

# NFL PLAY 60 : STAY OFF OUR BUS!

## BIBLIOGRAPHY

### DEFINITIONS

Listed below are some of the acronyms and terms that are used throughout this document:

Term	Definition
Cathcart	Cathcart Elementary School, Snohomish, Washington
CPO	Cathcart Parent Organization
DoJ	United States Department of Justice
NASCAR	National Association for Stock Car Auto Racing
NCAA	National Collegiate Athletic Association
NFL	National Football League
NFLPA	National Football League Players Association (Players Union)
OAS	Organization of American States
PE	Physical Education
USPS	United States Postal Service
Waiver	<i>Waiver of Liability and Release</i> , an NFL legal document
WSHRC	Washington State Human Rights Commission

### REFERENCES

The following references are listed in the order in which they appear in the extended version of the article, "NFL Play 60: Stay Off Our Bus!," starting with Part 1, "What Happened" and extending through Part 5, "The Adventure Continues."

- 1 *NFL Play 60 Assembly*, Announcement by Casey Bowers, Principal, Cathcart Elementary, Snohomish School District #201, Snohomish, Washington, 2011 November 03
- 2 CPO: Cathcart Parent Organization
- 3 *Waiver of Liability and Release*, NFL Legal Document, 2011 November 03
- 4 *Realities Behind Prosecuting Big Banks*, by Andrew Ross Sorkin, *The New York Times*, 2013 March 11
- 5 *Are the Detroit Lions Really the Bad Boys of the NFL?*, by Chris Trapasso, *Bleacher Report*, 2012 May 30, <http://bleacherreport.com/articles/120613-are-the-detroit-lions-really-the-bad-boys-of-the-nfl>
- 6 *NFL Offseason Reported Arrests Are Up 61% Since Roger Goodell Implemented Personal Conduct Policy in 2007*, by Jason Lisk, *Big Lead Sports*, 2013 July 1, <http://www.thebiglead.com/index.php/2013/07/01/nfl-offseason-arrests-are-up-61-since-roger-goodell-implemented-personal-conduct-policy-in-2007/>
- 7 *Sideline Chatter*, by Dwight Perry, *The Seattle Times*, 2013 June 12
- 8 *NFL's Hypocrisy Proves Integrity of Game Isn't Its Motive*, by Steve Kelly, *The Seattle Times*, 2012 September 25
- 9 Student enrollment, Washington State Office of Superintendent of Public Instruction, 2011-2012, <http://reportcard.ospi.k12.wa.us/summary.aspx?groupLevel=District&schoolId=2607&reportLevel=School&orgLinkId=2607&yrs=2011-12&year=2011-12>
- 10 Student attendance numbers at the NFL Play 60 Celebration Assembly at Cathcart Elementary School, 2011 November 15, <http://www.seahawks.com/news/articles/article-1/Play-60-minute-man/01d1dc85-ed0f-4b7a-8aa9-6cb45a4b2e2e>

11 Student attendance estimate at the NFL Play 60 Celebration Assembly at Cathcart Elementary  
School, 2011 November 15, <http://www.seahawks.com/videos-photos/videos/Carlson-at-Cathcart-Elementary/94c73856-3748-4fce-b3a7-d529d46550e4>

12 Duration of the NFL Play 60 program, [http://www.nflcharities.org/grants/nfl\\_teams/play\\_60](http://www.nflcharities.org/grants/nfl_teams/play_60)

13 Number of grand prize winning schools for the 2011-2012 season,  
<http://www.nflrush.com/backtofootball/>

14 *Examining NFL's Tax-Exempt Status*, Kristi Dosh, ESPN, 2013 June 4,  
[http://espn.go.com/nfl/story/\\_/id/9342479/examining-nfl-tax-exempt-status-challenged-us-senator-tom-coburn](http://espn.go.com/nfl/story/_/id/9342479/examining-nfl-tax-exempt-status-challenged-us-senator-tom-coburn)

15 IRC 501(c)(6) Organizations, by John Francis Reilly, Carter C Hull and Barbara A Braig Allen,  
2003, <http://www.irs.gov/pub/irs-tege/eotopick03.pdf>

16 *NFL PLAY 60: The NFL Movement For An Active Generation*, 2010 May 20,  
<http://www.nfl.com/news/story?id=09000d5d80b4a489&template=with-video&confirm=true>

