



ANNOUNCED: SZA TO HEADLINE SUPER BOWL

## Beyond the Game- Culture, Change, and the Future of the NFL:

The NFL has announced that Grammy-winning artist SZA will headline the Apple Music Super Bowl LX Halftime Show at Levi's Stadium in February 2026.

Known for her genre-blending sound and powerful stage presence, SZA will bring her signature energy to the most-watched music event of the year.

The show will be produced in collaboration with Apple Music, Roc Nation, and Emmy-winning producer Jesse Collins, promising a dynamic performance and possible surprise guests.

**"This is a dream come true. I grew up watching legendary artists own this stage, and now it's my turn." —SZA**

**"It's about more than football—it's about using our platform to lift up communities and push for real change." — Malik Johnson, linebacker, New York Jets**

The NFL's Inspire Change initiative continues to grow through its focus on education, economic advancement, and criminal justice reform. By supporting grassroots programs and elevating player voices, the league aims to create lasting social impact.

Inspire Change reflects the NFL's commitment to making a difference both on and off the field through meaningful community investment.

NFL Commissioner Roger Goodell recently shared his vision for the league's next chapter, touching on player safety, digital innovation, and global expansion.

From streaming partnerships with Amazon and YouTube to games in Europe and beyond, the NFL is evolving for the modern fan

**"The best is yet to come." —Roger Goodell**

Goodell emphasized the challenge of honoring tradition while embracing change to keep the game growing. He believes the key to long-term success lies in adapting without losing what makes football unique.

As he put it, the league's job is to "grow the game for the next generation without forgetting the passion that built it." To read more, see article online.



**The Future of Football is Digital: a Glimpse into Industry News**

The way fans consume football is changing, and the NFL is leading the charge into the digital era. With full games now streaming on platforms like Amazon Prime and YouTube, and short-form highlights dominating TikTok and Instagram, the league is focused on meeting fans where they are—online and on demand. Continued page 2



## Team Updates: Promotions and New Faces

### Maya Reynolds

Maya joins the Communications team as our new Digital Content Strategist. With a background in sports marketing and a passion for storytelling, Maya will lead campaigns across our social platforms and help shape the league's digital voice.

### Jordan Lee

Jordan has been promoted to Senior Data Analyst on the NFL Insights team. Known for his sharp eye and innovative dashboards, Jordan (a recent recipient of our Rising Star award) will now lead projects focused on fan engagement analytics across broadcast and digital.

### Camille Bennett

Camille steps into a new role as Brand Experience Manager, overseeing game day activations and community events. With a strong background in nonprofit partnerships, Camille is excited to expand our reach in new markets and make an impact beyond the field.

### Chris Takeda

Chris, formerly a scout in the AFC West, now joins the League Office as Manager of Player Development Initiatives. A former D-II athlete himself, Chris will work on programs supporting rookie transitions and long-term player success.

Using new and innovative formats like Nickelodeon's family-friendly broadcasts and alternate game commentary are drawing in younger viewers and first-time fans. These efforts are part of a larger push to keep football relevant in a fast-moving media landscape, while also creating new ways for fans to engage with the game in real time.

This shift also empowers players to build their personal brands and connect directly with fans. From livestreams and behind-the-scenes content to viral challenges and game-day vlogs, athletes are becoming their own storytellers. The league supports this evolution, recognizing that digital presence is not just an add-on—it's a key part of how today's fans experience the game.

By expanding its digital reach, the NFL isn't just keeping up with trends—it's setting the pace for how sports will be watched, shared, and celebrated in the years ahead.



**Jemele Hill**   
@jemelehill

My sports nap rankings:

1. Masters
2. Thanksgiving Day — NFL afternoon nap
3. NFL 4p game window nap (around the 2nd quarter)
4. College football afternoon nap
5. NBA Christmas Day afternoon nap

## Tweet of the month

Every month, one fan tweet rises above the rest—whether it's funny, heartfelt, or just full of team spirit. This one had us all talking.



April 2025

## Upcoming Events

From team celebrations to exclusive insider experiences, here's what's coming up around the league. Don't miss out on the fun! Check your email for details regarding specific events:

- NFL Draft Watch Party- April
- Touchdown & Tacos Tuesday- May
- NFL Family Day at the Park- May
- Summer Kickoff BBQ- June
- Rookie Q&A Session (Virtual)- June
- NFL Spirit Week: June