for 25 TDs in seven consecutive seasons.	4,000 passing yards 25 TD passes
Curtis Martin, Jets	First player with 250 carries in each of first 10 seasons. Second player with 1,000 yards rushing in first 10 seasons.	250 carries 1,000 rushing yards
Steve McNair, Titans	Most seasons with 3,000 passing yards and 400 rushing yards.	3,000 passing/400 rushing
Randy Moss, Vikings	First player with 1,000 yards receiving in first seven seasons.	1,000 receiving yards
Clinton Portis, Redskins	First player to rush for 1,500 yards in first three seasons.	1,500 rushing yards
Jerry Rice, Raiders	First player with 24,000 yards from scrimmage. First player with 23,000 yards receiving. First player with 200 career receiving touchdowns.	889 yards from scrimmage 534 receiving yards 6 TD receptions
Emmitt Smith, Cardinals	First player with 18,000 yards rushing.	582 rushing yards
LaDainian Tomlinson, Chargers	First running back with 100 receptions in consecutive seasons.	100 receptions



ACTIVES IN ALL-TIMES

Many active NFL players are holding their own with the all-time greats.

This year, the Green Bay Packers' **BRETT FAVRE** and St. Louis Rams' **MARSHALL FAULK**, among others, can continue to climb the all-time charts.

Following are charts of five major NFL career categories with active players in ***bold and italics*** (other active all-time categories can be found on page 4)

SCORING

<u>Player</u>	<u>Points</u>
Gary Anderson	2,346
<i>Morton Andersen</i>	<i>2,259</i>
George Blanda	2,002
Norm Johnson	1,736
Nick Lowery	1,711

TOUCHDOWNS

<u>Player</u>	<u>TDs</u>
<i>Jerry Rice</i>	<i>205</i>
<i>Emmitt Smith</i>	<i>166</i>
Marcus Allen	145
Cris Carter	131
<i>Marshall Faulk</i>	<i>131</i>

PASSING YARDS

<u>Player</u>	<u>Yards</u>
Dan Marino	61,361
John Elway	51,475
Warren Moon	49,325
Fran Tarkenton	47,003
<i>Brett Favre</i>	<i>45,646</i>

INTERCEPTIONS

<u>Player</u>	<u>INTs</u>
Paul Krause	81
Emlen Tunnell	79
<i>Rod Woodson</i>	<i>71</i>
Dick Lane	68
Ken Riley	65

PUNTING

<u>Player</u>	<u>Avg.</u>
<i>Shane Lechler</i>	<i>45.7</i>
Sammy Baugh	45.1
Tommy Davis	44.7
Yale Lary	44.3
<i>Todd Sauerbrun</i>	<i>44.0</i>

HISPANIC INFLUENCE RISES IN NFL

The U.S. Census Bureau in June released new estimates that showed that the Hispanic population continues to grow at a much faster rate than the population as a whole.

The NFL is well aware of that growth rate.

In 2003, five NFL teams hosted "NFL Workshops en Español" to give Spanish-speaking fans an opportunity to learn about life in the NFL, the history of football, strategy, equipment and officiating, and receive helpful hints on watching a game – all in Spanish.

In broadcasting, Westwood One returns as the Spanish-language radio partner for 2004. Westwood One's *NFL Futbol Americano* lineup features a 30-game broadcast schedule including *Monday Night Football* and Thanksgiving Day games, the NFL Playoffs, the AFC and NFC Championship games and Super Bowl XXXIX. Coverage begins when the NFL kicks off the season on Thursday, September 9 as the New England Patriots host the Indianapolis Colts.

The NFL's Latino players stayed busy this offseason.

Atlanta Falcons guard-center **ROBERTO GARZA** spent his Cinco de Mayo with President **GEORGE W. BUSH**. "Being with the President of the United States was just incredible," says Garza. "You watch TV and hear someone announce, 'Ladies and gentlemen, the President of the United States,' but when you're in the room and they say it and the President walks in, it was just an overwhelming feeling."

For four weeks this summer, Kansas City Chiefs tight end **TONY GONZALEZ** took Spanish lessons in San Miguel De Allende, Mexico, attending six hours of classes each day. Meanwhile, Green Bay guard **MARCO RIVERA** participated in a four-day NFL-USO trip to the Middle East to visit U.S. military bases in Kuwait and Qatar. "Meeting President Bush in 2002 was nice," he says. "Going to the Pro Bowl, that was a great personal accomplishment. But when you get the chance to go overseas and meet American troops who are putting their lives on the line every day, that means more to me than anything else."

On the field, Latinos continue to make a significant impact throughout the league. Kansas City's Gonzalez is the all-time leading pass catcher in Chiefs history, owning 468 catches. He was selected as the AFC's starting tight end in the Pro Bowl for the fifth consecutive year in 2003. San Diego linebacker **DONNIE EDWARDS** led the Chargers with 162 tackles and was named by his teammates as the recipient of the David Griggs Memorial Award for Defensive Player of Year for the second consecutive season. Teammate **ZEKE MORENO** finished second on the team with a career high of 95 tackles at linebacker.

A list of some 2004 Hispanic NFL Players:

<u>Player</u>	<u>Position</u>	<u>Team</u>	<u>Player</u>	<u>Position</u>	<u>Team</u>
Luis Almanzar	DT	Denver	Tony Gonzalez	TE	Kansas City
Ken Amato	LS	Tennessee	Bill Gramatica	K	NY Giants
Richard Angulo	TE	Minnesota	Martin Gramatica	K	Tampa Bay
Adam Archuleta	S	St. Louis	Jason Jimenez	T	Green Bay
Jason Babin	LB	Houston	Victor Leyva	G	Cincinnati
Edgar Cervantes	RB	NY Giants	Joe Maese	LS	Baltimore
Jorge Cordova	LB	Jacksonville	Zeke Moreno	LB	San Diego
Donnie Edwards	LB	San Diego	Carlos Perez	WR	Philadelphia
Antonio Garay	DT	Cleveland	Marco Rivera	G	Green Bay
Frank Garcia	C	Arizona	Antonio Rodriguez	LB	Houston
Jeff Garcia	QB	Cleveland	Dario Romero	DT	Miami
Roberto Garza	C	Atlanta	Scott Tercero	G	St. Louis
Joaquin Gonzalez	T	Cleveland			

LA INFLUENCIA HISPANA EN LA NFL

Nuevos estimados dados de la Oficina del Censo de los Estados Unidos indican que la población latina de la nación continua creciendo a una tasa mucho más rápida que la población en general. La NFL está bien enterada de esa tasa de crecimiento.

En 2003, cinco equipos de la NFL tuvieron "NFL Workshops en Español" (talleres de la NFL) para dar a los aficionados hispanohablantes la oportunidad de aprender sobre la NFL, la historia del deporte, estrategia, equipamiento, arbitraje y pistas sobre qué observar en un partido – todo en español.

Westwood One regresa esta temporada con transmisiones radiales nacionales en español. NFL Fútbol Americano consistirá de treinta partidos incluyendo los juegos de lunes por la noche y los del Día de Acción de Gracias, los juegos de playoff, los juegos de campeonato de conferencia y el Super Bowl. Las transmisiones comienzan con la noche inaugural de la campaña, el 9 de septiembre cuando los Indianapolis Colts visitan a los New England Patriots.