17 *NFL Charities*, NFL Play 60, [http://www.nflcharities.org/grants/nfl\\_teams/play\\_60](http://www.nflcharities.org/grants/nfl_teams/play_60)

18 NFL Play 60 Partners, 2011 Dec 29, <http://www.nflrush.com/play60/partners/>. This information is  
current as of 2013 Nov 05

19 Let's Move, <http://www.letsmove.gov>

20 *Xbox 360 Teams Up With NFL Play 60 to Support Youth Fitness With Kinect*, Microsoft News  
Center, 2011 November 17, <http://www.microsoft.com/en-us/news/press/2011/11-17msxbox360nflplay60pr.aspx>

21 *Kinect for Xbox Teams With NFL Play 60 and Drew Brees to Unveil 'Kinect for Xbox 360 Super  
Sunday Challenge'*, Microsoft News Center, 2012 February 02, <http://www.microsoft.com/en-us/news/press/2012/feb12/02-02kinectsupersundaypr.aspx>

22 Presidents Challenge Program, <https://www.presidentschallenge.org>. Also, (the) President's  
Council on Fitness, Sports & Nutrition, <http://www.fitness.gov>

23 NFL Play 60 Super School Contest, Official Rules, 2013,  
<http://nflsuperschool.teamdigital.com/official-rules.php>

24 *Exemption Requirements - Section 501(c)(3) Organizations*, United States Department of the  
Treasury, Internal Revenue Service, <http://www.irs.gov/Charities-&-Non-Profits/Charitable-Organizations/Exemption-Requirements-Section-501%28c%29%283%29-Organizations>

25 Prize specifications detailed in the announcement by Casey Bowers, Principal, Cathcart  
Elementary, Snohomish School District #201, Snohomish, Washington, 2011 November 03, File:  
<20111103-Cathcart-Announcement-NFLPlay60Assembly.pdf>

26 Cash prizes awarded to Cathcart Elementary total \$11,000,  
<http://www.seahawks.com/news/articles/article-1/Play-60-minute-man/01d1dc85-ed0f-4b7a-8aa9-6cb45a4b2e2e>

27 Evidence of NFL's commercial use of collected materials, <http://www.nflrush.com/backtofootball/>

28 *Fraley v Facebook, Inc*, settlement approved 2013 September 19,  
<http://www.fraleyfacebooksettlement.com>

29 *Contract*, The Free Dictionary, by Farlex, <http://legal-dictionary.thefreedictionary.com/contract>

30 *Address to a Joint Session of Congress and the American People*, President George W Bush,  
2001 September 20, [georgewbush-whitehouse.archives.gov/news/releases/2001/09/20010920-8.html](http://georgewbush-whitehouse.archives.gov/news/releases/2001/09/20010920-8.html)

31 *Agency for International Development et al v Alliance for Open Society International, Inc et al.*,  
651 F 3d 218, opinion by Chief Justice John Roberts, United States Supreme Court, decided  
2013 June 20

32 *West Virginia State Board of Education v Barnette*, 319 U S 624, opinion by Justice Robert  
Jackson, United States Supreme Court, decided 1943 June 14

33 *L A Council Votes to Remove Red-Light Cameras*, by Jerry Garrett, The New York Times,  
[http://www.wheels.blogs.nytimes.com/2011/07/28/l-a-city-council-votes-to-remove-red-light-cameras/?\\_php=true&\\_type=blogs&\\_r=0](http://www.wheels.blogs.nytimes.com/2011/07/28/l-a-city-council-votes-to-remove-red-light-cameras/?_php=true&_type=blogs&_r=0)

34 *Proposed Satan Monument Heats Up Debate in Oklahoma*, Saba Hamedy, Los Angeles Times,  
2014 January 08, [http://www.latimes.com/nation/nationno/la-na-nn-satanic-monument-oklahoma-20140107\\_0,4198928.story](http://www.latimes.com/nation/nationno/la-na-nn-satanic-monument-oklahoma-20140107_0,4198928.story)

35 *Commercial Advertising Could be Coming to High-School Athletic Fields*, by Brian M Rosenthal,  
The Seattle Times, 2012 June 20,  
[http://seattletimes.nwsourc.com/html/localnews/2018485339\\_schoolboard21m.html](http://seattletimes.nwsourc.com/html/localnews/2018485339_schoolboard21m.html)

