

September 8, 2006

Mr. Roger Goodell  
Commissioner  
National Football League  
280 Park Avenue  
New York, NY 10017

Dear Commissioner Goodell:

Congratulations on your appointment as Commissioner of the National Football League. Under the guidance of your predecessor, the NFL emerged as the premier sports league in the United States. We are fully confident that, under your leadership, the NFL will remain a strong and vibrant organization. As broadcasters, we look forward to working with you and continuing the 50-year relationship that has proved fruitful for both broadcasters and the NFL.

We are concerned, however, by a recent policy change that threatens to seriously tarnish that relationship. As I am sure you are aware, the NFL Owners last year voted to arbitrarily change a long-standing policy that allowed local broadcasters to film from the sidelines during games. The change, which affects only local television broadcasters and not newspaper or Internet reporters, severely limits the ability of local broadcasters to provide unique and extensive coverage of NFL games. With the start of the NFL season upon us, we ask that you reconsider this ban, and quickly repair the crucial link between NFL teams and their communities that local broadcasters provide.

Let me be clear why your local broadcasters need their own sideline video. In order to differentiate their coverage from higher budget national broadcast and cable sport shows, local broadcasters must provide their viewers with unique and highly local stories. Those stories may include coverage of a particular player, or defensive scheme, that may be difficult to delineate from network or low-angle pool video. For local broadcasters working on a limited budget, outsourcing coverage to NFL Films is not a viable option. Without the opportunity to shoot their own video, local broadcasters will scale back coverage of NFL games, and may be forced to cancel shows dedicated to local NFL teams. Over time, this decrease in exposure will affect ticket sales.

Also, because the ban is limited to local television broadcasters, and not other journalists, it raises serious legal questions. Considering that many NFL stadiums are taxpayer funded, the ban may run afoul of laws requiring reasonable and equal access at otherwise public forums.

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Again, congratulations on your new job. I would like to meet with you as soon as possible to talk about how we can work to change this discriminating policy. I look forward to working with you and hope that we may quickly address this issue. Broadcasters are more than committed to reversing this poorly thought out decision.

Best wishes.

Sincerely,

A handwritten signature in black ink that reads "David K. Rehr". The script is fluid and cursive, with the first letters of each word being capitalized and prominent.

David. K. Rehr