

EXCLUSIVE Q&A WITH
ACTOR STEVE ZAHN, P. 26

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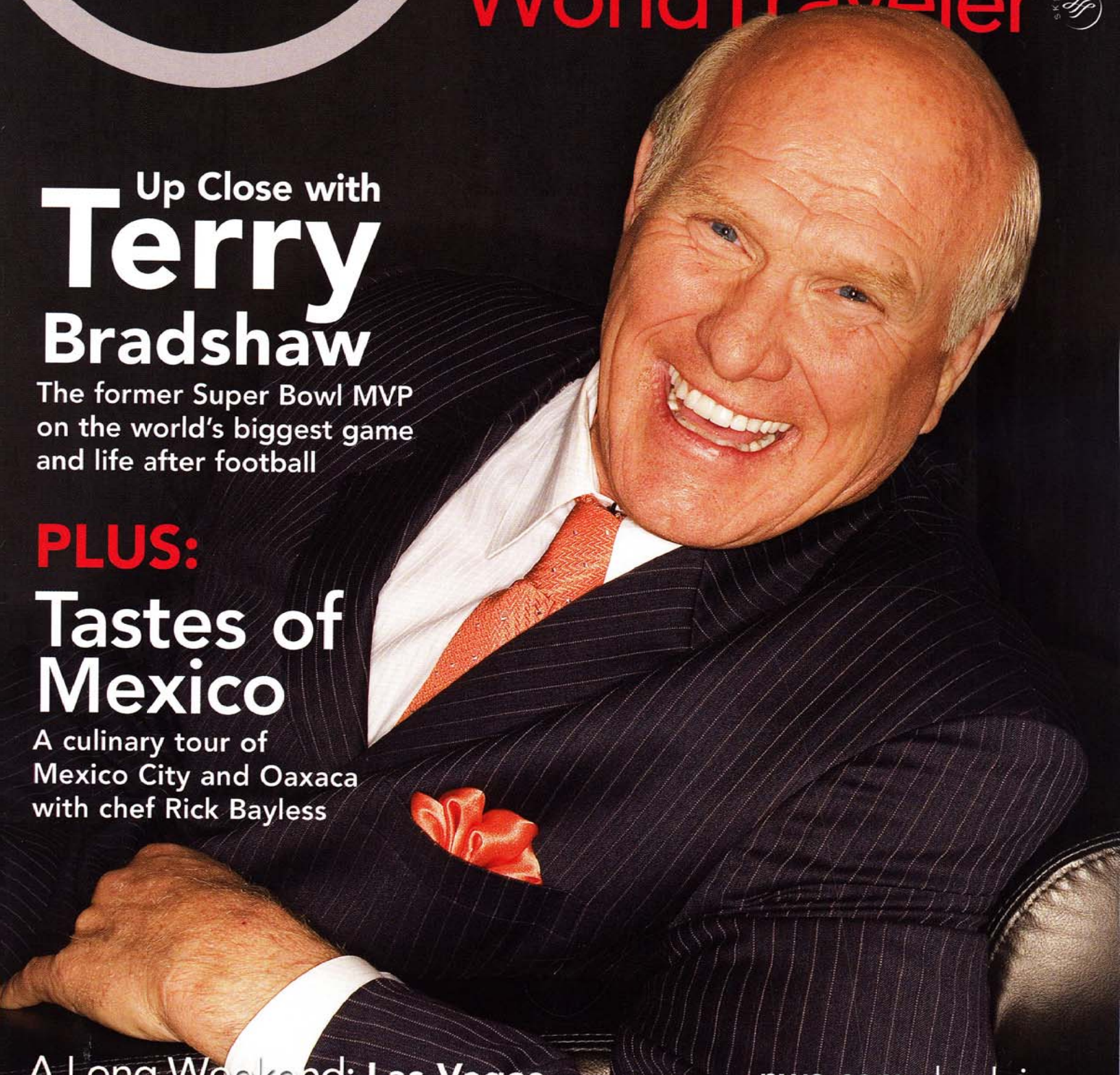
Up Close with
**Terry
Bradshaw**

The former Super Bowl MVP
on the world's biggest game
and life after football

PLUS:

Tastes of Mexico

A culinary tour of
Mexico City and Oaxaca
with chef Rick Bayless



A Long Weekend: Las Vegas



James Brown, Terry Bradshaw, Howie Long and Jimmy Johnson have co-hosted FOX NFL Sunday since 1994.