36 *Despite Objections, Seattle School Board Votes to Sell Ad Space*, by Jamie Lynn, KOMO News, 2012 June 20, <http://www.komonews.com/news/local/Seattle-School-Board-votes-to-sell-ad-space-159833015.html?c=y&tab=video>

37 *Mathew and Stephanie McCleary, et al, v State of Washington*, Washington State Supreme Court, Order Number 84362-7, 2014 January 09, [http://www.courts.wa.gov/content/publicUpload/Supreme Court News/20140109\\_843627\\_McClearyOrder.pdf](http://www.courts.wa.gov/content/publicUpload/Supreme Court News/20140109_843627_McClearyOrder.pdf)

38 *Surplus School Property, Rental, Lease, or Use of - Authorized - Limitations*, Revised Code of Washington, Title 28A, Chapter 355, Section 040 (RCW 28A.335.040), <http://www.apps.leg.wa.gov/RCW/default.aspx?cite=28A.335.040>

39 NFL Play 60 contest rules, <http://www.nflrush.com/contests/> (web page is no longer available - "Contest is closed" message is displayed - cached copy is available)

40 *Bully*, Oxford Dictionaries, [http://www.oxforddictionaries.com/us/definition/american\\_english/bully](http://www.oxforddictionaries.com/us/definition/american_english/bully)

41 *Bully*, Merriam-Webster, <http://www.merriam-webster.com/dictionary/bully>

42 *Bully*, Dictionary.com, <http://www.dicionary.reference.com/browse/bully>

43 *Bullying*, Wikipedia, <http://en.wikipedia.org/wiki/Bullying>

44 *Bullying*, Pacer's National Bullying Prevention Center, <http://www.pacer.org/bullying/resources/info-facts.asp>

45 *What is Bullying*, Stop Bullying, <http://www.stopbullying.gov/what-is-bullying/>

46 *Prohibition of Harassment, Intimidation and Bullying*, Snohomish School District, Policy 3207, 2011 August

47 *Homey D Clown*, played by Damon Wayans, *In Living Color*, [http://en.wikipedia.org/wiki/List\\_of\\_In\\_Living\\_Color\\_sketches](http://en.wikipedia.org/wiki/List_of_In_Living_Color_sketches)

48 *Cathcart AIM Statement*, Cougar Tracks bulletin, by Casey Bowers, et al, 2012 March 08

49 *Exclusion of Student from Classroom - Written Disciplinary Procedures - Long-term Suspension or Expulsion*, Revised Code of Washington, Title 28A, Chapter 600, Section 020 (RCW 28A.600.020), <http://www.apps.leg.gov/RCW/default.aspx?cite=28A.600.020>

50 *Values and Traits Recognized*, Revised Code of Washington, Title 28A, Chapter 150, Section 211 (RCW 28A.150.211), <http://apps.leg.wa.gov/rcw/default.aspx?cite=28A.150.211>

51 *Consensus*, Merriam-Webster, <http://www.merriam-webster.com/dictionary/consensus>

52 *Consensus*, Wikipedia, [http://en.wikipedia.org/wiki/Consensus\\_Decision-making](http://en.wikipedia.org/wiki/Consensus_Decision-making)

53 *Recess Expectations*, Cathcart Elementary, 2012 October

54 *NFL Charities*, NFL Play 60, [http://www.nflcharities.org/grants/nfl\\_teams/play\\_60](http://www.nflcharities.org/grants/nfl_teams/play_60)

55 *NFL PLAY 60: The NFL Movement For An Active Generation*, 2010 May 20, <http://www.nfl.com/news/story?id=09000d5d80b4a489&template=with-video&confirm=true>

56 *Charity*, Merriam Webster, <http://www.merriam-webster.com/dictionary/charity>

57 *Charity*, The Free Dictionary, by Farlex, <http://legal-dictionary.thefreedictionary.com/charity>

58 Holy Bible, King James Version, Matthew 6:2

59 Quran, Surat An-Nisa', 4:38

60 *Exemption Requirements - Section 501(c)(3) Organizations*, United States Department of the Treasury, Internal Revenue Service, <http://www.irs.gov/Charities-&-Non-Profits/Charitable-Organizations/Exemption-Requirements-Section-501%28c%29%283%29-Organizations>

