



SHE'S GOT GAME!

With football today a billion dollar industry serving both small-town and metropolitan lifestyles, millions of spectators are cheering on their favorite teams. Jackson, Mississippi-based author Alice Nicholas noticed that football's popularity has been attributed to men, but the 2008 and 2009 Nielsen's Media Research proves otherwise.

Among the 975 million who watched the New York Giants win Super Bowl XLII, the number of women who watched the game doubled the number of women who watched the Oscars three weeks later. Super Bowl XLIII ranked even higher, for the total of 38.3 million female viewers surpassed the entire audience of 36.3 million for the 2009 Oscars.

We can conclude that gone are the days that only men are interested in football!

From experience Nicholas notes that anyone who goes to high school, college or professional football games will see women of all ages tailgating with the most diehard fans. Many, many moms are washing their son's dirty uniforms and feeding them hearty meals on weeknights in preparation for Friday night's lights. Since most women have not grown up playing this challenging sport, men have a distinct advantage in recognizing the plays on the field, the official's signals and understanding the "gridiron" language, **so ladies and their football families are looking for the quickest and best way to learn the fundamentals of the game.**

Numerous books are available for the football novice, and the book that **Alyne Payton, mother to legendary Chicago Bears running back, Walter Payton, recommends is *Talk Football* by Nicholas.** Mrs. Payton says, "Every woman with a husband who likes football or has a son who plays football should read this book."

Nicholas describes *Talk Football* as a purse-sized paperback that's tiny enough to stuff in one's bag and take to the game for quick reference -- and attractive enough to place on the coffee table. **Ten brief chapters and a gridiron glossary** are packed with crucial information alongside watercolor illustrations that allow the reader to easily comprehend the dynamics of the game.

Bonita Favre, mother of quarterback Brett Favre writes, **"I just wish I had thought of this myself many years ago when I was teaching P.E...I did have to laugh as [*Talk Football*] brought back memories of when I was teaching in a different high school from my husband. If I walked in the teacher's lounge and the coach was looking over his playbook, he would hurriedly close it because he was afraid I would go home and tell Irvin about his X's and O's. I do think the book is a great asset to anyone trying to learn the game and I wish you well!"**

Other well-known sports mothers and wives who endorse *Talk Football* are **Carnelia McAllister**, mother of New Orleans Saints running back Deuce McAllister; **Perian Conerly**, author of *Backseat Quarterback* and widow of New York Giants Charlie Conerly; and **Doris Robinson**, widow of former head coach of Grambling University, Eddie Robison.

Released by Pecan Row Press in August 2007, *Talk Football* has been well-received by national and independent bookstores throughout the South, NCAA SEC schools, NFHA high schools, junior high and elementary schools, and has received positive press reviews. Elementary, middle and high school booster clubs and cheerleaders are finding that selling *Talk Football* can be a profitable fundraiser.

- *Delta Magazine* - “*Talk Football* is one of the TOP TEN gifts to buy for Christmas.”
- *The Clarion-Ledger*, Jackson, MS – Sports Editor Billy Watkins wrote, “Football mom’s book tackles the language of the gridiron... [*Talk Football*] has the potential to bridge a lot of gaps between husband and wives and also moms and their sons.”
- *Mississippi Magazine* - “If you are football-impaired, then Alice Nicholas’ new book is for you. *Talk Football* makes tackling the dynamics of the game easy.”
- *Daily Journal*, Tupelo, MS - News Editor Patsy R. Brumfield wrote, “Nicholas’ *Talk Football* is a nice back-up for personal reference or for parents who aren’t sports-oriented. It also might be the sport equivalent of those “birds and bees” books I remember placing strategically around the house to avoid those delicate conversations.”
- **MOM SPACE.COM** – “*Talk Football* is a wonderful guide to understanding the complexities of football. While it won’t help you understand everything about men, it will help you to understand the code they seem to speak and the strange motions they make while yelling at the referee for a missed call...If you want to better understand the game of football, THIS IS A MUST-READ. ”
- *The Mississippi Press*, Pascagoula, MS – “How many times have you been to a game and had to ask, “What was that for?” or “What does that mean?” [*Talk Football*] is a book you can stick in your purse and reference with all your friends.”
- *The Sporting Spirit* – “*Talk Football* was high on Christmas lists last year and probably will be this year. Interest has come from unanticipated groups including eighty-something-year-old-ladies.”

Coach **Sylvester Croom**, 2007 SEC Coach of the Year, **Mississippi State University**, helped critique *Talk Football*. Every skybox in the Bulldog Suites at Davis Wade Stadium at Scott Field has a copy for quick reference and Mississippi State University's Athletic Department gave *Talk Football* to everyone attending the 2008 Ladies Football Clinic with Deanna Favre.

NFL first-round draft choice **Michael Oher's alma mater**, Briarcrest Christian School in Memphis, Tennessee, used *Talk Football* for their high school football moms' class this past year and plans to use it in both their middle and elementary school classes this summer.

Deno Campbell, Senior Manager with **USA Football** in Vienna, Virginia, told Nicholas *Talk Football* is a "great little book" and asked when she was going to write Volume II.

John Ed Bradley, writer for *Sports Illustrated* and author of seven novels, the last published by ESPN, *It Never Rains in Tiger Stadium*, recently told Nicholas that both he and his wife enjoyed reading *Talk Football* and that it is beautifully done.

This year's attendees at **The University of Mississippi** Ladies Football Forum under Coach Houston Nutt will be carrying *Talk Football* with pens in hand to take notes as they move through each coach's station.

Bubby Brister, 15 year NFL veteran quarterback and two-time Super Bowl winner, has recently endorsed *Talk Football* and will be signing copies for the mothers whose sons attend his Quarterback and Skill Players Camp this summer in Mississippi, Louisiana and Colorado.