



June 3, 2014

To whom it may concern:

As the Director of Player Development for the World Champion Baltimore Ravens and as a former NFL player, I know the damage bullying does to players and teamwork. Thanks to Paul Coughlin of The Protectors, I now have a unique resource that helps my players overcome the harm from past bullying, help them better handle future bullying, and also help players overcome the urge to bully in the future, creating better teamwork, motivation and trust.

During his presentation to our draft picks and free agents, Coughlin explained how bullying is not about conflict, misunderstanding, or miscommunication, among other myths. It's not about aggression either, which is needed in professional sports.

Bullying, he explained through multiple examples, including the Miami Dolphin's Richie Incognito and Jonathan Martin scandal, is a deliberate campaign of cruelty motivated by contempt and disdain. It's not about good-natured teasing that can bring players and a team together, but about harmful contempt that is designed to isolate, humiliate and even terrorize by wedding power to fear. Bullying, he explained, violates not just a team's policy against harassment but also our league's expectations of our players as well.

He helped my players understand how past bullying makes athletes lose focus and mistake all criticism for bad criticism, making them un-coachable, among other problems. But he brought more than understanding. He also helped my players get past these psychological barriers by helping them implement the "3 Fs" to overcoming past bullying and warding off future bullying:

- Cultivate *Friendships*
- Overcome the real affects of false *Fear*
- How to *Forgive* in order to set themselves free from harmful psychological baggage

Coughlin explained that bullying, the #1 form of child abuse in the nation, doesn't always come from coaches past or present. It often comes through family members and other trusted people as well. Far from a life of privilege, Coughlin shared his remarkable story of being the son of Irish immigrants with limited income, and who received physical and psychological abuse at the hands of a bullying parent and sibling. This made him very relatable to our players, some of whom also come from more difficult backgrounds.

Coughlin's wisdom, insight and humor will help our players not just be better professional athletes but also better husbands, fathers and community members. He explained how they can become leaders in our community and across the country by encouraging children to take an assertive but non-violent stand against bullying, using their social cache for the good of all children regardless of distinction.

As an expert witness, international speaker, and FoxNews analyst and contributor about bullying, he brought our team the greatest expertise possible, and he can do the same for your team. It's essential that his freedom-from-bullying message be included in player development across the country and across professional sports. I highly recommend him to your team, and I'm glad to discuss any questions you might have.

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