It's 8 a.m. on a Los Angeles Sunday morning as bright and sky-blue as Terry Bradshaw's eyes. With blonde tufts framing his face and that distinctive cleft chin, the first two-time back-to-back Super Bowl MVP since Bart Starr is instantly recognizable. His smart black suit jacket stretches across broad shoulders. He's a big guy, in stature and in personality, and one who makes the heroic ads leading up to the Super Bowl hype plausible. Bradshaw, who played his entire career as quarterback for the Pittsburgh Steelers, is franchise loyal and has war stories spanning more than four Super Bowl victories.

"I'd been dreaming about playing in the Super Bowl even before it existed," he wrote in his best-selling memoir "It's Only a Game." "I played in four Super Bowls, and before each one I was terrified that we were going to lose the game."

THOUGH THE LIVE SEGMENT OF THE SHOW HAS YET TO START, THE BOYISH LAMBASTING IS LONG UNDERWAY.

Bradshaw still has the heart and soul of a passionate pro-ball player, which has made him a standout from a slew of other TV analysts as FOX NFL Sunday's superstar commentator.

Knock, Knock ...

His success at FOX is not surprising. Arguably, Bradshaw is *the* face of the National Football League (NFL). And when Bradshaw tells a story, people stop their conversations and prepare to laugh heartily.

"I don't like being serious at all when I'm in public," Bradshaw explains in a rare moment of stillness on the set later in the day. "I know that I don't do statistics, because I

won't get them right, so I tell stories. I'm a storyteller."

Bradshaw's silliness is infectious. Though he's still wiping the sleep from his eyes, Bradshaw is keen on horsing around in rehearsal with his FOX NFL Sunday co-hosts: Hall of Famer Howie Long, legendary sports commentator James Brown and former coach Jimmy Johnson. In dull moments, Bradshaw kick-starts laughter in the chilly studio with his booming, jovial voice. It's not an act; Bradshaw has made a second career that relies on wit, and he and his three comrades are snickering like schoolboys at recess.

"We've grown to be best friends, but it did not start out that way," Bradshaw explains. "We've grown to understand,



Detroit's Red Carpet

February is chilly in the Motor City, but **Super Bowl** festivities promise to heat up the action around town for residents and visitors before the big game **Feb. 5** at **Ford Field**, home of the Detroit Lions, who last won a Super Bowl in 1957.

"The Host Committee has incorporated many elements unique to Detroit into special events to celebrate our automotive, musical and sports heritage," says Roger Penske, chairman, Detroit Super Bowl XL Host Committee.

The event's opening ceremony "**The Detroit Salute**" Jan. 30 is a salute to Detroit, recognizing Detroit's top 40 sports moments, voted on by the sports press. "That's Detroit. It's very solid Middle America. The fans, they remind me of Mama," Hall of Fame quarterback Terry Bradshaw says. "Mama will wear your butt out if you do something wrong, but don't you say one thing bad about me."

Detroit musicians will perform at the ceremony at Fox Theatre in downtown Detroit. There will also be a tribute to General Motors, Ford Motor Company and DaimlerChrysler. Tickets range from \$100 to \$1,500.

Free festivities include the **Motown Winter Blast**, Feb. 2-5, modeled after the Winter Olympics, complete with a 200-foot-long snow slide, a dog sledding

exhibition, ice skating demonstrations, concerts and a Taste of Detroit, featuring more than 20 local restaurants.

For the avid football fan, the **NFL Experience** is an interactive theme park where visitors can test football skills and meet NFL players Feb. 1-5 at COBO Center. Tickets are \$15 for adults and \$10 for children. National headliners will perform at the **Pepsi Smash Concert Series** held at the State Theatre Feb. 2-4, a Super Bowl tradition.

In other Super Bowl-related events, renowned NFL chefs and players will participate in "**The Taste of the NFL**," a benefit for local and national food banks held at the Rock Financial Showplace in Novi Feb. 4. Tickets range from \$400 to \$600, with tables of 10 costing \$6,000. For more, visit tasteofthenfl.com.

"I'm pretty doggone excited about it," says FOX NFL Sunday commentator James Brown. "It's an ideal opportunity for any city to roll out the red carpet and talk about the good things associated with it. Detroit has always been an excellent sports town."

"I'm sure the NFL and the city will do a good job," NFL Hall of Fame defensive end Howie Long says. "Detroiters love their sports."

For more, go to sbxl.org or call 800-DETROIT. —T. W.

