

# Crisis in the NFL (Commentaries & Recap- UPDATED)

*By Nicole Giovia, Contributing Editor, [CommPRO.biz](http://CommPRO.biz)*

Throughout the past year, it seems that every week there is a new crisis occurring in the National Football League. Spousal abuse, child abuse, illegal fire works causing the loss of digits; with problem after problem, the NFL is facing a real PR nightmare. All the while, Changes have been made behind the scenes in hopes to change the public's view of the NFL, and its players.

The disaster started with Ray Rice and continued to spiral downward. Beyond Ray Rice, the NFL faced Adrian Peterson and his child abuse scandal, and Greg Hardy's domestic violence. These were just the beginning in a string of domestic violence charges for NFL players.

The latest in the list of seemingly never-ending NFL Crises was #Deflategate. Turns out, this year's Super Bowl Champions, the New England Patriots let air out of nearly all of their footballs, giving them an unfair advantage in the AFC Championship Game. The NFL's "Golden Boy" Tom Brady was suspended for four games for his part in the scandal, a decision that was overturned by a judge today.

The NFL is in desperate need of some positive PR. As they face criticism from fans, players and sponsors, the NFL must figure out a way out of the crisis and back into the public's good graces. The big question is, what is next? What can the NFL do? If something doesn't change fast will the NFL every get back to where they once were?

With this page we will dig deeper into the issues that arise

from the most recent developments. You are invited to contribute your comments and opinions.

## [Deflategate Ruling – Tom Brady & Roger Goodell Need to Score in the Court of Public Opinion](#)

*By David E. Johnson, CEO, Strategic Vision, LLC*

One can win in the court of law but still lose in the court of public opinion. We have just seen this with New England Quarterback Tom Brady. [Click here](#) to read the full post.



## [#Deflategate Crisis Management – Next Moves by the NFL & Tom Brady?](#)

*By David E. Johnson, CEO, Strategic Vision, LLC*

For the NFL, 2014 was a year of crisis after crisis. The League and NFL Commissioner Roger Goodell came under heavy scrutiny and criticism for failing to punish key NFL players guilty of domestic violence. [Click here](#) to read the full post.

## [Will the Patriots Make it to The Superbowl?](#)

Twitter Chat Recap

Welcome to our chat, what will the real PR and marketing successes and crisis be surrounding @SuperBowl 49? #SB49PR [Click Here](#) to read the recap.

## [\*\*Where is the NFL's Crisis Communications Plan?\*\*](#)

*By David E. Johnson, CEO, Strategic Vision, LLC*

Super Bowl Sunday is less than a week away. Yet rather than discussing the particulars of the game, the sporting world has been arguing about findings that 11 footballs confiscated from the New England Patriots win over the Indianapolis Colts in the AFC title game were found to be underinflated by two pounds of air each. [Click here](#) to read the full post.

## [\*\*#Deflate Gate Holds Our Attention More\*\*](#)

## than the Game

*By Todd Murphy, Vice President, [Universal Information Services](#)*

Yes, we're still talking about Deflate Gate, #DeflateGate, and Super Bowl 49 is less than a week away. What more can be said on this topic? Nothing. But from an image perspective, my company has looked at the past media exposure for most sports and found one common thread. [Click here to read the full post.](#)



## [#Deflategate: Managing the NFL's Latest Scandal](#)

*By David E. Johnson, CEO, [Strategic Vision, LLC](#)*

The NFL is facing yet another scandal. No, it doesn't concern players and domestic violence. This latest scandal involves the New England Patriots and findings that 11 footballs confiscated from the team's win over the Colts in the AFC title game were found to be underinflated. [Click here to read the full post.](#)

## [When The Public Cries Foul](#)

*By Robin Cohn, Author, [The PR Crisis Bible](#)*

One has to wonder. If some man brutally hit and knocked-out the daughter or wife of an NFL team owner or commissioner, do you think they'd let the man go with a slap on the wrist? I don't think so—or at least I hope not. But it hasn't happened to them and that emotional distance has let NFL teams focus on business as usual. Like any best selling product, why would anyone want to pull it off the shelf, or in this case the game—until there's a public out cry? [Click here](#) to read the full post.

## ✘ [The NFL and Responsibility](#)

By Constance J. Peak is Co-Founder, CFO and Coach at [IMPACT Leadership 21](#)

The [NFL](#) loves being on the minds of a nation, just not like this. I'm sure heads are shaking, saying, "Where did it all go wrong?" There were several missteps made by Roger Goodell in reaction to the Ray Rice incident. Therein lies the key, he reacted. [Click here](#) to read the full post.



