



Volume 18 Issue 2

June 2014

JIM HENDERSON: ON DECK

With the first pick of the 2014 NFL Draft, the "select?" And so began the most intriguing, unprecedented, and groundbreaking draft in NFL history.

Unlike a year ago when the drama surrounding the first overall pick was limited to which offensive tackle the Kansas City Chiefs would select number one overall (yawn), this year there was widespread speculation over who would choose first, who would be chosen first, and on what side of the ball would that choice be made.

Throw in the diverse opinions over the projection of the most polarizing player in draft history with Johnny Manziel said to be worthy of anything from the first pick in the draft to a third round selection, the abundance of quarterback talent available over the first three rounds, and the draft being held the second week of May instead of the last weekend of April, and it made for a perfect storm of interest in the annual selections.

ESPN's huge ratings reflected that. And you can expect the NFL to capitalize.

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Keep the draft in May. Extend it to four days. Move the selections from New York to cities who would bid on it like a Super Bowl. Allow more than one city to host the selection process over the course of the currently three-day draft. Open the bidding to televise the first round in prime time to the three major networks.

All of these are possibilities as I write this.

The NFL is always looking to expand the brand and grow its revenue. And this is the perfect opportunity to do so. Even though in 2015 it's highly unlikely the NFL draft will be hyped by the JFF -- the Johnny Football Factor -- nor some of the other vagaries that made this year's selections so riveting. But the chance to get ratings such as this year's in the "sweeps" month of May would certainly provoke network television interest. For the first time one of the Big Three will be televising a portion of the NFL's Thursday Night Football package this coming season.

More than one business has been duped into finding what the people want and then giving too much of it to them.

But the appetite for the NFL seems endlessly voracious and there is no sign of satiation...yet.



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IN RECOGNITION

In observance of the upcoming holidays, all offices will be closed on: 

Labor Day

Monday, September 1st

Columbus Day

Monday, October 13th

Veterans Day

Tuesday, November 11th

Thanksgiving Day

Thursday, November 27th

All offices will close at noon Friday, November 28th

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Over  Years

**Congratulations to the winners of the
Quarterly Stars and Stripes Drawing!**

**Denny Cawyer of Destrehan
Corinthia Reulet of Thibodaux
Barbara D. Usey of Thibodaux**

Each won a \$50 Visa Gift Card by entering last issue's contest drawing.

Thank you for reading this publication of Stars and Stripes!

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Please return by July 31, 2014 to be eligible for this drawing.
Winners will be announced in the next quarterly publication of Stars and Stripes.