Pittsburgh Steelers Specialized Agency

In the past few decades, the National Football League has risen to become the most profitable sports organization in the entire world with an estimated value of 13 billion dollars. The NFL’s value has continued to trend upward as they have appealed to a much younger audience than other sports organizations. However, there are many issues that the NFL must consider moving forward such as expansion, head injuries, and drug and domestic abuse. The Pittsburgh Steelers have taken various positions on each of these issues as they have had many players who have been involved with substance and domestic abuse along with head injuries.

Expansion has been a hot topic in the NFL, which has hoped to add teams both domestically and internationally. Some of the domestic locations the NFL has shown interest in have been Las Vegas, Oklahoma City, Salt Lake City, and San Antonio. Some of the problems associated with the domestic options are that many cities don’t have stadiums suitable for football and don’t have large enough fan bases. The international options the NFL has shown interest in mainly include London, Mexico City, and Toronto, but these places present their own problems. They may include the language barrier in New Mexico, the time difference in London, and the lack of a suitable stadium in Toronto. The Pittsburgh Steelers are a strong advocate for expansion both domestically and internationally. They have played multiple times in London during the triannual game. In addition, the owner of the Pittsburgh Steelers, Dan Rooney, was a former ambassador to Ireland and has shown interest in playing a game in Dublin.

As of late, in the NFL, head injuries, specifically concussions have been of heightened importance due to their short term and long-term ramifications. Due to this fact, many parents have been prohibiting their children from playing football, which could eventually lead to a decreased talent pool, affecting the NFL negatively. Furthermore, many previous players have filed lawsuits against the NFL and have publicly announced that football was the cause of their problems. In order to amend this, the NFL has tightened rules regarding helmet-to-helmet hits and have increased suspensions for repeated offenders. This issue has been of paramount importance to the Pittsburgh Steelers as many of their players have been involved with concussions. Former players, Mike Webster and Justin Strzelczyk, both died allegedly because of the repeated head trauma they received from their football careers. After the deaths of these two players, the NFL was under much scrutiny, but never accepted the fact that their deaths were due to football related injuries. More recently, Steelers players James Harrison and Antonio Brown have had histories with concussions. James Harrison has been fined and suspended a plethora of times due to his illegal hits on opponents. Antonio Brown was recently concussed after getting illegally hit by Vontaze Burfict of the Cinicinatti Bengals. Overall, the Pittsburgh Steelers sides with the NFL on the precautionary measures with regards to head injuries and concussions.

The NFL needs to focus on pertinent issues such as domestic violence instead of insignificant things such as the type of shoes a player wears or the type of touchdown celebration a player does. In the recent cases of Antonio Brown and Brandon Cooks, the NFL forced them to change their shoes and touchdown celebrations respectively. Instead, the NFL should be penalizing players for domestic violence and drug abuse. In the cases of Greg Hardy and Josh Brown, the NFL was reluctant to do anything until they were practically forced to. With Drug abuse, the penalty for not passing a drug test is an automatic four game suspension without pay. The Pittsburgh Steelers believe the NFL should take a stronger stance on domestic violence while relaxing their strong position on drug abuse. In the case of Martavis Bryant, a Pittsburgh Steelers wide receiver, he was suspended for a whole year with pay for failing a single drug test while Greg Hardy punched his ex-wife multiple time and was only suspended a few games.

In order to fix some of these issues presented, the Pittsburgh Steelers believe the NFL should continue to pursue opportunities both domestically and internationally in order to help expand the popularity of the NFL worldwide. The Steelers also believe that the NFL must impose stricter rules regarding concussions such as increasing the fine and suspension for repeated offenders and increasing the health protocol required for a play to return to play. Lastly, the Steelers believe that the NFL should be more harsh in punishing domestic violence offenders while being more lenient with drug offenders.