*Los jugadores latinos de la NFL estuvieron ocupados este verano. El centro de los Atlanta Falcons, **ROBERTO GARZA**, pasó su Cinco de Mayo con presidente **GEORGE W. BUSH**. "Estar con el presidente de los Estados Unidos fue increíble," él dice. Usted mira la televisión y oye que alguien anuncia, 'Damas y caballeros, el presidente de los Estados Unidos,' pero cuando usted está en el cuarto y ellos lo dicen y el presidente entra, es un sentimiento intenso."*

*Por cuatro semanas este verano, **TONY GONZALEZ**, ala cerrada de los Kansas City Chiefs, tomó clases de español en San Miguel De Allende, México, asistiendo seis horas de clases cada día. Mientras tanto, **MARCO RIVERA**, guardia de los Green Bay Packers, tomó parte en un viaje de NFL-USO de cuatro días al Oriente Medio para visitar las bases militares de EE.UU. en Kuwait y Qatar. "Conociendo a presidente Bush en 2002 fue agradable," él dice. "Yendo al Pro Bowl, eso fue un gran logro personal. Pero cuando usted tiene la oportunidad de viajar al exterior y conocer tropas Americanas que ponen su vida en la línea cada día, eso significa más a mí que cualquier cosa."*

En el campo, latinos continúan a hacer un impacto significativo en la liga. Gonzalez de Kansas City, es el jugador con mayor número de recepciones en la historia de los Chiefs, un total de 468 atrapadas. Él participó en el Pro Bowl para el quinto año consecutivo en 2003. **DONNIE EDWARDS**, apoyador de los San Diego Chargers, encabeza los Chargers con 162 tackles y fue nominado por sus compañeros de equipo como el recipiente del David Griggs Premio Conmemorativo para el Jugador Defensivo del Año para la segunda temporada consecutiva. Su compañero de equipo, **ZEKE MORENO**, terminó segundo en el equipo con 95 tackles, una nueva marca personal.

IN THE ZONE

It's that feeling when the game is moving in slow motion. The running lane appears to be wider than ever before. The ball is enlarged -- impossible to drop. There is not a throw on the field you cannot make.

Players refer to it as being "*in the zone*" -- a feeling that seems to make the impossible, possible. Your physical ability appears effortless, flawless.

"It's one of those times when you start the game feeling fresh and good," says Seattle Seahawks running back **SHAUN ALEXANDER**. "You're breaking tackles, outrunning folks. As the game progresses, you realize they are not moving as fast as you are." NFL players describe what it feels like to be in "the zone":

NO-STOPPING ZONE

PLAYER	"IN THE ZONE"
QB David Carr, Texans	"You drop back and throw the ball and you know it's going to be complete."
S Mike Doss, Colts	"It's mental state that takes your physical abilities to a new level. It's almost surreal."
QB Jeff Garcia, Browns	"Nothing disrupts your concentration, every decision is right on and everything slows down."
RB Eddie George, Titans	"You see everything quicker than anybody else. Everything is just right."
DB Aaron Glenn, Texans	"You just feel like you have it. You are going to make some big plays that day."
LB Ed Hartwell, Ravens	"There is nothing like it. It is an amazing rush of adrenaline and passion. You feel unstoppable."
DE Aaron Kampman, Packers	"When you're in a zone, your confidence is at an all-time high. You're not worried."
LB Ben Leber, Chargers	"It's like you don't even have to think. You just feel like you don't have to think."
S John Lynch, Broncos	"The game just slows down and it becomes a lot more fun. It's like everything is in slow-motion."
WR Derrick Mason, Titans	"Nobody can cover me. It's like I'm on the field with nobody but me and the quarterback."
DB Charles Tillman, Bears	"It's about feeling supremely confident, like everything is going to work."
RB Moe Williams, Vikings	"You don't really hear anything. You see things but you don't remember them after it's over."
S Rod Woodson, Raiders	"Everything goes the right way. You have a feel for everything that it is going on around you."

SPEED ZONE

Players often cite one major difference between college and the pros -- **speed**. Linemen are now the same speed as tight ends, tight ends run like wide receivers and quarterbacks run like running backs.

How quickly a player adjusts to the tempo change is often the determining factor in how soon they will be able to make immediate contributions.

"The tempo is completely different than college," said Detroit Lions first-round draft choice **ROY WILLIAMS** at a minicamp this spring. "At Texas, we walked to the line of scrimmage. Here, we are running, and the action is so much faster."

Some thoughts on just how fast the NFL game is:

SPEED CREED

● Vikings defensive coordinator TED COTTRELL	"In the NFL, the speed and strength that made you good in college is nullified. The guy across from you is just as strong and fast."
● Giants C CARSON DACH	"It's faster than college. The guys are bigger, stronger, faster."
● Lions rookie RB KEVIN JONES	"How did minicamp feel? It felt fast. It's a little overwhelming."
● Steelers QB TOMMY MADDOX	"The game's fast. As much as you play in the preseason, the game -- especially on opening day -- only gets faster."
● Jets DT DEWAYNE ROBERTSON	"In football, things get different when pads are on. Some guys might be even faster."
● 49ers consultant BILL WALSH	"This is an incredibly fast-moving sport. Getting acclimated to that really takes some time. Everything's moving so fast. A player has to adapt to that. Regardless of the ability or the potential of the quarterback, he's going to have to make split-second decisions."
● Giants QB KURT WARNER	"(At minicamp) I was a little bit off. The game was moving fast."

NFL "SIDE JOBS"

Football takes up a lot of their time, but that has not prevented a good number of NFL players from preparing for life after the game by jumping into some other lines of work even as they "moonlight" on the football field.

Denver Broncos wide receiver **ROD SMITH**, for example, has started his own real-estate company in Texas with the help of his sisters. In addition, Smith recently bought the franchise rights to two hair salons in Colorado Springs and intends to open barbershops in the future.

"That's me, blue-collar," says Smith. "I don't want to be sitting up in some big old high-rise with a suit on someday. I want to be out there teaching other people how to do it."

Ten off-the-field career interests of NFL players:

PLAYER, TEAM

Warrick Dunn, Atlanta
 Tim Dwight, San Diego
 Eddie George, Dallas
 Aaron Glenn, Houston
 Kevin Houser, New Orleans
 Garrick Jones, Houston
 Ray Lewis, Baltimore
 Larry Smith, Green Bay
 Robaire Smith, Tennessee
 Rod Smith, Denver

CAREER(S)

Launching his own apparel line.
 Owns yoga studio.
 Landscape architecture.
 Real estate developer and investor in Williams Chicken restaurants.
 Runs "Life's a Snap" foundation helping other players set up charities.
 Owns graphic design and music production company.
 Owns barbeque restaurant.
 Owns music production company, record label and trucking company.
 Plans to open hamburger restaurant.
 Owner of real estate company and two hair salons.

FROM BIOCHEMISTRY TO BLITZ PACKAGES

There was a time when the prestigious Ivy League routinely produced some of the NFL's brightest stars.

