



## MANAGEMENT COUNCIL

*MEMORANDUM*

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TO: ***Presidents and General Managers***

FROM: Management Council

DATE: May 18, 2004

SUBJECT: Player Participation (Playtime) Project

Management Council is committed to assisting clubs in the administration of many technology-related daily tasks. Clubs have expressed concern with the considerable amount of time expended by members of their staff during each week of the season to produce playtime reports. To address this concern, Player Participation has been the topic of several meetings with club executives in the past six months. A new project, ***Player Participation***, has been approved by the NFL IT Steering Committee to be implemented as a pilot program for the upcoming season. This project will provide a wide range of benefits to the NFL, Clubs, and fans, including: a more efficient, less time-consuming mechanism to produce playtime reports; consistency in the methodology used to calculate playtime across all thirty-two teams, and; provide additional information to our data warehouse. Information regarding the program was presented at the Labor Seminar in December, to the Public Relations Directors at the business summit, at the Video Directors Conference in February and at the League Meeting in March.

### **How will the *Player Participation* process work?**

The ***Player Participation*** process uses digital still photography to acquire high resolution images of all players on-field. A digital still camera and tripod will be placed in a high location in each end zone and manned by an operator. An indoor workspace located in close proximity to the stats booth will be needed for one person during the game and three people after the game. This workspace location does not require a view of the field. This program will identify each player in each play and provide an archive of player participation.

### **What additional information will be provided by the *Player Participation* project?**

The information supplied weekly by the clubs only includes the number of plays in which a player participates, not which players are in any particular play. The player participation report will accurately identify all 22 players in every play of a game. The expanded information collected in the ***Player Participation*** program will be used by the Management Council to accurately value contracts and performance based pay.

### **What is required at each club to assist in the new *Player Participation* process?**

We are asking your assistance in identifying an individual at your club who will be responsible for hiring and overseeing three or four local game day operators, safely storing the equipment, and working with the League Office to administer this project. We suggest this person be from your Football Operations, Public Relations, Video Directors or Information Technology department.

**What are the *Player Participation* project operators at the club responsible for?**

A document with the job description of the operators is attached. It would be helpful if the contact person is assigned by June 10<sup>th</sup>. Further instructions and project details will then be provided to them.

**Who will pay for this project?**

The League office will be responsible for paying the operators and supplying the equipment.

**When will the *Player Participation* project actually start?**

For the 2004 season, this program will be run in parallel with the existing system. We plan to deploy the system in a phased approach by adding approximately 3 clubs each week over the first nine weeks of the regular season. NFL employees will visit your stadium to provide training and support the first time your club uses the new system.

We expect the program to be fully operational for the 2005 season, thereby eliminating the need for clubs to record player playtime beyond this year.

All Playtime information will continue to be held by the Management Council until the end of the playing season. At that time, playtime will be released to the Clubs in the usual way. The new player participation reports will be distributed to the home teams only.

Additional information about the Player Participation program will be sent in the near future. Please contact Peter Ruocco or Carol Constantine if you have any questions.

Thank you for your assistance as we implement this new project.