



The NFL does NOT want to have a word with you.

BY Kerry Schmidt August 23, 2009

In 1995, when I got my first list, I wrote a little on this. But since I will be out of town for a week, I took parts of that one and added a good (or bad) bit more.

From 1996-2005, when I was a beat writer for Saints and the NFL, I received a list of words that were “not acceptable” for usage under NFL guidelines.

I wrote a bit about that, but Monday, for some reason, I received the “updated” listing – 28 pages containing over 2400 words/word combinations.

Some are obviously out, while many others are food for fodder, or fun (oops, can’t say fodder)

First, the politically correct NFL....DRESS CODE.

Besides the careful choice of words, they have very strict dress codes on exactly how players must dress – no long socks, jerseys tucked in and other such nitpicking.

New Orleans Saints’ Reggie Bush was fined \$10,000 for wearing Addis shoes in an exhibition game (I think the Saints or NFL had a contract with Nike) and one starting QB was warming up before an exhibition and was told he had to change his white shoe laces to black. All true.

At every game I worked, home and away, there was always at least one NFL employee at each game, often an ex-player, whose sole job it was to walk around the field as the teams warmed up and check out their dress down. Even underwear. (Just kidding, I think) And they would keep it up during the game. Yep, this sure makes watching games much more enjoyable for me, knowing those dirty, sweat stained uniforms are tucked in right.

OK. What can and cannot be said when doing NFL stuff.

Now remember, since my column is on my own web page, I have no editors, so...he he

A quick summary. Anal had 11 no-no combos. Skank has 12, Ass has 57, Slut, 11, sex has 28, suck has 14, but/butt has 22, dick has 20 and S..t has 26.

But the top dog word, wait, dog is one of the words you cannot use, is SEX. There are 70 combinations thereof.

Let’s try to look at a few and keep an open mind.

I don’t know where the players “pee,” since you cannot say that word nor can you say toilet or toilet bowl. OK, then where/how do they get a urine sample for drug testing?

Reggie Tongue was a CB on the Patriots (may still be, I haven’t checked), but you cannot say tongue in your articles or broadcasts.

Saints rookie Bush won the Heisman while playing for the USC Trojans, but saying Trojan is a no-no. Reggie Bush, Heisman winner from University of “Can’t Say!”

Two on one is out, so only double coverage can be used, I guess. But the word doubled is also banned. What a joke.

Being so pure, the words devil and Satan are not allowed, and, the politically correct liberals said God and Jesus Christ are not either. Well, if they can’t use the word God, I guess they cannot accept any pay, since all bills say, “In God We Trust.”

Can’t tell someone to “go to hell” or ask them, “Got Jesus?” I wonder if any home team can allow the singing of God Bless America?

Dickman and Dike are not allowed, although six players’ last names are Dickman and two are Dike. I can hear the TV announcer, “tackle made by not allowed named player.”

Now here’s one that I cannot fathom why it is banned and how do they get around it. “Dome” is on the list. WHY?!

Thus, for example, whenever the Saints are on TV at home, I don’t know what the hell they call it, so when a game is in the Super Dome, how will they handle that? Now they still occasionally



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refer to all the upgrades to the DOME, after “Katrina (whoops, not an allowed word) history that is behind (another bad word) us” Other teams have domed stadiums, so ...?

Butt Head cannot be used, but Beavis can be. They are trying to ban cock fights here in the south, but the NFL will not even let you mention them.

And, no drinking, I guess, since cocktail is out of bounds.

Now wait a frickin minute. No cocktails in New Orleans?! The only town in America where you can get a “go-cup,” – you simply walk into any bar, ask for a go cup of your favorite COCKTAIL, and out the door you go walking up and down the streets. Note: No glass, always plastic cups.

A town where, honest to God (whoop, sorry) they have drive through Daiquiri places. Just like the drive through McDonalds, et al, you simply drive up to the window, and you can get up to a “Super Extra Large” daiquiri of your choice that has 6 shots (can’t say that) of booze in it!

They put the plastic top with the slit in it on your drink and hand you the straw. They cannot put the straw IN the cup, as that would be an “open container.” You gotta love Naaaawwwleeeens! Remember, one of the best signs I ever saw in an NFL Stadium was in the Super Dome. It read: New Orleans: A drinking town with a football problem.”

And we can’t say cocktail.??!

Well, maybe I can see why. Using the word cock and then tail, yea, that has some “back side” to disallow it.

A number of the fast food chains advertise their “finger foods” on game days, but we can’t say those two words.

Note No. 2. I have no idea why so many of these words/expressions are out, but the NFL, in all its purity, must have found some dirty connotations somewhere.

All linemen are safe, since you cannot say fatso.

John Madden may have a problem, since you cannot say Athletes foot, or foot action, so I don’t know how his Tinactin commercials will work.

Any time you have a fumble, it is truly a free for all, but we can’t describe it by that nomenclature.