Chicago drafted the eminent quarterback **SID LUCKMAN** out of Columbia University. Defensive star **CHUCK BEDNARIK**, after whom the top college defensive lineman award is named, spent his college days chasing down ball carriers for the University of Pennsylvania. Super Bowl champion **CALVIN HILL**, a Yale graduate, carried the ball for the dominant Dallas teams of the 1970s.

But over the years the conference comprised of many of the nation's top academic institutions became a relative blip on the NFL's radar, with few players getting a serious look from the professional ranks. It was Cowboys defensive end **MARCELLUS WILEY**, a second-round draft choice out of Columbia, who changed all that back in 1997.

NFL scouts started to notice the diamonds scattered throughout the Ivy League's rough after Wiley became an immediate impact player for the Chargers. A sterling example of that fact is, that in 2003, for the first time since 1928, every Ivy League school was represented by at least one player on NFL rosters.

"I don't think there's been a considerable change in the caliber of player in the Ivy League," says New York Giants General Manager **ERNIE ACCORSI**. "Maybe we're doing a better job at looking at them."

Among the other star players hailing from the Ivy League are Minnesota's Pro Bowl center **MATT BIRK** (Harvard) and Miami quarterback **JAY FIEDLER** (Dartmouth). As the conference's players continue to have more and more success at the next level, scouts are keeping a closer eye on the Ivy teams.

"[Wiley and Fiedler] opened up the door for me and I was able to get my foot in the door and stay here," says Seahawks linebacker **ISIAH KACYVENSKI**, a Harvard graduate.

In the NFL this year, keep an eye out for Yale tight end **NATE LAWRIE** and Dartmouth H-back **CASEY CRAMER**, who were both selected by the Tampa Bay Buccaneers in the 2004 NFL Draft. Lawrie was chosen in the sixth round, while Cramer was selected towards the end of the seventh round.

The following former Ivy Leaguers were contributors on NFL rosters a year ago:

<u>PLAYER</u>	<u>COLLEGE</u>	<u>NFL TEAM</u>
Sean Morey, WR	Brown	Philadelphia Eagles
Marcellus Wiley, DE	Columbia	San Diego Chargers
Seth Payne, DT	Cornell	Philadelphia Eagles
Jay Fielder, QB	Dartmouth	Miami Dolphins
Matt Birk, C	Harvard	Minnesota Vikings
Isiah Kacyvenski, LB	Harvard	Seattle Seahawks
Jim Finn, RB	Penn	New York Giants
Ross Tucker, G	Princeton	Buffalo Bills
Dennis Norman	Princeton	Seattle Seahawks
Chris Hetherington, RB	Yale	Oakland Raiders



THEY WALKED ON, ALL THE WAY TO THE NFL

Not every player in the NFL was a scholarship athlete in college. A surprising number were "walk-ons," those players who try out and make the team.

Giants center **SHAUN O'HARA** has gone from walk-on to NFL starter. This offseason, he inked a multi-year deal with his hometown team, the Giants, after starting for the Browns for four seasons.

"I knew I was a long shot, but I had a lot more faith in myself than a lot of other people did," says O'Hara of his walk-on days at Rutgers. "Coming up the way I did made me work harder and appreciate the little things. Sometimes, when you're given things, you don't appreciate them as much."

A list of NFL players who were college walk-ons:

PLAYER	COLLEGE	PLAYER	COLLEGE
TE Richard Angelo, Minnesota	W. New Mexico	WR Greg Lewis, Philadelphia	Illinois
S Jeremiah Bell, Miami	Eastern Kentucky	FS Jon McGraw, NY Jets	Kansas St.
WR Drew Bennett, Tennessee	UCLA	TE Chad Mustard, Cleveland	North Dakota
WR Wayne Chrebet, NY Jets	Hofstra	C Shaun O'Hara, NY Giants	Rutgers
S Will Demps, Baltimore	San Diego St.	DB Jerrell Pippens, San Diego	Nebraska
C Hank Fraley, Philadelphia	Robert Morris	T/G Chester Pitts, Houston	San Diego St.
LB Scott Fujita, Kansas City	California	LB Justin Riley, San Diego	Ball State
LB Barry Gardner, Cleveland	Northwestern	RB Jamal Robertson, San Francisco	Ohio Northern
CB Rich Gardner, Tennessee	Penn State	LB Adrian Ross, Cincinnati	Colorado St.
OL Joaquin Gonzalez, Cleveland	Miami	CB Jeff Shoate, Denver	San Diego St.
C Nick Hardwick, San Diego	Purdue	OL Josh Sewell, Denver	Nebraska
CB Roderick Hood, Philadelphia	Auburn	LB David Thornton, Indianapolis	North Carolina
CB Reggie Howard, Miami	Memphis	TE Jed Weaver, Denver	Oregon
DL Corey Jackson, Cleveland	Nevada	S Greg Wesley, Kansas City	Arkansas-Pine Bluff
TE Chad Lewis, Philadelphia	Brigham Young	C Cory Withrow, Minnesota	Washington St.



NFL TRIVIA ONE-LINERS

A whole page of one-line trivia notes about NFL players, coaches and teams, one having nothing to do with the other...

• Broncos S NICK FERGUSON enjoys writing poetry, but rarely shows his work to anyone.
• Texans S ERIC BROWN owns a black belt in Tae Kwon Do.
• Seahawks QB MATT HASSELBECK was a practice player for the women's hoops team at Boston College
• Bengals coach MARVIN LEWIS had a chance encounter with TERRY BRADSHAW at a grocery store as a child.
• Broncos CB JIMMY SPENCER is entering his second year as an assistant defensive backs coach for the team.
• Redskins WR DARNERIEN MC CANTS exhibited his artwork at a showing in Virginia last fall.
• Cowboys coach BILL PARCELLS and VINCE LOMBARDI hail from the same New Jersey town: Oradell.
• Packers S MARQUES ANDERSON will soon introduce a children's book he wrote entitled <i>Mischievous Marques</i> .
• Browns coach BUTCH DAVIS has a collection of books about military leaders – especially GEORGE PATTON .
• Eagles DE N.D. KALU took a trip to Nigeria to run a football cap this past summer.
• Jets DE SHAUN ELLIS grew up in Anderson, S.C., hometown of James Kennedy, the subject of the movie "Radio."
• Texans K KRIS BROWN is preparing to take a test to become a CPA.
• Seahawks C J.P. DANCHE is postponing his plans of medical school while he long-snaps for Seattle.
• The Rams' MARC BULGER is not the only QB in the family; his father backed up JOE THEISMANN at Notre Dame.
• Chargers WR TIM DWIGHT owns a yoga studio in Iowa City, Iowa.
• Chiefs LB SHAWN BARBER is an avid fantasy football fan and has won his league the past two seasons.
• Titans DE KEVIN CARTER performed the national anthem on a saxophone before a preseason game last summer.
• Packers S DARREN SHARPER served as a color commentator for the FOX network for some NFL Europe games.
• Jets G BRANDON MOORE was substitute teaching before he solidified his spot with New York in 2002.
• Ravens head coach BRIAN BILLICK had his jersey retired by Redlands (CA) High School this spring.
• Raiders WR TIM BROWN refers to JERRY RICE , his friend and teammate, as a G.O.A.T. – "greatest of all time."
• Panthers QB JAKE DELHOMME 's second cousin is the current mayor of his hometown: Breaux Bridge, Louisiana.
• Colts WR BRANDON STOKLEY worked as a counselor at the Manning family QB camp as a college junior.
• Bears CB TODD MC MILLON 's nickname is "Runway," because he has done clothes modeling.