61 *USA Network, NFL to Expand NFL Characters Unite Program*, NFL (website), 2013 November 22, <http://www.nfl.com/news/story/0ap2000000285473/article/usa-network-nfl-to-expand-nfl-characters-unite-program>

62 *The Business of Football*, Forbes, 2011 September 07, [http://www.forbes.com/lists/2011/nfl-valuations-11\\_land.html](http://www.forbes.com/lists/2011/nfl-valuations-11_land.html)

63 *The Business of Football, Dallas Cowboys*, Forbes, 2011 September 07, [http://www.forbes.com/lists/2011/30/nfl-valuations-11\\_Dallas-Cowboys\\_300988.html](http://www.forbes.com/lists/2011/30/nfl-valuations-11_Dallas-Cowboys_300988.html)

64 *The Business of Football, Seattle Seahawks*, Forbes, 2011 September 07, [http://www.forbes.com/lists/2011/30/nfl-valuations-11\\_Seattle-Seahawks\\_309349.html](http://www.forbes.com/lists/2011/30/nfl-valuations-11_Seattle-Seahawks_309349.html)

65 *NFL Team Values, The Business of Football*, by Kurt Bradenhausen, Michael K Ozanian and Christina Settmi, Forbes, 2013 August 14, <http://www.forbes.com/nfl-valuations/>

66 *Government Joins Suit Against Armstrong*, by Juliet Macur, The New York Times, [http://www.nytimes.com/2013/02/23/sports/cycling/justice-department-will-join-lawsuit-against-armstrong.html?\\_r=0](http://www.nytimes.com/2013/02/23/sports/cycling/justice-department-will-join-lawsuit-against-armstrong.html?_r=0)

67 *How the National Football League Can Reach \$25 Billion In Annual Revenue*, by Monte Burke, Forbes, <http://www.forbes.com/sites/monteburke/2013/08/17/how-the-national-football-league-can-reach-25-billion-in-annual-revenues/>

68 Video: *Falcons Get National Face Time, Starring In This Year's NFL Play 60 Commercial, "Get on the Bus"*, 2010 September 19, <http://atlanta.sbnation.com/2010/9/19/1698461/atlanta-falcons-nfl-play-60-commercial>

69 NFL Rush website, <http://www.nflrush.com/story/the-bus-stops-with-you>

70 J J Watt Hops On the PLAY 60 Bus, <http://www.nflrush.com/video/6825>

71 *CenturyLink Field Naming Rights*, Bleacher Report, 2011 June 27, <http://bleacherreport.com/articles/749445-seattle-seahawks-announce-qwest-field-is-now-centurylink-field>

72 *Safeco Field Naming Rights*, Wikipedia, [http://en.wikipedia.org/wiki/Safeco\\_Field](http://en.wikipedia.org/wiki/Safeco_Field)

73 *Sports Stadium Naming Rights*, ESPN Sports Business, 2011 September 29, <http://espn.go.com/sportsbusiness/s/stadiumnames.html>

74 *Naming Rights Deals*, Street & Smith's Sports Business Daily, 2011 September 19-25, <http://www.sportsbusinessdaily.com/Journal/Issues/2011/09/19/In-Depth/Naming-rights-deals.aspx>

75 *Top 5 College Bowl Games Sponsored by Franchises*, Yahoo!, 2011 October 26, <http://smallbusiness.yahoo.com/advisor/top-5-college-bowl-games-000405161.html>

76 *Tracks, Networks Team Up to Sell Naming Rights*, NASCAR, 2011 January 04, <http://www.nascar.com/news/110104/television-tracks-networks-collaboration/index.html>

77 *12 Rich Celebrities Moonlighting as Expensive Spokespeople*, Focus, <http://www.focus.com/fyi/12-rich-celebrities-moonlighting-expensive-spokespeople/>

78 *Top Athletes and Their Endorsements*, CNBC, [http://www.cnbc.com/id/43398070/Top\\_Athletes\\_and\\_Their\\_Endorsements](http://www.cnbc.com/id/43398070/Top_Athletes_and_Their_Endorsements)

79 *Lance Armstrong Says It's The Postal Service's Fault For Giving Him \$41 Million When He Was On Drugs*, by Jim Edwards, Business Insider, <http://www.businessinsider.com/lance-armstrong-and-the-postal-service-lawsuit-2013-7>