Roger Goodell  
(Source:  
FreeAllImages.

com)

## **NFL: An Insult to Women Everywhere**

*By Steven Fink, President and CEO, [Lexicon Communications Corp.](#)*

In the face of the worst crisis to confront the [NFL](#) in its 94 years of existence, commissioner [Roger Goodell](#) held a much-anticipated news conference last Friday and for 45-minutes...*said nothing*. While the media and women's organizations and right-minded people everywhere were angered by this performance, some people actually applauded Goodell's complete lack of substance. [Click here](#) to read the full post.

## **☒ The Spiraling Violence in the NFL**

*By Susan Tellem, Partner, [Tellem Grody PR](#)*

Ah. My husband is right in so many ways, including what he calls the over the top worship of football as "the religion of sports." Church on Sunday...maybe not. Football on Sunday TV...most definitely. If football is about violence, why are we surprised when violence moves from the field to the home? [Click here](#) to read the full post.

## [Saving Face at the NFL: What's the Cost?](#)

By Susan Young, CEO, [Get in Front Communications, Inc.](#)

I'd like to thank the [NFL](#) for bringing the horrific issue of domestic violence to the forefront of our social conversations and values. Maybe lives will be saved. I'd also like to vomit on the NFL for downplaying (actually ignoring) this horrific issue of domestic violence. Maybe the NFL's face can be saved. But at what expense? [Click here](#) to read the full post.

## [NFL Sponsors: What's their Crisis Management Role?](#)

By David E. Johnson, CEO, [Strategic Vision, LLC](#)

Another day has passed and another [NFL](#) player has been arrested with domestic violence charges – [Arizona Cardinals](#) running back [Jonathan Dwyer](#). This comes as the NFL is still reeling from the public relations damage of Ray Rice, Adrian Peterson, Greg Hardy, and the admission in court documents that nearly a third of its players could end up with brain damage. [Click here](#) to read the full post.



## [NFL in Crisis: Where are the X's and O's?](#)

By Steven Fink, President and CEO, [Lexicon Communications Corp.](#)

The crisis that is engulfing the [NFL](#) is so predictable that it barely holds my professional interest as a crisis manager, and yet, like a large segment of America, I watch it the way you slow down on the highway and watch the mangled wreck of a fatal car crash pushed to the shoulder: horrifying, but riveting nevertheless. [Click here](#) to read the full post.

## ✘ [NFL Crisis Management: Losing in the Court of Public Opinion](#)

By David E. Johnson, CEO, [Strategic Vision, LLC](#)

The [NFL](#) continues to be battered in the court of public opinion. Last week it was the [Ray Rice saga](#) and the “what did NFL Commissioner Roger Goodell know and when did he know it questions.’ This week it is outrage over Minnesota Viking [Adrian Peterson](#) who is facing criminal charges for spanking his four-year old son with a wooden stick that left welts. [Click here](#) to read the full post.



## [✘ The NFL: Game Plan To Improve Future “Performance”](#)

*By Brian Braudis, Executive Coach & Leadership Consultant*

The near term is likely to get bumpy as the [NFL](#) begins to implement its new [domestic violence policy](#). Prevention is typically easier than rebuilding but nonetheless; the NFL finds itself facing unwanted attention and pressure to make changes. It is sure to get even more unpleasant. As one of my college professors would say, “If you fail to initiate change yourself, a change much harder and much uglier will be thrust upon you.” [Click here](#) to read the full post.

## [✘ The Ray Rice Scandal: A Crisis Communications Analysis](#)

**Editor’s Note:** The [Ray Rice Scandal](#) was handled poorly on all fronts: from the way the team reacted and blamed the victim, to the seemingly soft punishment by the NFL to Ray Rice himself briefly apologizing then quickly moving on. Not only is his image inevitably tarnished, but the NFL, Team and even “supporters” will be left to pick up the pieces. With this page we will dig deeper into the issues that now arise from the most recent developments. You are invited to contribute your comments and opinions. [Click here](#) to read the full post.