MUSIC MEN

Patriots linebacker **TEDY BRUSCHI** plays an alto sax. Texans punter **CHAD STANLEY** plays the guitar. Chiefs defensive tackle **LIONAL DALTON** plays the cello. What, is this a touring band or the NFL?

Could be a little of both if you take all of the musical avocations of NFL players into consideration.

More, and more, NFL players listen to their own music when they get a moment to relax.

A lineup of player musicians:

PLAYER	INSTRUMENT	PLAYER	INSTRUMENT
T Ian Allen, Giants	Tenor Saxophone	T Kwame Harris, 49ers	Violin
LB Rocky Boiman, Titans	Drums	T Eric Heitmann, 49ers	Piano
LB Tedy Bruschi, Patriots	Alto Saxophone	LB Dhani Jones, Eagles	Piano/Gut-bucket Bass
DT Kevin Carter, Titans	Saxophone	TE Jim Kleinsasser, Vikings	Guitar
T Marc Colombo, Bears	Guitar	G Edward Mulitalo, Ravens	Ukulele
FB Jameel Cook, Bucs	Piano/Percussions	TE Josh Norman, Chargers	Piano
QB Doug Flutie, Chargers	Drums	FB Jon Ritchie, Eagles	Guitar/Saxophone
RB Eddie George, Titans	Drums	LB Junior Seau, Dolphins	Piano



WELL-ROUNDED PLAYERS

NFL players choose to spend their free time in the offseason differently. This spring and summer, a number of them had extremely interesting offseason experiences that included everything from traveling to education to visiting our troops overseas.

Kansas City Chiefs Tight End **TONY GONZALEZ** spent a month in Mexico learning Spanish and about Hispanic culture. He lived in a small Mexican town, San Miguel de Allende, and for the first time in years was just an anonymous face on the streets. “The month put things into perspective,” Gonzalez says. “It humbled me. It was the highlight of my life.”

Many players worked internships to prepare for life after the NFL, many of which were arranged by the **NFL PLAYER DEVELOPMENT DEPARTMENT**. Baltimore Ravens Center **MIKE SOWOLD** interned at the Smithsonian Institution in Washington, DC.

“The Smithsonian is second to none in the world, as far as museums go,” says Sowold. “To be a part of that is exciting. Obviously my main focus is on football and the Ravens, but this internship encouraged my interests off the field.” Mike was not the only NFL player in Washington this off season. Denver Bronco Cornerback **SCOTT TURNER** was a Congressional Intern for Congressman **DUNCAN HUNTER** (R-CA).

Many players traveled outside the US. Philadelphia Eagles Defensive End **ND KALU** ran a football camp for children in Nigeria. The camp was a great success and Kalu hopes to continue it.

“I had their eyes and their ears on me with everything I said,” Kalu says. “They wanted to know what a quarterback does and what a running back does. I don’t know if I explained it the right way, but they listened and they loved it. That’s the thing. If I can get a few players over there every year, we’ll have a greater audience. We’ll advance their knowledge of the game every year.”

A list of interesting offseason pursuits this year:

PLAYER	OFFSEASON
SS Marques Anderson, Green Bay	Wrote a children’s book entitled <i>Mischievous Marques</i> .
CB Leigh Bodden, Cleveland	Received degree in business management from Duquesne.
QB Drew Brees, San Diego	Went on a Safari in Africa with his wife Brittany.
K Kris Brown, Houston	Interned in marketing department of Redstone Golf Management.
LB Donnie Edwards, San Diego	Traveled to Europe to commemorate the 60 th anniversary of D-Day.
K Jason Elam, Denver	Traveled to Israel to tour the Holy Land with his family.
LB Jay Foreman, Houston	Interned at ASCA Investment Group.
KR Dante Hall, Kansas City	Was inducted into Scottish Claymores Hall of Fame
TE Todd Heap, Baltimore	Visited servicemen in Germany
DB Michael Jameson, Cleveland	Received degree in agricultural development from Texas A&M
DE ND Kalu, Philadelphia	Ran a football camp for kids in Nigeria
CB Brian Kelly, Tampa Bay	Attended the Sun Dance Film Festival
T Bryant McKinnie, Minnesota	Spent time as a DJ in a New York club
TE Chad Mustard, Cleveland	Worked as high school coach at Mentor High School in Cleveland
S Tony Parrish, San Francisco	Attended Carnival in Brazil
RB Tony Richardson, Kansas City	Received his MBA from Webster University
G Marco Rivera, Green Bay Packers	Visited servicemen in Kuwait and Qatar
LB Derek Smith, San Francisco 49ers	Went bow hunting in Canada
LS Mike Sowold, Baltimore Ravens	Interned with the Smithsonian Institution
LB Ben Taylor, Cleveland Browns	Received degree in interdisciplinary studies from Virginia Tech
WR Amani Toomer, NY Giants	Visited Morocco with wife to aid in reconstructive surgery project.





ACTIVE STATISTICAL LEADERS HEADING INTO 2004

TOP 10 ACTIVE PASSERS

(1,000 or more attempts)

	<u>Yrs.</u>	<u>Att.</u>	<u>Comp.</u>	<u>Pct.</u>	<u>Yards</u>	<u>TD</u>	<u>INT</u>	<u>Pts.</u>
Kurt Warner, NYG	6	1,668	1,121	66.4	14,447	102	65	97.2
Jeff Garcia, Cle.	5	2,360	1,449	61.4	16,408	113	56	88.3
Peyton Manning, Ind.	6	3,383	2,128	62.9	24,885	167	110	88.1
Daunte Culpepper, Minn.	5	1,843	1,160	62.9	13,881	90	63	88.0
Brett Favre, GB	13	6,464	3,960	61.3	45,646	346	209	86.9
Trent Green, KC	6	2,266	1,336	59.0	17,016	106	65	86.1
Tom Brady, NE	4	1,544	955	61.9	10,233	69	38	85.9
Mark Brunell, Wash.	10	3,643	2,196	60.3	25,793	144	86	85.2
Rich Gannon, Oak.	15	4,138	2,492	60.2	28,219	177	102	84.7
Brad Johnson, TB	10	3,401	2,101	61.8	23,239	140	95	84.1

TOP 10 ACTIVE RUSHERS

	<u>Yrs.</u>	<u>Att.</u>	<u>Yards</u>	<u>TD</u>
Emmitt Smith, Ariz.	14	4,142	17,418	155
Jerome Bettis, Pitt.	11	3,119	12,353	69
Curtis Martin, NYJ	9	2,927	11,669	73
Marshall Faulk, St.L.	10	2,576	11,213	97
Eddie George, Dall.	8	2,733	10,009	64
Corey Dillon, NE	7	1,865	8,061	45
Garrison Hearst, Den.	11	1,811	7,885	29
Stephen Davis, Car.	8	1,701	7,234	53
Charlie Garner, TB	10	1,507	6,986	39
Priest Holmes, KC	7	1,419	6,692	66