How many times have you heard a commentator or writer say “...team got killed by..., or how a player was “killed” on that great hit? Can’t use the kill word anymore.

I gotta work some of the sex stuff into here, so be warned that Live Sex is not allowed. Doesn’t say anything about dead sex.

And being very unpolitically correct, no gay sex, lesbian, lesbian sex, transvestite---well, you get the idea.

Even just the word sex is out.

Yep, I’m sure all these testosterone-filled jocks (can’t use that word either) have no interest in sex at all. “No Sex” is on the list.

Can’t say “Loaded gun.” OK, I wonder how they covered Plaxico Burriss shooting himself with a loaded gun? I hope stupid is allowed, because that sure fits herein.

You can say that the team or players are playing “tight” at the start of a game, but you cannot say later on that they are playing “looser.”

Now get this one. I don’t know if Wall Mart is a sponsor on any NFL connections, but Kmart must not be, because it is a banned word.

Also, Toyota is on the list. Maybe they refused to run ads or something. Or maybe the much younger than me crowd knows what it really means.

Getting real politically correct, I can see why comments like fag and other such denigrating words are out, but you cannot even say gay, which is the norm allowed in mainstream media to discuss, well, gays.



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How about Randall Gay, CB for the Patriots.

And then not to be partial to either side, you cannot say gay pride.

For all the policemen that work security at the games, “glazed donuts” is not allowed to be uttered. I guess they’ll have to settle for unglazed donuts.

As the great, 40- plus year collage football announcer, Keith Jackson used to say as the game was about to begin, “Let’s get it on.” Well, good thing he retired or does not do NFL stuff, because you cannot say that line.

Here’s one that if I had an editor would never get said, but I just have to say it, with no further comment: Sperm Herder. How do you herd sperm? For the young kids again, I guess.

If you look for such stuff, you can see players lift up their helmets and “spit.” Well, they can do that but you cannot say that word.

“Rape, robbery and assault” are on the list, probably because so many players are involved with that stuff.

Don’t know why you can’t use “stroke,” but that would describe a Saints fan if they ever won a Super Bowl.

Players can actually get penalized if their helmets aren’t properly “strapped on,” yet we cannot say strap on.

As of today, “Hostage” cannot be used, since we are supposed to be so kind to our Muslim friends, but I think it will be OK on the next list. (Muslim pricks works for me.)

You cannot mention “pot,” but the words cocaine or steroids are not on the list. Reefer and roach are on it, but not heroin or meth or other uppers. Crack and crack pipe are on the list, however. And don’t you dare say “pussy cat.”

I think there was a player named Rae Carruth, but if there was, he really screwed up (can’t say that), since he/it is on the banned list.

“Red Lights” are out. At my age, only red lights I know are stop lights. Just plain “Head Lights” also are in this group.

Since SEX is the most banned word(s), I feel compelled to insert at least one that I kinda like. Sex Farm. What do they grow there? I’m not sure I want to know....Ah, OK, tell me!

Anyone who can answer that for me wins a prize. A worthless one, but a prize never-the-less. Don’t mention herpes, Aids, HIV and a couple other like words, or you will be in deep poop, which is another banned word.

The NFL has pity on the poor, thus you can’t talk about white or trailer trash or even hobos. Hookers are also out, but not necessarily to the players.

Many a player may live in a penthouse, but you cannot say that word.

A lot of players are described as cocky, a banned word, as is ass..e, which describes T.O. Heck, his name should be banned.

You can’t say crap, but I love that word, so, crap, crap, crap.

Magic wand and magic world (for the kids again) are out, but since Disney owns ABC and ESPN, I’m guessing that may change.

Another two banned words I love to use are sleeze and slime, combined with bag, bucket, etc, so I will enjoy using them anyway.

“Barely legal” is listed. I have no idea why, except that perhaps as many as 70% of the player’s behavior is barely legal.

Dion Sanders has long retired, but Neon Deon is still on the banned list. Maybe they want nothing to do with him.

Nearing the end, there are several banned words/combinations that I must be too dumb to know what they mean. Such as, DD, DRE, EUL, Four 20 (and any combos of same), KY (unless the NFL dislikes Kentucky), Deposit, Camel toe (What is a camel toe and why does it PO the NFL?).



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Others are PWT, QUEFF, OU812, OUI, pearl necklace, 3 AL, EGE, and F.I.N.E., but my favorite is Porch Monkey. Anyone know what that means?

Finishing up, since I have no editors I'll just list a few of the no-no's I like.

S..t for brains. Poon tang. Poop. Pud. Condom (Trojan).

Most of the ones that start with bull and finish with some17 endings.

Prostitute should be called a Whore. Hey, everyone's gotta make a living.

Deep throat and SLUT. Slut just has that good ring to it.

"Stupid" and "Idiot" are listed, and with good reason. It aptly describes the fools who came up with this list.

I personally need some form of interpreter to understand what I just wrote about!

Don't know if single and or malt are on this list, but I will now have some!