



**YEARS**

COURAGE • SACRIFICE • VISION

PRNews' Media Relations Conference

December 8 | National Press Club Washington, DC

# NFL Players Association: Identity

- Non-Profit
  - Mission is to serve our members
    - Programs & Services for active and former players
- Labor Union
  - Sole collective bargaining agent for NFL players
  - Legal representatives in arbitration cases & labor matters
- Wholly-owned marketing & licensing business
  - Generates revenue for organization and for players

# The Crisis: 2011 Lockout

- NFL vs. NFLPA Media Paradigm
  - Broadcasters
  - Staffing
  - Dawn of social media & player voices
- Fact vs. Fiction
- Rapid Response



## The Crisis: Ray Rice

- Labor Union Responsibility
  - NFL Management has to adhere to our collective bargaining agreement
- Societal / Moral Responsibility
  - Cannot be tone-deaf to the seriousness of the issue
- Member Responsibility
  - What we do impacts ALL players, but must respect viewpoints of ALL players



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