TOP 10 ACTIVE PASS RECEIVERS

	<u>Yrs.</u>	<u>No.</u>	<u>Yards</u>	<u>TD</u>
Jerry Rice, Oak.	19	1,519	22,466	194
Tim Brown, Oak.	16	1,070	14,734	99
Marvin Harrison, Ind.	8	759	10,072	83
Keenan McCardell, TB	12	724	9,370	52
Jimmy Smith, Jax.	10	718	10,092	55
Isaac Bruce, St.L.	10	688	10,461	68
Marshall Faulk, St.L.	10	673	6,274	34
Rod Smith, Den.	9	633	8,628	52
Ricky Proehl, Car.	14	607	7,910	50
Keyshawn Johnson, Dall.	8	603	7,936	48

TOP 10 ACTIVE SCORERS

	<u>Yrs.</u>	<u>TD</u>	<u>FG</u>	<u>PAT</u>	<u>TP</u>
Morten Andersen, KC	22	0	502	753	2,259
John Carney, NO	16	0	343	404	1,433
Matt Stover, Balt.	13	0	321	401	1,364
Jason Elam, Den.	11	0	288	449	1,313
Jerry Rice, Oak.	19	205	0	(4)#	1,238
Jason Hanson, Det.	12	0	284	384	1,236
John Kasay, Car.	13	0	265	305	1,100
Emmitt Smith, Ariz.	14	166	0	(1)#	998
Jeff Wilkins, St.L.	10	0	205	367	982
Adam Vinatieri, NE	8	0	212	279 (1)#	917

Two-point conversions

TOP 10 ACTIVE INTERCEPTORS

	<u>Yrs.</u>	<u>No.</u>	<u>Yards</u>	<u>TD</u>
Aeneas Williams, St.L.	13	55	807	9
Terrell Buckley, NE	12	47	763	6
Ray Buchanan, Oak.	11	46	800	4
Troy Vincent, Buff.	12	42	625	3
Ashley Ambrose, NO	12	39	493	3
Donnie Abraham, NYJ	8	36	402	2
Ty Law, NE	9	35	583	6
Darren Sharper, GB	7	32	580	3
Sammy Knight, Mia.	7	31	562	4
Ryan McNeil, Den.	11	31	312	2

TOP 10 ACTIVE SACKERS

	<u>Yrs.</u>	<u>No.</u>
Michael Strahan, NYG	11	114.0
Robert Porcher, Det.	12	95.5
Simeon Rice, TB	8	93.0
Kevin Carter, Tenn.	9	80.0
Chad Brown, Sea.	11	77.0
Hugh Douglas, Jax.	9	77.0
Jason Gildon, Buff.	10	77.0
Warren Sapp, Oak.	9	77.0
Jason Taylor, Mia.	7	71.0
Peter Boulware, Balt.	7	67.5

TOP 10 ACTIVE PUNT RETURNERS

	<u>Yrs.</u>	<u>No.</u>	<u>Yards</u>	<u>Avg.</u>	<u>TD</u>
Santana Moss, NYJ	3	61	827	13.6	2
Phillip Buchanon, Oak.	2	51	669	13.1	3
Dante Hall, KC	4	96	1,134	11.8	4
Reggie Swinton, Det.	3	74	873	11.8	2
Az-Zahir Hakim, Det.	6	131	1,513	11.5	3
Jermaine Lewis, Jax.	8	272	3,055	11.2	6
Michael Lewis, NO	3	88	981	11.1	1
Troy Brown, NE	11	225	2,441	10.8	3
Karl Williams, Ariz.	8	213	2,279	10.7	5
Allen Rossum, Atl.	6	153	1,627	10.6	2

TOP 10 ACTIVE KICKOFF RETURNERS

	<u>Yrs.</u>	<u>No.</u>	<u>Yards</u>	<u>Avg.</u>	<u>TD</u>
Jerry Azumah, Chi.	5	45	1,256	27.9	2
Darrick Vaughn, Hou.	4	103	2,620	25.4	4
Tim Brown, Oak.	16	49	1,235	25.2	1
Terry Fair, Pitt.	6	101	2,516	24.9	2
Steve Smith, Car.	3	93	2,311	24.8	2
Michael Lewis, NO	3	147	3,637	24.7	2
Eddie Drummond, Det.	2	61	1,508	24.7	0
Kevin Kasper, Ariz.	3	74	1,808	24.4	0
Michael Bates, Dall.	11	373	9,110	24.4	5
Deuce McAlister, NO	3	45	1,091	24.2	0

TOP 10 ACTIVE PUNTERS

	<u>Yrs.</u>	<u>Punts</u>	<u>Avg.</u>	<u>Lg.</u>
Shane Lechler, Oak.	4	287	45.7	73
Todd Sauerbrun, Car.	9	684	44.0	73
Darren Bennett, Minn.	8	771	43.8	66
Chris Hanson, Jax.	4	190	43.8	64
Tom Rouen, Sea.	11	723	43.6	76
Sean Landeta, St.L.	19	1,327	43.4	74
Tom Tupa, Wash.	15	770	43.3	73
Mitch Berger, NO	9	554	43.2	75
Josh Miller, NE	8	572	42.9	75
Chris Gardocki, Pitt.	13	978	42.9	72



DIVERSITY INCREASES IN NFL COACHING RANKS; GREEN WITH CARDS, SMITH WITH BEARS

The NFL's program to enhance diversity in the coaching ranks is working.

With the hiring this offseason of **DENNIS GREEN** and **LOVIE SMITH** as head coaches of the Arizona Cardinals and Chicago Bears, respectively, there are now more African-American head coaches – five – than in any other time in NFL history.

Green and Smith join **TONY DUNGY** (Indianapolis), **HERMAN EDWARDS** (NY Jets) and **MARVIN LEWIS** (Cincinnati) as minority head coaches.

The NFL Committee on Workplace Diversity, instituted in 2002 and chaired by Pittsburgh Steelers Chairman **DAN ROONEY**, requires, among other conditions, that NFL clubs interview at least one minority candidate when they have a head-coaching availability.

The committee also allows NFL assistant coaches whose teams are in the playoffs and have a bye week to interview for head-coaching positions during that week.

New Bears head coach Smith believes the bye-week rule enabled him to win the job with Chicago. "I interviewed with four different teams and the bye-week allowance helped me get a job," he says.

More than that, says Smith, the requirement that teams interview at least one minority head-coaching candidate immeasurable helped him. "I have to think it helped me," he says. "It's a step in the right way, and I'm living proof of that."

In Arizona, Green teams with another minority – Vice President of Football Operations **ROD GRAVES** – to form a solid football tandem.

"I really believe that (Cardinals owner) **BILL BIDWILL** should be commended on what he is doing," says NFL Players Association Chairman **GENE UPSHAW** about the Green-Graves pairing.

Also in the past offseason, seven African-American coaches were newly appointed to NFL coordinator positions. In 2004 there will be 14 African-American coordinators in the NFL, tying last season for the most in history.

One of those new coordinators is **ALEX WOOD**, a graduate of the **NFL MINORITY COACHING FELLOWSHIP PROGRAM**. The program, begun in 1987, annually provides NFL training-camp positions to minority coaches. Numerous present-day NFL coaches have partaken in the program, such as head coaches Edwards of the Jets and Lewis of the Bengals.

