

Topic I: Expansion

History of Baltimore Ravens expansion, how they've done it and how it affects them as an organization? For or against it?)

According to my article and many other sources, the NFL is the world's richest sports leagues with profit margins reaching up to \$12 Billion in revenue last year. The Baltimore Ravens are one of the more known teams being that they won the SuperBowl in 2013. Owner Stephen Bisciotti purchased the team in 2004 for 600 million dollars. The team pulls in roughly 378 million per year in revenue. In 2013 after winning the Superbowl the Ravens are worth \$1.22 billion compared to the previous \$1.16 billion, in their case the more games you win the better pockets will look. Every year the NFL has a Pink campaign for Breast Cancer Awareness Month. The NFL reportedly keeps 90% of the profit from the sale of the Breast Cancer Awareness gear (Cork Haines). For every \$100 in sales of pink gear, only \$3.54 is going towards research while the NFL is keeping \$45. The more they sell the more their profit margin increases. If gambling was legalized it would open up huge sponsorship opportunities for the league and teams. Fantasy sites like DraftKings & FanDuel are already a growing source of sponsorship revenue. Also the NFL is considering adding another game in London every year and adding another game in a different country, maybe both. The two countries under consideration are Germany and Mexico. **"The NFL will expand into London one day,** probably soon. Why? Simple: Because it's a dream sports market for the NFL — or any professional sports team, for that matter." (Luke Kerr Dineen)

Topic II: Concussions and Head Safety

(History of concussions/injuries with former Ravens players and what precautions have been taken?)

There was a former Baltimore Ravens Tight End Kendrick Ballantyne opened up about his concussion history. Spoke about how after big hits a player should always be evaluated and taken out the game. Year after year technology advances and we find out more about the human body and ways to prevent injury. Reported concussions in the NFL over the last three years has decreased over 35% from newer helmet models and rules aiming to limit as little head to head contact. In a test there were over 500 tests with helmets on crash dummies and scientists looked closely at all models and rated them on effective-non effective. The helmets that were least effective were reported to NFL teams. In 2009 NFL owners approved a bill which eliminated hits on defensive players and line man. Chop blocks at the knees and legs have been eliminated along with horse collar tackles, and emphasizing rough on the passer. Manufacturers recently modified and changed the design of many chin straps so that they're more durable and protect more for your throat and jaw. Discipline for violation of rules can result in thousand dollar fines and game suspensions.

Topic III: Players and Criminal Offences

(History of Criminal Offenses with Ravens players and how organization went about it?)

The NFL takes off the field violence and conduct very seriously being that a lot of players in this day and age are kids role models and public figures. "USA Today maintains a [database of arrests, charges, and citations](#) of N.F.L. players for anything more serious than a traffic citation. Maintained by Brent Schrotenboer, it goes back to 2000 and covers, to date, [713 instances](#) in which pro football players have had a run-in with the law that was reported by the news media." (Neil Irwin). The Baltimore Ravens from 2000-2014 have had 22 players arrested, cited, or charged with a crime which happens to be the league average for teams. For many years the Baltimore Ravens organization has been dealing with players who get in trouble. In early 2015 they released Running Back Bernard Pierce for failing a sobriety test after his car was pulled over for speeding in Baltimore County. Than again in early 2015 a Cornerback Victor Hampton was pulled over in Charlotte, and was accused of driving impaired. The team terminated his spot and cut him the next day. Lastly we all know of the famous Ray Rice case. Back in 2014 he was accused of domestic violence towards his wife. He was caught on tape striking her unconscious. It started off as a two game suspension but with the attention of more viewers it became an indefinite suspension and he was soon cut from the roster. There were a lot of responses to the incident from teammates and staff. They were all very supportive of him, but they knew he made a mistake. "He's just been lauded as the nicest, hardest working, greatest guy on the team and in the community. So we have to support him. I think we'll be rewarded by him maturing and never putting himself in a situation like that again. "I've been on record of saying my definition of character is repeating offenses. If we're all one strike and you're out, then we're all in trouble. It's how you respond to adversity." (Steve Bisciotti).