# #Deflategate:

**\*\*UPDATE\*\***

Tom Brady Deflate-Gate: Federal Judge Throws Out NFL Star's Suspension

<https://www.nbcnews.com/news/sports/tom-brady-deflate-gate-federal-judge-throws-out-nfl-stars-n419476>

Another Twist in the "Deflate-Gate" Scandal as the NFL Look Set to Appeal Brady's Ban Being Quashed

<https://www.newstalk.com/Theres-another-twist-for-Tom-Brady-in-the-deflategate-saga>

Tom Brady Wins the Long Game

<https://www.newyorker.com/news/sporting-scene/tom-brady-wins-the-long-game>

Greg Cote: Tom Brady Wins Big; NFL, Commissioner Roger Goodell Lose Even More

<https://www.miamiherald.com/sports/spt-columns-blogs/greg-cote/article33737655.html>

How Roger Goodell Became the Most Powerful Man in American Sports

[https://www.washingtonpost.com/sports/redskins/how-roger-goodell-became-the-most-powerful-man-in-american-sports/2015/09/02/3eb69baa-50d8-11e5-9812-92d5948a40f8\\_story.html](https://www.washingtonpost.com/sports/redskins/how-roger-goodell-became-the-most-powerful-man-in-american-sports/2015/09/02/3eb69baa-50d8-11e5-9812-92d5948a40f8_story.html)

P.R. Chief Paul Hicks Leaves the NFL

<https://profootballtalk.nbcsports.com/2015/09/01/p-r-chief-paul-hicks-leaves-the-nfl/>

Roger Goodell Isn't Going Anywhere, But A Changing of Guard is

Underway

<https://www.cbssports.com/nfl/writer/jason-la-canfora/-25289125/roger-goodell-isnt-going-anywhere-but-a-changing-of-guard-underway>

Before The Decision:

Deflategate: 10 Things to Know About Latest Patriots Controversy/Scandal

<https://www.cbssports.com/nfl/eye-on-football/24982457/deflategate-10-things-to-know-about-latest-patriots-controversy/scandal>

Effects Of Inflation: Once Again, We're Talking About Football

<https://www.courant.com/sports/football/hc-jacobs-column-patriots-0121-20150120-column.html#page=1>

Deflategate Fallout: Lack of Candor Could End Up Biting Patriots, Belichick

<https://www.foxsports.com/nfl/story/super-bowl-2015-deflategate-new-england-patriots-bill-belichick-012115>

#Deflategate: Blame it on the Rain, Or Is There No Defense for Bill Belichick and the Patriots This Time?

[https://www.boston.com/sports/columnists/wilbur/2015/01/deflategate\\_blame\\_it\\_on\\_the\\_rain\\_or\\_is\\_there\\_no\\_de.html](https://www.boston.com/sports/columnists/wilbur/2015/01/deflategate_blame_it_on_the_rain_or_is_there_no_de.html)

Deflategate: What NFL Players Are Saying About Patriots' Controversy

<https://www.foxsports.com/buzzer/story/deflategate-new-england-patriots-nfl-player-reaction-012115>

Time for Patriots to Embrace Deflategate, Hate

[https://www.boston.com/sports/blogs/obnoxiousbostonfan/2015/01/time\\_for\\_patriots\\_to\\_embrace\\_deflategate\\_hate.html](https://www.boston.com/sports/blogs/obnoxiousbostonfan/2015/01/time_for_patriots_to_embrace_deflategate_hate.html)

# Making Changes in the NFL:

**\*\*UPDATED\*\***

NFL Owner Admits League's New Domestic Violence Policy Is A Public Relations Ploy

<https://thinkprogress.org/sports/2014/12/10/3602006/nfl-owner-admits-leagues-new-personal-conduct-policy-is-a-public-relations-ploy/>

Angry NFL Fans Flock to Product

<https://thepioneeronline.com/23456/opinions/angry-nfl-fans-flock-to-product/>

Drew Brees Questions NFL's Knee-Jerk Policy Changes and Fear of PR Hits

<https://bleacherreport.com/articles/2287198-drew-brees-questions-nfls-knee-jerk-policy-changes-and-fear-of-pr-hit>

Roger Goodell Shows He Hasn't Changed With New Personal Conduct Policy

<https://www.washingtonpost.com/news/sports/wp/2014/12/11/-roger-goodell-shows-he-hasnt-changed-with-new-personal-conduct-policy/>

NFLPA Criticizes "Unilateral" Imposition of Personal Conduct Policy

<https://profootballtalk.nbcsports.com/2014/12/10/-nflpa-criticizes-unilateral-imposition-of-personal-conduct-policy/>

TEXAS VIEW: Goodell Must Go for NFL to Move Ahead

[https://www.oaoa.com/editorial/views/texas\\_opinion/article\\_](https://www.oaoa.com/editorial/views/texas_opinion/article_)

[3c53f2e2-7efe-11e4-8de2-53f55814b250.html](http://3c53f2e2-7efe-11e4-8de2-53f55814b250.html)

Why So Serious, Roger Goodell?