Wood was appointed the Cardinals' offensive coordinator this year by new coach Green. Wood – who was then head coach at James Madison University – participated in the Coaching Fellowship in 1998 at the camp of the Minnesota Vikings when Green was the head coach there.

"Perhaps the most valuable aspect of the program was the access to the professional level of a football team and the networking which accompanies the program," says Wood. "The program allows coaches to receive first-hand experience in the meeting room and on the practice field, learn how to work with people from diverse backgrounds, and better evaluate plans for a future in football -- whether it be to remain at the college level or aspire to become part of a professional organization."

This season's African-American head coaches/coordinators:

2004 NFL AFRICAN-AMERICAN HEAD COACHES/COORDINATORS

Greg Blache, Washington, Defense *	Marvin Lewis, Cincinnati, Head Coach
Maurice Carthon, Dallas, Offense	Sherman Lewis, Detroit, Offense
Ted Cottrell, Minnesota, Defense *	Tim Lewis, NY Giants, Defense *
Romeo Crennel, New England, Defense	Ron Meeks, Indianapolis, Defense
Tony Dungy, Indianapolis, Head Coach	Jimmy Raye, Oakland, Offense *
Herman Edwards, NY Jets, Head Coach	Terry Robiskie, Cleveland, Offense *
Leslie Frazier, Cincinnati, Defense	Ray Rhodes, Seattle, Defense
Jerry Gray, Buffalo, Defense	Lovie Smith, Chicago, Head Coach *
Dennis Green, Arizona, Head Coach *	Alex Wood, Arizona, Offense *
Donnie Henderson, NY Jets, Defense *	* Appointed in 2004

Another program to help **all assistant coaches** advance is the **NFL COACHES CAREER DEVELOPMENT SYMPOSIUM**. The symposium, conceived by NFL Commissioner **PAUL TAGLIABUE** as a way to help assistant coaches and coordinators develop the unique skills demanded of NFL head coaches, offers a far-ranging agenda of career-enhancement topics tailored specifically to NFL assistants. The seventh annual Coaches Career Symposium was held this past May in Orlando.

The **NFL EUROPE LEAGUE** this past spring conducted for a second-year a program similar to the NFL Minority Coaching Fellowship.

The **NFL COACHING INTERNSHIP PROGRAM** included eight active and 26 former NFL players who participated in the month-long NFL training camps in Tampa in February. Twelve of the former players continued coaching for the entire 10-week NFL Europe League season in Europe, and some joined NFL clubs during training camp as part of the NFL Minority Coaching Fellowship Program.

The 12 were **BEN COATES, WILLIE DAVIS, D'MARCO FARR, JAMES HARRELL, ROBERT HARRIS, RON HELLER, DWIGHT HOLLIER, AMP LEE, TIM LESTER, TOM NÜTTEN, JEFF OGDEN** and **TIM WATSON**. The NFL Coaching Internship Program is a joint effort of the NFL and the NFL Players Association.



GIBBS RETURNS AFTER FIFTH-LONGEST ABSENCE FROM COACHING

He's back!

And it only took Washington Redskins head coach **JOE GIBBS** 11 years to return, which ties for the fifth-longest absence from an NFL head-coaching job in league history. The leader in the category is **PADDY DRISCOLL**, who took 33 years between head-coaching jobs (1923-55).

How does Gibbs feel about returning to coach the Redskins, the team he led to three Super Bowl titles in four appearances in 12 seasons (1981-92)?

"I had a 12-year investment here, and 24 years in reality because I kept close friends and community ties here," said Gibbs. "I watched it all. There was a lot going on. When you see something you care about struggle, you feel it like everybody else. This is one of my greatest thrills in life."

Following are the longest times between head-coaching jobs in NFL history:

HEAD COACH	SEASONS AWAY	YEARS AWAY
Paddy Driscoll	33	1923-55
Joe Bach	15	1937-51
Dick Vermeil	14	1983-96
Ted Marchibroda	12	1980-91
Joe Gibbs	11	1993-03
Ray Malavasi	11	1967-77

Upon Gibbs' return to the NFL sidelines, several of his new players have lightheartedly described the cultural differences he will see in 2004 compared to his last coaching role in 1992. Following are some things – according to players – Gibbs can learn from and about his new players:

WELCOME TO 2004, COACH

- **SLANG:** "Something we say now is 'You got wheeled on,'" says Redskins cornerback **FRED SMOOT**. "I think back in the day when he last coached they used to say 'You got burned.'"
- **MUSIC:** "I like hip-hop," says Washington offensive tackle **CHRIS SAMUELS**. "The only thing coach Gibbs can relate to in hip-hop is the Chicago Bears' Super Bowl Shuffle in '85. And that's very different from hip-hop nowadays."
- **CARS:** "I drive a 745LI BMW with 22-inch rims on it," says Redskins guard **RANDY THOMAS**. "Coach Gibbs doesn't know anything about 22s. When he was last coaching, players were driving souped-up Cadillacs."
- **WARDROBE:** "I think it's all about the designer suits these days," says Smoot. "I don't ever go to a store and buy a suit off the racks anymore. I get it personally made."

GREEN'S A PROVEN QB GURU

Although the Arizona Cardinals' young quarterback **JOSH MC COWN** (three career starts) has yet to accrue much NFL experience, don't be surprised if he enjoys a breakout season under the tutelage of new Arizona head coach **DENNIS GREEN**.

In 10 seasons with the Minnesota Vikings, Green led his team to eight playoff appearances with *seven different quarterbacks* at the helm.

"Dennis Green has a great track record working with quarterbacks," says ESPN's **SEAN SALISBURY**, who played for Green from 1992 through '94. "He can really help a young quarterback like Josh McCown continue to develop."

Most notably, Green helped **RANDALL CUNNINGHAM** resurrect his career in 1998 after being out of football for more than a season. En route to a Pro Bowl season, Cunningham was the catalyst for an offense that broke the NFL record for points scored in a season (556). That team was built around talented wide receivers, including **RANDY MOSS** and a pair of now-retired greats – **CRIS CARTER** and **JAKE REED**.

With the formidable trio of receivers – **ANQUAN BOLDIN**, **BRYANT JOHNSON** and **LARRY FITZGERALD** – already at his disposal in Arizona, Green has surrounded McCown with serious talent.

The seven different quarterbacks who advanced the Vikings to the playoffs during Green's tenure in Minnesota:

QUARTERBACK	PLAYOFF YEARS W/GREEN	PLAYOFF RESULT	QB ACCOLADES
Sean Salisbury	1992	Wildcard Round	
Jim McMahon	1993	Wildcard Round	
Warren Moon	1994	Wildcard Round	Pro Bowl, NFL Player of the Week (twice)
*Brad Johnson	1996	Wildcard Round	NFL Player of the Week (twice)
Randall Cunningham	1997	Divisional Round	
	1998	NFC Championship Game	NFL MVP, NFL Offensive POY, NFC Pro Bowl (starter), NFC Player of the Month (October), NFC Player of the Week (3 times)
Jeff George	1999	Divisional Round	
*Daunte Culpepper	2000	NFC Championship Game	NFC Pro Bowl, Divisional Playoffs Player of the Week, NFC Player of the Week (twice)

*Active



BIG SANDY'S SMITH MAKES BIG TIME

New Chicago Bears head coach **LOVIE SMITH** hails from Big Sandy, Texas – a town of 1,200 people.

