



Arthur McAfee
Senior Vice President, Player Engagement

MEMORANDUM

Date: October 25, 2017

To: Directors of Player Engagement

From: Arthur McAfee

RE: Player Coalition- Fall League Meeting

This is to provide you an update of the October 17, 2017, meeting between The Players Coalition and NFL owners, and highlight specific information of our ongoing efforts and plan to amplify players' advocacy.

For more than a year, we have held ongoing meetings with active/Legends players, while players, individually and in collaboration with their clubs, have engaged in series of ongoing off the field initiatives in their home towns and team communities about criminal justice reform, law enforcement and community engagement.

Those meetings and player actions have resulted in several player-led and club/league facilitated town halls, including one hosted by the Ross Institute for Sports Equality at the last two Super Bowls with current players, our Legends, and community leaders. Since October 2016, there have been four strategy sessions at Morehouse College attended by active/Legends players, civil rights organizations and sports leagues.

Additionally, clubs and players worked together on several activations, including, but not limited to:

- "Listen and Learn" tour in Philadelphia with Police Commissioner Richard Ross, the Defender Association of Philadelphia, and local community organizations. This was organized by Malcolm Jenkins, Torrey Smith, Chris Long, Rodney McLeod and attended by Commissioner Goodell and owner Jeffrey Lurie.
- The Community Policing Youth Forum in Dallas where Cowboys players participated to promote cooperation and understanding between youth, adult citizens and law enforcement.
- Numerous teams have hosted Town Hall meetings to try to advance the conversation, with our players discussing their personal, familial, and community experiences with law enforcement.
- Several players -- including Miami Dolphins players Kenny Stills, Julius Thomas, and Michael Thomas-- have also organized ride-alongs with police officers to gain a greater appreciation of the challenges those officers face on a daily basis.
- Doug Baldwin and Commissioner Goodell advocated sentencing reform in a joint letter to the US Senate Judiciary Committee.

- Several Players visited Capitol Hill to meet with key lawmakers, including House Speaker Paul Ryan, to discuss criminal justice reform and race relations.

At the owners meeting, players focused the discussion on criminal justice reform, law enforcement, community engagement, and collaboration. The players were also very specific in their areas of focus where owners, players and the league agreed to work together on a pathway forward on player advocacy in the NFL. These included:

- Media Amplification and Platform Development → Launch new League Platform spanning weeks 13-15 & Jan-SB
- Community Engagement and Education → Support year-round national & market-specific community activities
- Public Policy and Government Affairs → Execute a team-driven advocacy strategy at the local, state, and national level

Our specific plan moving forward is to meet each of these areas of focus by engaging club and league efforts to amplify messaging, support and facilitate government and public policy efforts, and to support the positive impact all players are having in their respective communities. These efforts include My Cause/My Cleats, features with our network partners, and utilizing league assets in driving awareness around issues that are important to our players. These efforts are already taking place and are being added to a sustainable long-term calendar reaching into 2018 and beyond.

As you can see, we have addressed the specific issues of the Players Coalition and are enacting the plan in the spirit of our discussions. Please be encouraged to share this in the locker room and engage your players to see if there are any outstanding community issues.