



PSL OWNER REWARDS NEWS



Aside from anticipation of warmer spring weather, April is prime time for all of us football lovers...the NFL Draft is finally here!

This year's draft, starting tonight, has been made even more interesting for the Ravens after acquiring two additional picks this week, including the Chiefs first pick (#31), building even more excitement for this weekend's festivities.

In looking back at the 2020 Draft, the logistical challenges created by the pandemic made it unlike anything we had experienced before. The completely digital broadcast was possible using over 600 camera feeds in the homes of draftees, fans, and NFL Staff, and reached over 55 million viewers throughout the three-day spectacle.

In getting ready for this year's edition, the NFL has planned and executed a month-long series of virtual fan activations. In this month's edition of the **PSL Owner Rewards News**, we highlight some of these activations experienced by PSL Owners and the amazing in-person opportunities offered to a very special group of winners.

Small Group of PSL Owners Selected to Participate in One of the Following Virtual Opportunities:

Former NFL Player Panel

The panel of former NFL players featured **Darrel Young** (former fullback), **Usama Young** (former safety) & **Kevin Boothe** (former offensive lineman) spoke with fans about their transition from playing in the NFL to working at the League office. They all agreed that the transition was difficult, but necessary, and highlighted the importance of remembering life after the game should not be seen as a step backwards but the next step in their lives! Working in football operations, each of these men have found a career that focuses on their strengths and passions. They also touched





on their own NFL Draft/signing experience, as well as what impact fans of the game have had on them both during, and after, playing professional football.

"You Make the Call" with Al Riveron & Russel Yurk

Al Riveron (NFL SVP of Officiating) & **Russell Yurk** (NFL VP of Replay) challenged fans to a "You Make the Call" session to learn the ins & outs of NFL officiating & replay. In a step-by-step replay of previous games, Riveron and Yurk showed fans the process behind making a call, reviewing the film, and determining the ruling. They discussed the stress and pressure behind making the right call and resolving disputes. Riveron also reminded participants that even with 96 cameras like we had for the Super Bowl, there still may be a possibility of not having the correct camera view on a given play!

NFL Legends Panel Roundtable

A Legends Roundtable featured **Torry Holt** (former Rams wide receiver) and **Cris Carter** (former Vikings wide receiver) and was hosted by NFL Network's **Kimmi Chex**. In the discussion, Holt and Carter shared memories from their playing days, discussed their draft experiences and shared why the fans are such an integral part of the game. They previewed the upcoming wide receiver class we will see this year. They were encouraged by the depth of talent on the board and highlighted the high level of instruction and training these players are receiving. The programs for receivers continue to improve and they are excited to see how the depth of the wide receiver position continues to grow into the future!



How to Make (and adjust) the NFL Schedule

Mike North (NFL VP of Broadcast) gave fans a crash course in "How to Make & Adjust the NFL Schedule." He explained there is never going to be a perfect schedule that caters to all 32 teams but, they try their best to spread the good and the bad out equally. The process for making the full season schedule takes about 3 months to complete and includes input from all 32 teams on travel considerations, stadium availability, competitive factors, etc. Take a look at the image below to see the finished product for the 2019 season. Each color represents network partners and whether it is a home or away game.