A hamlet small in size but big on football, Smith is not the only famous football name to hail from Big Sandy. The late **DAVID OVERSTREET**, who played running back for Oklahoma and the Miami Dolphins, also got his start in the tiny Texas town.

A hardcore Dallas Cowboy fan growing up, Smith is your typical Texan, with football being a huge part of his life. “You know Texas football,” he says. “Everything revolves around it.”

His love for the game translated into tremendous on-field success, as he helped lead Big Sandy to two state championships in the mid '70s. From there, he went on to become a second-team All-America at Tulsa University as a defensive back

Smith still points to Tulsa – where he also took his first college coaching position after spending several years coaching at his old high school – and his hometown of Big Sandy as “two of my favorite places.”

Though the size of the players, strategy of the game and the atmosphere surrounding it might change drastically from high school to college to the pros, Smith recognizes one constant: “fundamentals.”

“Playing and coaching in high school is about learning and teaching the fundamentals of football,” says Smith. “In every level of coaching, the key to success is making sure the fundamentals of our game are executed properly. Football becomes more complicated as you move from high school to college and eventually to the professional level, but stressing the fundamentals as a coach does not change.”

Following are five interesting pieces of trivia about Big Sandy, Texas:

- Big Sandy got its name because there is a layer of sand several feet deep surrounding the town.
- Though it might sound like a desert, Big Sandy actually grows peaches, corn, watermelon and purple-hulled peas.
- The town formed because it marks the intersection of two major railroad lines and three major highways.
- Mayor **LYNDA CHILDRESS** claims to be on a first-name basis with nearly all of her constituents except for her elders, whom she addresses as “Mr.” or “Mrs.”
- There are 12 different churches located in Big Sandy despite its small size.



MORA THIRD SON TO FOLLOW IN FATHER'S HEAD-COACHING SHOES

There are the Shulas... the Phillipses... and now, the Moras – the third NFL family to have a father and son handle head-coaching roles in the NFL.

JIM MORA, former defensive coordinator of the San Francisco 49ers, takes over the Atlanta Falcons this season. He has said that he learned much from his father, **JIM, SR.**, about coaching through the years. The education he received shows through in his coaching style. He demands a lot from his players and coaches effort, runs all team functions at a fast pace and is considered a “player’s coach” who knows how to handle the modern NFL player.

“That’s how my dad taught me,” Mora says. “If my dad ever saw you standing there with your hands in your pocket or not coaching a guy, God help you. I don’t subscribe to that old theory of, ‘Oh they’re pros, they’ll turn it on on Sunday.’ Get it going right from the get-go. Keep it going.”

But above all, the younger Mora is meticulous. Just like his father, few coaches rival his attention to detail.

“That’s who I am,” says the 42-year-old Mora, who is now the third youngest NFL head coach behind Tampa’s **JON GRUDEN** and Jacksonville’s **JACK DEL RIO**, both 41. “I’m a neat freak at home, and keeping things in order is important to me. I knew that when I interviewed for the job here I had to make sure I showed them how prepared I was.”

In his 17 years as a coach, which included a stay on his father’s staff in New Orleans, Mora has jotted down pages and pages of notes and thoughts to prepare for the day when he would become a head coach. Coaching assignments in San Diego, New Orleans and San Francisco have provided ample preparation for a head-coaching position.

“He was so prepared, it blew us away,” said one Falcons official of why Atlanta decided on Mora.

One player who will certainly ease his transition to the head-coaching ranks for Mora will be the electric quarterback **MICHAEL VICK**, who missed much of last season with an injury. Mora is excited to see what a healthy Vick can do in 2004.

“It’s going to be a lot of fun to see No. 7 run around,” says Mora. “When you’re playing against him, he puts a lump in your throat. I’m extremely excited to be sending him out for my team.”

Following are the records of father and son head coaches to have patrolled NFL sidelines:

FAMILY	COACH	TEAM(S)	RECORD	COACH	TEAM(S)	RECORD
SHULAS	Don	Baltimore, Miami	347-173	Dave	Cincinnati	19-52
PHILLIPSES	Bum	Houston, N.O.	86-80	Wade	NO, Denver, Buffalo, Atlanta	48-42
MORAS	Jim, Sr.	N.O., Indianapolis	125-112	<i>Jim</i>	<i>Atlanta</i>	<i>0-0</i>



MULARKEY LATEST BRANCH OF COWHER TREE

New Buffalo Bills head coach **MIKE MULARKEY** is the fourth current NFL head coach who at one time served under **BILL COWHER** in Pittsburgh.

Mularkey joins **DOM CAPERS** of the Texans, **JIM HASLETT** of the Saints and **MARVIN LEWIS** of the Bengals as aides to Cowher who have moved into head-coaching roles.

It was not a big surprise to Cowher to see yet another one of his talented assistant coaches become a head coach.

"Mike is an excellent football coach, and I could not be more happy for him," says Cowher. "I know he has been looking forward to an opportunity to be a head coach in the NFL. Mike was a valuable and loyal member of our staff for the past eight years and has earned this opportunity."

A former NFL tight end with the Vikings and Steelers, Mularkey's toughness – mental and physical – played a major role in his selection as coach.

"We wanted to get a head coach we felt could be a strong leader," says Bills General Manager **TOM DONOHOE**, who was with the Steelers during Mularkey's playing days in Pittsburgh. "His toughness is an asset, mental toughness. If you watched Mularkey's teams, they played with an attitude. He's a good teacher and communicator."

The four NFL head coaches to have served under Bill Cowher in Pittsburgh:

HEAD COACH	SERVED UNDER COWHER	CURRENT TEAM
Dom Capers	Defensive Coordinator, 1992-94	Houston Texans
Jim Haslett	Defensive Coordinator, 1997-99	New Orleans Saints
Marvin Lewis	LB Coach, 1990-91	Cincinnati Bengals
Mike Mularkey	TE Coach, 1996-00 Defensive Coordinator, 2001-03	Buffalo Bills



TURNER'S IMPRESSIVE FOOTBALL FAMILY TREE

No, it's not like the **BILL WALSH** or **BILL COWHER** "family coaching tree," but examine the background of new Oakland Raiders head coach **NORV TURNER** and there are some interesting NFL interrelationships.

Two are that he played quarterback at Oregon behind future Pro Football Hall of Famer **DAN FOUTS**... and that he coached future Tennessee Titans head coach **JEFF FISHER** as a defensive backfield coach at USC.

Fisher was a member of one of the most dominant defensive backfields in the history of college football, as future Pro Football Hall of Famer **RONNIE LOTT** and six-time NFL All-Star **DENNIS SMITH** both were selected in the first round of the 1981 draft. Fisher was a seventh round selection that season.

A 19-year veteran of the NFL coaching ranks, Turner bulwarked his reputation as a skilled football tactician during his days as offensive coordinator for the dominant Dallas Cowboys teams of the early 1990s.