80 *Details of Lance Armstrong Sponsorship*, by Shaun Assael, ESPN Olympic Sports, <http://www.sports.espn.com/oly/cycling/news/story?id=6019436>

81 *Civil Law Convention on Corruption*, The Treaty of Lisbon amending the Treaty on European Union, Strasbourg, 4.XI.1999, entered into force on 2009 December 01, <http://conventions.coe.int/Treaty/en/Treaties/Html/174.htm>

82 *Inter-American Convention Against Corruption*, Article VI (Acts of Corruption), Held on 1996 March 29, <http://www.oas.org/juridico/english/Treaties/b-58.html>

83 *Inter-American Convention Against Corruption*, Ratified by the United States on 2000 September 29, <http://www.oas.org/juridico/english/Sigs/b-58.html>

84 Office of the Federal Register, <https://www.federalregister.gov>

85 *Cable Theft*, Time Warner Cable (an example of many similar summaries), <http://www.timewarnercable.com/en/residential-home/support/topics/tv/cable-theft.html>

86 *Fraud*, The Free Dictionary, by Farlex, [legal-dictionary.thefreedictionary.com/fraud](http://legal-dictionary.thefreedictionary.com/fraud)

87 *Definitions*, Washington State Human Rights Commission, <http://www.hum.wa.gov/CQ/definitions.html>

88 *Section 1 Preamble*, Washington State Constitution, Article IX, Education, <http://www.leg.wa.gov/LAWSANDAGENCYRULES/Pages/constitution.aspx>

89 *The Creed of Freedom*, G Edward Griffin at al, Freedom Force International, <http://www.freedomforceinternational.org/freedom.cfm?fuseaction=creed>

90 *Freedom From Discrimination - Declaration of Rights*, Washington State Legislature, Revised Code of Washington, Title 49, Chapter 60, Section 030 (RCW 49.60.030), <http://apps.leg.wa.gov/rcw/default.aspx?cite=49.60.030>

91 *National Federation of Independent Businesses et al v Sebelius, Secretary of Health and Human Services et al*, Supreme Court of the United States, Number 11-393, decided 2012 June 28, <http://www.supremecourt.gov/opinions/11pdf/11-393c3a2.pdf>

92 *Declaration of the Rights of the Child*, United Nations Assembly Resolution 1386 (XIV), 1959 December 10, <http://www.un.org/cyberschoolbus/humanrights/resources/child.asp>

93 *Article IX, Education*, Washington State Constitution, <http://www.leg.wa.gov/LAWSANDAGENCYRULES/Pages/constitution.aspx>

94 Sect, Wikipedia, <http://www.en.wikipedia.org/wiki/Sect>

95 *The Length of an NFL Career*, by Troy Erickson, 2010 November 06,  
<http://sportsandrec.wordpress.com/2010/11/06/the-length-of-an-average-nfl-career/>

96 *The NFL's Official Spin on Average Career Length is a Joke*, by Dashiell Bennett, Business  
 Insider, 2011 April 18, <http://www.businessinsider.com/nfls-spin-average-career-length-2011-4>

97 *How Long is the Average Career of an NFL Player*, by Kent Ninomiya, 2011 Mar 04,  
<http://www.livestrong.com/article/15527-long-average-career-nfl-player/>

98 <sup>1</sup> *Does On-field Violent Behavior Lead to Off-field Violence?*, by Ronald B Woods, Human  
 Kinetics (excerpt from *Social Issues in Sport*, Second Edition),  
<http://www.humankinetics.com/excerpts/excerpts/does-on-field-violent-behavior-lead-to-off-field-violence>

99 *Michael Vick and Nelly Shoot Workout Video*, NFL Rush, <http://www.nflrush.com/video/3723>

100 *Carlson at Cathcart Elementary*, Seattle Seahawks video, <http://www.seahawks.com/videos-photos/videos/Carlson-at-Cathcart-Elementary/94c73856-3748-4fce-b3a7-d529d46550e4>

101 *National Federation of Independent Businesses et al v Sebelius, Secretary of Health and Human  
 Services et al*, Supreme Court of the United States, Number 11-393, decided 2012 June 28,  
<http://www.supremecourt.gov/opinions/11pdf/11-393c3a2.pdf>