2019 NFL PLAYING SCHEDULE

	DAL	NYG	PHI	WAS	CHI	DET	GB	MEN	ATL	CAR	NO	TS	ARI	LAR	SP	SEA	BUF	NEA	NYJ	BAL	CIN	CLE	PIT	HOU	TEN	SAC	TEX	DEN	KC	OAK	LAC	
1	NYG	DAL	WAS	PHI	GB	ARI	CHI	ATL	IND	LAR	NO	TS	ARI	LAR	SP	SEA	BUF	NEA	NYJ	BAL	CIN	CLE	PIT	HOU	TEN	SAC	TEX	DEN	KC	OAK	LAC	
2	WAS	PHI	ATL	DAL	CHI	IND	LAR	NO	TS	ARI	LAR	SP	SEA	BUF	NEA	NYJ	BAL	CIN	CLE	PIT	HOU	TEN	SAC	TEX	DEN	KC	OAK	LAC	GB	ARI	CHI	
3	PHI	TS	DET	CHI	NO	PHI	DEN	OAK	ARI	SEA	NYJ	CAR	CLE	PIT	NO	CIN	DAL	WAS	NE	NYJ	ARI	SEA	PHI	WAS	CHI	IND	HOU	ARI	CHI	NO	DEN	
4	NO	WAS	GB	NYJ	SEA	KC	PIT	CLE	TEX	HOU	DAL	LAR	SEA	TS	ARI	NE	LAC	WAS	PHI	DET	ARI	SEA	CHI	IND	ATL	WAS	CHI	DET	IND	PHI	NO	
5	GB	WAS	NYJ	NE	OAK	DAL	NYG	PHI	JAC	TS	NO	CIN	SEA	CLE	LAR	TEX	WAS	PHI	PIT	ARI	SEA	CHI	IND	ATL	WAS	CHI	DET	IND	PHI	NO	DEN	
6	DET	NE	PHI	WAS	CHI	IND	PHI	ARI	TS	JAC	CAR	ATL	SP	LAR	CLE	WAS	PHI	DAL	CIN	BAL	SEA	LAC	KC	NO	DEN	TEX	CHI	DET	IND	PHI	NO	
7	PHI	ARI	DAL	SP	NO	MIN	CHI	DET	LAR	CIN	NYG	ATL	WAS	BAL	PHI	ARI	SEA	JAC	KC	DEN	CHI	DET	IND	PHI	NO	DEN	TEX	CHI	DET	IND	PHI	NO
8	DET	BUF	MIN	LAC	NYG	KC	WAS	SEA	SP	ARI	TEX	NO	CIN	CAR	ATL	PHI	PIT	CLE	JAC	LAR	NE	PHI	OAK	DEN	PHI	TS	IND	TS	IND	PHI	NO	
9	NYG	DAL	CHI	PHI	PHI	CAR	LAC	KC	TEX	WAS	SP	ARI	TEX	WAS	PHI	ARI	SEA	NE	PHI	OAK	DEN	PHI	TS	IND	TS	IND	PHI	NO	DEN	PHI	NO	
10	MIN	NYJ	NO	DET	CAR	DAL	NO	GB	ATL	ARI	TS	ARI	SEA	SP	CLE	END	NO	NYJ	CIN	BAL	SEA	LAC	KC	NO	DEN	TEX	CHI	DET	IND	PHI	NO	
11	DET	NO	PHI	LAR	DAL	CHI	CAR	ATL	TS	NO	SP	CHI	ARI	PHI	DEN	PHI	WAS	HOU	CHI	PIT	CLE	ARI	SEA	PHI	TS	IND	PHI	NO	DEN	PHI	NO	
12	DAL	CHI	SEA	DET	PHI	WAS	SP	TS	NO	CAR	ATL	PHI	SEA	PHI	DEN	CLE	DAL	OAK	LAR	PHI	DET	ARI	CIN	IND	PHI	TS	IND	PHI	NO	DEN	PHI	NO
13	BUF	GB	WAS	CAR	DET	CHI	WAS	PHI	NO	WAS	ATL	SAC	LAR	ARI	BAL	PHI	NO	NYJ	PIT	CLE	ARI	SEA	PHI	TS	IND	PHI	NO	DEN	PHI	NO	DEN	
14	CHI	PHI	NYJ	SEA	DAL	MIN	WAS	DET	CAR	ATL	SP	IND	PIT	SEA	NO	LAR	BAL	NYJ	KC	HOU	DET	CIN	ARI	DEN	TS	LAC	OAK	HOU	TS	IND	PHI	NO
15	LAR	SEA	WAS	PHI	GB	TS	CHI	LAC	SP	SEA	IND	DET	CLE	DAL	ATL	CAR	PIT	NO	CIN	BAL	NYJ	PHI	ARI	SEA	PHI	TS	IND	PHI	NO	DEN	PHI	NO
16	PHI	WAS	DAL	PHI	NO	WAS	PHI	JAC	IND	PHI	TS	NO	CAR	ATL	LAR	ARI	PHI	NO	NYJ	PHI	SEA	PHI	CLE	CIN	ARI	SEA	PHI	TS	IND	PHI	NO	DEN
17	WAS	PHI	NYJ	DAL	IND	GB	DET	CHI	TS	NO	CAR	ATL	LAR	ARI	PHI	NO	NYJ	PHI	SEA	PHI	CLE	CIN	ARI	SEA	PHI	TS	IND	PHI	NO	DEN	PHI	NO

(Key: Green: NBC, Yellow: ESPN Monday Night Football, Purple: Thursday Night Football, Red: CBS, Blue: Fox, & White: Away Game)

Call with the NFL Commissioner Roger Goodell

For the final virtual fan session, **Commissioner Roger Goodell** participated in a Q&A session with the NFL Network's **Peter Schrager**. This was an exclusive opportunity offered to only 5 fans from each team. The Commissioner spoke on the effects Covid-19 has had on the league, the excitement on getting fans back into the stands, and the anticipation for this year's draft class.

Now let's talk about what PSL Owners will be experiencing in the next few days...

The Pick is In...And So Are These PSL Owners

PSL Owners Selected for the Coveted "Draft Inner Circle"

This year's NFL Draft will come live from Cleveland and will mark the first live NFL football event since the Super Bowl with a significant number of fans in attendance. Six lucky PSL Owners and their guests were invited to be some of the very few to have seats right in front of the stage, otherwise known as the "inner circle". These lucky winners will be able to see history unfolding right in front of them as well as some live entertainment along the way.



Being in the Inner Circle will also give these PSL Owners the best seat in the house for concerts by **Kings of Leon**, **Ann Wilson** and more! The team sections are divided up by divisions, meaning we have to be the loudest and proudest in the AFC North. The experience will also include one-of-a-kind giveaways, and some visits from a few special guests!

We'll report back in next month's edition of the **PSL Owner Rewards News with some fun stories.**

Let's have a great draft everyone!

Sincerely,

Raven Jones

Raven Jones
PSL Owner Rewards Coordinator

To find all Ravens COVID-19 resources, volunteer opportunities and an activity center for kids please visit <https://www.baltimoreravens.com/community/covid-19/>

Want to see what you could win? Check out www.baltimoreravens.com/pslownerrewards for an updated list of winners, a photo gallery, a list of prizes and more.