<https://time.com/3628892/roger-goodell/>

## **The Crisis Escalates:**

NFL in Crisis – A Lack of Leadership in Raising Star Athletes

<https://www.forbes.com/sites/johnkotter/2014/09/29/nfl-in-crisis-a-lack-of-leadership-in-raising-star-athletes/>

WATCH: NFL Crisis Mocked In *Saturday Night Live* Cold Open

<https://www.gossipcop.com/nfl-crisis-snl-cold-open-video-saturday-night-live-watch-roger-goodell-chris-pratt/>

NFL Executives Insist Roger Goodell's Job is Safe Despite Crisis, Chaos

<https://bills.buffalonews.com/2014/09/19/nfl-executives-insist-roger-goodells-job-safe-despite-crisis-chaos>

Jameis Winston Suspension Increased By Florida State After Vulgar, Misogynistic Outburst

[https://www.huffingtonpost.com/2014/09/20/jameis-winston-suspended-florida-state\\_n\\_5854720.html](https://www.huffingtonpost.com/2014/09/20/jameis-winston-suspended-florida-state_n_5854720.html)

### **Roger Goodell Press Conference: 'I Got It Wrong' about Ray Rice Domestic Violence Incident**

Hundreds of Baltimore Ravens Fans Form HALF-MILE Long Line to Swap Their Ray Rice Jerseys

<https://www.dailymail.co.uk/news/article-2762543/Hundreds--Baltimore-fans-form-queue-stretching-half-mile-swap-Ray-Rice->

[jersey-stars-club-desperately-tries-claw-public-opinion.html](http://jersey-stars-club-desperately-tries-claw-public-opinion.html)

White House: NFL Needs 'To Get A Handle On' Domestic Violence Issues

<https://www.cbssports.com/nfl/eye-on-football/24715785/-white-house-nfl-needs-to-get-a-handle-on-domestic-violence-issues>

Assault Charges Add to N.F.L.'s Off-Field Turmoil

<https://www.nytimes.com/2014/09/18/sports/football/nfl.html>



Adrian Peterson Crisis Threatens NFL's Lifeblood

[https://www.thestar.com/sports/football/2014/09/16/adrian-peterson\\_crisis\\_threatens\\_nfls\\_lifeblood\\_arthur.html](https://www.thestar.com/sports/football/2014/09/16/adrian-peterson_crisis_threatens_nfls_lifeblood_arthur.html)

Adrian Peterson Child Abuse Case Is Latest NFL Crisis

[https://blogs.houstonpress.com/news/2014/09/adrian-peterson-child\\_abuse\\_case\\_is\\_latest\\_nfl\\_crisis.php](https://blogs.houstonpress.com/news/2014/09/adrian-peterson-child_abuse_case_is_latest_nfl_crisis.php)

Cris Carter In Tears: Adrian Peterson Mustn't Play After Child Abuse

<https://hollywoodlife.com/2014/09/15/cris-carter-adrian-peterson-espn-anchor-cries/>

NFL's Next Ray Rice Crisis is Already Here with Greg Hardy, Panthers

<https://sports.yahoo.com/news/nfl-s-next-ray-rice-crisis-is-already-here-with-greg-hardy-panthers-033425803.html>

Greg Hardy Inactive for Panthers Against Lions, Defensive Lineman Found Guilty of Domestic Assault Will Still Be Paid

<https://www.nydailynews.com/sports/football/panthers-deactivate-greg-hardy-nfl-domestic-abuse-crisis-continues-article-1.1939138>

If There Were a Greg Hardy Video...

<https://www.si.com/nfl/2014/09/12/greg-hardy-carolina-panthers-domestic-abuse>

Jonathan Dwyer Arrested, Deactivated

[https://espn.go.com/nfl/story/\\_/id/11544985/jonathan-dwyer-arizona-cardinals-arrested-two-counts-suspicion-aggravated-assault?ex\\_cid=sportscenterFB](https://espn.go.com/nfl/story/_/id/11544985/jonathan-dwyer-arizona-cardinals-arrested-two-counts-suspicion-aggravated-assault?ex_cid=sportscenterFB)

## The League and it's Leaders...

**\*UPDATED\***

### **Packers CEO Mark Murphy Talks About Current NFL Crisis**

<https://www.jsonline.com/sports/packers/packers-ceo-mark-murphy-talks-about-current-nfl-crisis-b99361761z1-277682141.html>

### **NFL Crisis Could Hinder Growth of Female Fan Base**

<https://www.usatoday.com/story/sports/nfl/2014/09/15/female-nfl-fans-c-keith-harrison-ann-bastianelli-marie-claire/15697247/> Budweiser to NFL: Fix Your Domestic Abuse Problem. Now.