102 *Groupthink*, RationalWiki, <http://www.rationalwiki.org/wiki/Groupthink>

103 *Groupthink, Communication Theory and Related Concepts*, Professor Chadwick, Oregon State  
 University, <http://www.oregonstate.edu/instruct/theory/grpthink.html>

104 *Group Decision Fiascoes Continue: Space Shuttle Challenger and a Revised Groupthink  
 Framework*, by Gregory Moorhead, Richard Ference and Chris P Neck, *Human Relations*,  
 Volume 44, Number 6, 1991, <http://www.unc.edu/~bwilder/inls500/challengerarticle.pdf>

105 *Space Shuttle Challenger Disaster, A Failure in Decision Support System and Human Factors  
 Management*, by Jeff Forrest, <http://dssresources.com/cases/spaceshuttlechallenger/>

106 *Groupthink: Psychological Studies of Policy Decisions and Fiascoes*, by Irving L Janis, Houghton  
 Mifflin Company, 1972 (Second Edition, Wadsworth, Cengage Learning, 1982)

107 *Obedience to Authority: An Experimental View*, by Stanley Milgram, Tavistock Publications, 1974  
 (reprint edition by Harper Perennial Modern Classics, 2009)

108 *Eichmann Memoirs Published*, by Allan Hall, *The Guardian*, 1999 August 11,  
<http://www.theguardian.com/world/1999/aug/12/2>

109 *Crimes of Obedience*, by Herbert C Kelman & V Lee Hamilton, Yale University Press, 1960

110 *What is Diffusion of Responsibility*, by Kendra Cherry,  
<http://psychology.about.com/od/dindex/f/diffusion-of-responsibility.htm>

111 *Bystander Effect*, Rational Wiki, [http://rationalwiki.org/wiki/Bystander\\_effect](http://rationalwiki.org/wiki/Bystander_effect)

112 *Bystander Effect*, Wikipedia, [http://en.wikipedia.org/wiki/Bystander\\_effect](http://en.wikipedia.org/wiki/Bystander_effect)

113 *High-School Athletic Fields Could Soon Sport Advertising*, by Brian Rosenthal, *The Seattle  
 Times*, 2012 June 21

114 *A Pitch to Help Kids Score*, *The Seattle Times*, 2012 May 09 (photo by Steve Ringman)

115 *Mariners Education Day*, 2012 May 09, <http://m.mlb.com/video/v21291879/mariners-spread-the-word-about-dream-to-kids>

116 *Mariner's DREAM Event*, 2011 May 05, <http://m.mlb.com/video/v14514599/texsea-ichiro-fister-among-mariners-in-dream-event>

117 *Fraleley v Facebook, Inc*, settlement approved 2013 September 19,  
<http://www.fraleleyfacebooksettlement.com>

118 *M's Star Pitched Message, Thrills Crowd*, *The Seattle Times*, 2013 June 12 (photo by Ellen M  
 Banner)

119 *Uninformed Consent*, by Duff Wilson and David Heath, *The Seattle Times*, 2001 March 11-15,  
[http://seattletimes.com/uninformed\\_consent/](http://seattletimes.com/uninformed_consent/)

120 *No Questions Asked: News Coverage Since 9/11*, by Lisa Finnegan, Praeger Publishers, 2007

121 *All the President's 'Threats'*, by Michael Falcone, ABC News, 2013 February 28,  
<http://abcnews.go.com/blogs/politics/2013/02/all-the-presidents-threats-the-note/>

122 *Recognizing the Critical Value of a Daily Newspaper's Journalism*, by Leonard Pitts Jr, *The  
 Seattle Times*, 2012 June 24,  
[http://seattletimes.com/html/editorialsopinion/2018504902\\_pitts24.html](http://seattletimes.com/html/editorialsopinion/2018504902_pitts24.html)