With weapons like **EMMITT SMITH** and **MICHAEL IRVIN** at his disposal, Turner routinely found the best way to utilize his superstars en route to two Super Bowl victories over the Buffalo Bills. Smith led the NFL in rushing all three years Turner was calling the plays in Big 'D.'

"Jimmy Johnson was a tremendous football coach," says former Cowboys quarterback **TROY AIKMAN**. "But I don't doubt for a minute that if Norv had not come in, we wouldn't have won the Super Bowls we did, and I'm not the only one who feels that way."

Turner, who has spent the last two seasons as the offensive coordinator of the Miami Dolphins, also guided the Redskins to four winning seasons during his seven-year tenure in Washington.

"Every job, ever year, when it's over, there are things you look at, there are things you want to do," says Turner, a California native. "Yet, you've got to keep going. I was 41 years old when I took the job at Washington. Today, I'm more experienced, and I've been exposed to a lot more things."

He has exposed a lot of other people to things, too.

Five interesting highlights about Norv Turner tree:

- As quarterback of Oregon, backed up future Pro Football Hall of Famer **DAN FOUTS**.
- At Oregon, was the only quarterback to start a nationally televised game and win from 1965-80.
- As a USC defensive backfield coach, tutored future Hall of Famer **RONNIE LOTT**.
- Coached future Tennessee Titans head coach **JEFF FISHER** as USC defensive backfield coach (the teams face each other this December 19).
- Hired future St. Louis Rams head coach **MIKE MARTZ** as his quarterbacks coach with the Washington Redskins in 1997.



COUGHLIN'S GOT SOME BACKGROUND!

Look at some of the milestones in the life of new New York Giants head coach **TOM COUGHLIN** and some football tales could be told indeed!

He played with **LARRY CSONKA** and **FLOYD LITTLE** at Syracuse, where he established the single-season pass receiving record. He was the Boston College quarterbacks coach when **DOUG FLUTIE** won the Heisman Trophy. He was the Giants' wide receivers' coach when they won Super Bowl XXV.

In fact, this is not the first time the Giants have had their eye on Coughlin for a head-coaching vacancy. He was actually considered for the job in 1993 while he was still at BC, but opted to stay in the college ranks. He later went on to take the head-coaching position with the expansion Jacksonville Jaguars in 1995.

"Tom Coughlin is the man we wanted 11 years ago and he is the man we wanted now," says Giants general manager **ERNIE ACCORSI**. "Aside from his family, Tom has one interest: winning."

Winning is something Coughlin did plenty of in Jacksonville, guiding the Jaguars to the AFC Championship game in only their second year of existence. He also led the Jags to a league best 14-2 record in 1999.

Following are five of Coughlin's keys to success in the NFL:

COUGHLIN'S FIVE KEYS TO VICTORY

1. **ELIMINATE TURNOVERS.** "You're not going to beat anybody being 'minus.'"
2. **NO STUPID PENALTIES.** "You can't shoot yourself in the foot and expect to win the 100-meter dash."
3. **SPECIAL TEAMS.** "Special teams and winning the battle of field position must become your catalyst for victory, and not your Achilles heel."
4. **CONTROL THE LINE.** "You've got to be able to pound the ball and you've got to be able to do that in key situations."
5. **AVOID INJURIES.** "It's a mental thing as much as anything else."

WANT TO BE AN NFL HEAD COACH? PLAY DB OR QB

According to an old saying, "Those who can, do. Those who can't, teach."

But in the NFL, plenty of "those that can" end up teaching just the same – especially former defensive backs and quarterbacks. Those two positions account for nearly half of today's NFL head coaches (15).

Having success as a player gives a new coach almost instant credibility with his players, since they know he has been in their shoes.

Breakdown of the positions NFL head coaches played in college and/or the NFL:

POSITION	TOTAL	COACHES	POSITION	TOTAL	COACHES		
Defensive Back	8	Tony Dungy	Linebacker	5	Dom Capers		
		Herman Edwards			Bill Cowher		
		Jeff Fisher			Jack Del Rio		
		John Fox			Bill Parcells		
		Marvin Lewis			Marty Schottenheimer		
		Quarterback	7	Jim Mora	Tight End	5	Bill Belichick
				Mike Shanahan			Brian Billick
				Lovie Smith			Mike Martz
Dennis Erickson	Mike Mularkey						
Joe Gibbs	Mike Tice						
Jon Gruden	Offensive Line			3	Andy Reid		
Mike Holmgren	Mike Sherman						
Steve Mariucci	Dave Wannstedt						
Norv Turner	Running Back	2	Tom Coughlin				
Dick Vermeil	Dennis Green						
	Defensive Line	2	Butch Davis				
			Jim Haslett				

TITANS' FISHER BOASTS BEST ROAD RECORD SINCE '95

Since his first full season as head coach of Houston-Tennessee in 1995, head coach **JEFF FISHER** has built the best road record in the NFL – 42-30 (.583).

"We don't let the crowd noise bother us," says Fisher. "We don't become preoccupied with crowd noise. We understand it can be an issue, and we understand we can control it. The best way to control it is to play well."

That the Titans have recently done better than anybody else on the road.

The best NFL road records since 1995:

TEAM	RECORD	PCT.
Tennessee	42-30-0	.583
Green Bay	38-34-0	.528
Miami	36-36-0	.500
Pittsburgh	36-36-0	.500
Philadelphia	35-36-1	.493

“I FIRMLY BELIEVE THAT ANY MAN’S FINEST HOUR IS THAT MOMENT WHEN HE HAS WORKED HIS HEART OUT IN A GOOD CAUSE AND LIES EXHAUSTED ON THE FIELD OF BATTLE, VICTORIOUS.”

VINCE LOMBARDI said that, and every day San Diego Chargers players read that quote when they enter their locker room – ready to go to work.

Many NFL teams post messages or quotations like this in their locker rooms to provide their players with added motivation and inspiration. The messages cover everything from basic work ethic to philosophical mindsets.

A sampling of quotes that hang on the walls of NFL locker rooms:

TEAM	MOTIVATIONAL MESSAGE
Cincinnati Bengals	“Why do we dread adversity when we know that facing it is the only way to become stronger, smarter, better?” – John Wooden.
	“Success does not merely depend on how well you do the things you enjoy, but how conscientiously you perform those duties you don’t.”
Cleveland Browns	“If you want to win you’ll find a way. If you don’t, you’ll find an excuse.”
Houston Texans	“Individuals play the game, teams win championships.”
	“Accountability, can my teammates count on me?”
	“No excuses.”
	“Deeds not words.”
Kansas City Chiefs	“Share the commitment.”
Miami Dolphins	“If you want something you’ve never had, you’ve got to do something you’ve never done.”
Minnesota Vikings	“If you are not the lead dog, the view never changes.”
	“Knowledge is confidence.”
New York Jets	“Check your ego at the door.”
San Diego Chargers	“Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishment toward organizational objectives. It is the fuel that allows common people to obtain uncommon results.”
	“The race is not always to the swift but to those who keep on running.”
	“No one can predict to what heights you can soar. Even you will not know until you spread your wings.”
	“The ultimate measure of a man is not where he stands in the moments of comfort and convenience, but where he stands at times of challenge and controversy.” – Dr. Martin Luther King.



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