[https://mashable.com/2014/09/16/nfl-sponsors/](https://mashable.com/2014/09/16/nfl-sponsors/Misogyny) Misogyny and Homophobia in the NFL: Is America's Crisis of Masculinity Playing Out in Its Favorite Sport?

[https://www.huffingtonpost.com/michelangelo-signorile/nfl-misogyny-homophobia\\_b\\_5828874.html](https://www.huffingtonpost.com/michelangelo-signorile/nfl-misogyny-homophobia_b_5828874.html) Sportswriter Mike Lupica on NFL's PR Crisis: Credibility of the League is Suffering

<https://www.today.com/news/sportswriter-mike-lupica-nfls-pr-crisis-credibility-league-suffering-1D80157858> Ad Review: NFL PR Effort Is as Laughable as Its Morals

<https://adage.com/article/ad-review/ad-review-nfl-pr-effort-laughable-morals/294967/> Game Day Reports: Off-the-Field Violence

[https://www.nytimes.com/2014/09/16/sports/football/nfl-commentators-share-insights-on-ray-rice-and-adrian-peterson.html?\\_r=0](https://www.nytimes.com/2014/09/16/sports/football/nfl-commentators-share-insights-on-ray-rice-and-adrian-peterson.html?_r=0)

### **NFL Bungles Crisis Management in Ray Rice Case**

<https://www.indystar.com/story/opinion/2014/09/15/nfl-bungles-crisis-management-ray-rice-case/15672781>/NFL Announces 4 Women Will Help Shape League Policy

<https://www.wtsp.com/story/sports/nfl/2014/09/15/nfl-announces-four-women-will-help-shape-league-policy/-15667479>/Roger Goodell Won't Survive NFL's Ray Rice Fiasco

<https://www.bostonglobe.com/business/2014/09/15/nfl-needs-new-commissioner-domestic-abuse-scandal/-txqJEE4NPe9E370svUnyLJ/story.html>

The NFL Has A Power Problem

<https://www.sbnation.com/nfl/2014/9/16/6122627/nfl-power-adrian-peterson-ray-rice-roger-goodell>

### **The Management Style Of The NFL Has Turned Into A Grease Fire**

<https://www.forbes.com/sites/maurybrown/2014/09/16/the-management-style-of-the-nfl-has-turned-into-a-grease-fire/>Breaking Bad: The Economics, Sociology, And Psychology Of Law-Breaking Behavior By NFL Players

<https://www.forbes.com/sites/prishe/2014/09/17/breaking-bad-the-economics-sociology-and-psychology-of-law-breaking-behavior-by-nfl-players/>Silence on Peterson Could Hurt Commissioner More than Rice Case

<https://profootballtalk.nbcsports.com/2014/09/17/silence-on-peterson-could-hurt-commissioner-more-than-rice-case/>The NFL Scandal Shows Why You Shouldn't Get Your News from the PR Dept.

<https://www.latimes.com/business/hiltzik/la-fi-mh-the-nfl-scandal-20140916-column.html>Will The Elite NFL Media Still Be Stooges After The Ray Rice Scandal?

[https://deadspin.com/will-the-elite-nfl-media-still-be-stooges-after-the-ray-1633884608?utm\\_source=feedburner&utm\\_medium=feed&utm\\_campaign=Feed%3A+deadspin%2Fexcerpts+\(Deadspin+Excerpts\)](https://deadspin.com/will-the-elite-nfl-media-still-be-stooges-after-the-ray-1633884608?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+deadspin%2Fexcerpts+(Deadspin+Excerpts))NFL Brand Takes a Battering But Remains 'Unbreakable': Experts

<https://www.nbcnews.com/storyline/nfl-controversy/nfl-brand-tarnished-remains-unbreakable-experts-n203951>

The NFL is Scrambling for Some Good-News Daylight Like a Frantic Quarterback



<https://www.mynextfone.co.uk/storyline/the-nfl-is--scrambling-for-some-goodnews-daylight-like-a-h26225.html>

**A League Under Siege, Again**

<https://www.sportsbusinessdaily.com/Journal/Issues/2014/09/15/-Leagues-and-Governing-Bodies/NFL-Goodell.aspx>