- 123 *NFL Fines Marshawn Lynch \$50,000 For Not Speaking to Media*, by Bob Condotta, The Seattle Times, 2014 January 05,  
[http://www.seattletimes.com/html/seahawks/2022605777\\_seahawkslynch06xml.html](http://www.seattletimes.com/html/seahawks/2022605777_seahawkslynch06xml.html)
- 124 *Contract Details for John Carlson*, Spotrac, <http://www.spotrac.com/nfl/minnesota-vikings/john-carlson/>
- 125 *Official Local Voters' Pamphlet*, Snohomish County, General Election November 5, 2013, Edition 2, Page 14
- 126 *Shareholders* (webpage), Green Bay Packers website,  
<http://www.packers.com/community/shareholders.html>
- 127 *Charity Navigator*, <http://www.charitynavigator.org/>
- 128 *Government Joins Suit Against Armstrong*, by Juliet Macur, The New York Times,  
[http://www.nytimes.com/2013/02/23/sports/cycling/justice-department-will-join-lawsuit-against-armstrong.html?\\_r=0](http://www.nytimes.com/2013/02/23/sports/cycling/justice-department-will-join-lawsuit-against-armstrong.html?_r=0)
- 129 *How the National Football League Can Reach \$25 Billion In Annual Revenue*, by Monte Burke, Forbes, <http://www.forbes.com/sites/monteburke/2013/08/17/how-the-national-football-league-can-reach-25-billion-in-annual-revenues/>
- 130 *Roger Goodell Received \$29 M in Compensation in 2012*, Sports Illustrated, 2013 February 15,  
<http://www.sportsillustrated.cnn.com/nfl/news/20130215/roger-goodell-salary/>
- 131 *Quitting the NFL: For John Moffitt, the Money Wasn't Worth It*, by Ken Belson, 2013 November 18, <http://www.nytimes.com/2013/11/19/sports/football/quitting-the-nfl-for-john-moffitt-the-money-wasnt-worth-it.html>
- 132 *Nwagbuo Tackles Bullying*, by Jennifer Rojas, 2011 February 24,  
<http://www.Chargers.com/news/article-1/Nwagbuo-tackles-bullying/a3af8043-f29b-445c-b323-2b38b05cd2ef>
- 133 *J J Watt Hops on the Play 60 Bus*, NFL Rush, <http://www.nflrush.com/video/6825>
- 134 *J J Watt Leads Play 60 Event*, Houston Texans (website), 2013 November 13 (posted 2013 November 15), <http://www.houstontexans.com/tv-media/videos/Micd-Up-JJ-Watt-leads-Play60-event/9a082705-dec2-4129-bce6-37c92c73ff0e>
- 135 *NFL Characters Unite to Stop Hate, Bullying, and Discrimination*, Characters Unite,  
<http://corporate.comcast.com/Comcast-voices/nfl-characters-unite-to-stop-hate-bullying-and-discrimination>

The following additional reference materials were not cited in the final version of *NFL Play 60: Stay Off Our Bus!*

- 1 Student Attendance Numbers At the NFL Play 60 Celebration Assembly Held At Cathcart Elementary, by Casey Bowers, 2011 November 15, (need reference source - video?)
- 2 Cathcart Student Enrollment, Cathcart Cougars Student Directory, Cathcart Parent Organization, 2011-2012
- 3 *Cathcart AIM Statement*, Cougar Tracks bulletin, by Casey Bowers, et al, 2012 March 08
- 4 *Falcons Get National Face Time, Starring In This Year's NFL Play 60 Commercial (Video: Get On the Bus)*, by Jason Kirk, 2010 September 19,  
<http://atlanta.sbnation.com/2010/9/19/1698461/atlanta-falcons-nfl-play-60-commercial>
- 5 *NFL-Union Talks Canceled*, by Chris Mortensen, ESPN, 2011 February 11,  
<http://sports.espn.go.com/nfl/news/story?id=6107737>
- 6 *Crowd Psychology*, Wikipedia, [http://en.wikipedia.org/wiki/Crowd\\_psychology](http://en.wikipedia.org/wiki/Crowd_psychology)
- 7 *Diffusion of Responsibility*, Wikipedia, [http://en.wikipedia.org/wiki/Diffusion\\_of\\_responsibility](http://en.wikipedia.org/wiki/Diffusion_of_responsibility)
- 8 *Facebook to Pay \$10 Million in User Lawsuit*, 2012 June 17,  
[http://www.msnbc.msn.com/id/47851365/ns/technology\\_and\\_science-security/t/facebook-pay-million-user-lawsuit/](http://www.msnbc.msn.com/id/47851365/ns/technology_and_science-security/t/facebook-pay-million-user-lawsuit/)