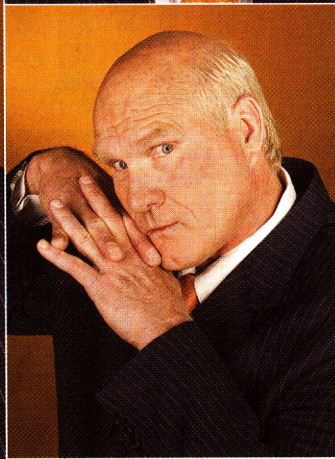
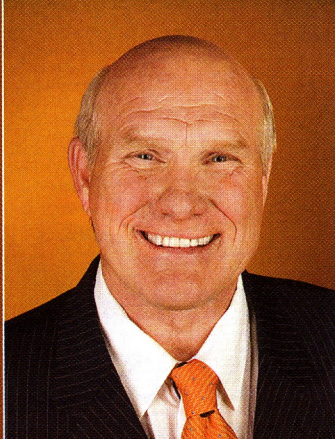
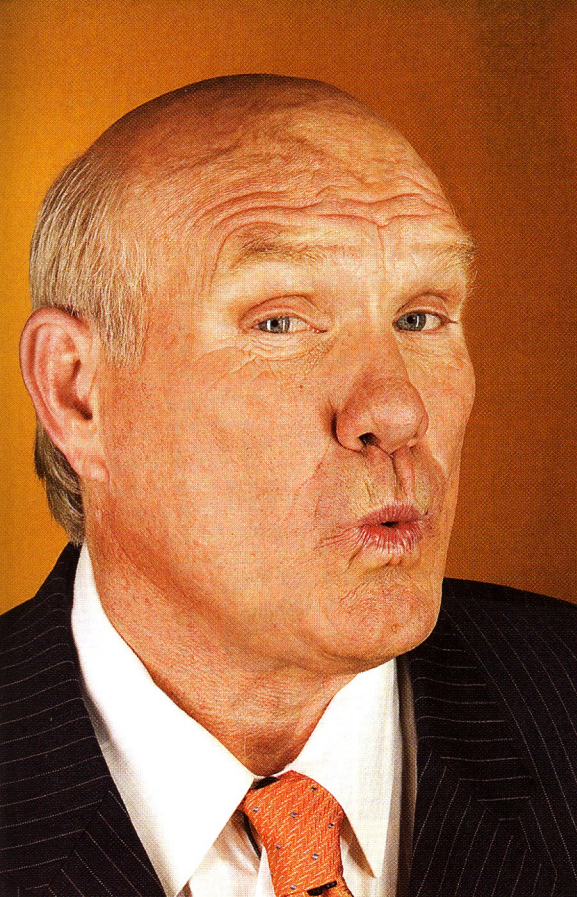
he's like this. I can touch here, can't go there. It's like a good marriage, which I don't know a thing about."

Bradshaw followers will recognize the jabs he takes at himself about the hardships he has endured—from three failed marriages to his battles with depression. "I'm clinically depressed, perfect for television," he quips about his diagnosis. "I'm pretty much an open book. I make fun of my divorces, which were very painful. Part of the healing for me is always with humor."

Hail Terry!

Bradshaw's outlook relies on lessons learned in the ups and downs of a career in the public eye—going back to stereotypes he acquired from hard-won Pittsburgh fans as a country bumpkin from Shreveport, La. Bradshaw called his own plays for one of the NFL's great dynasties and was

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BRADSHAW IS THE FACE OF THE NFL, AND WHEN HE TELLS A STORY, PEOPLE STOP AND PREPARE TO LAUGH HEARTILY.

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inducted in the Pro Football Hall of Fame in 1989.

The impact he's had on football lore comes across in casual reference from first-hand insight. "To this day, the Immaculate Reception of 1972, nobody knows, nobody's talking," Bradshaw muses about a game-winning pass he threw in one of football's quirkiest plays. "Today if that play happened, they'd review it and then you'd get a definitive answer, then you'd move on and it wouldn't be a big play."

His statements are followed by a detailed breakdown of blitzes, blocks and x's and o's—what he intentionally steers away from in succinct 15-second television sound bytes. Make no mistake, Bradshaw, whose career ended with 27,989 yards passing and 212 touchdowns, has expert knowledge of what it takes to get the job done.

"I love when teams have been down. I've always been for the underdog. And the Lions have been down for such a long time. You see the Bears and the Lions and ... you want them to come up."

He's hopeful that Super Bowl XL will give another boost to Detroit, adding to the current renaissance that continues to attract visitors to the city. "First of all, if you can get a Super Bowl, that showcases your city to the entire country," Bradshaw says. "It brings them into your city, one full week of constant coverage from that city. When I think of Detroit, I think of William Ford. I see the unions and all this history, the Detroit Free Press."

Star of the Show

Though the live segment of the show has yet to start, the boyish lambasting is long underway—customary in the foursome's 11-year

stint as commentators, when Bradshaw came to the FOX network from CBS. "We leave the hotel together at 5:15 [a.m.] and start laughing," Johnson later confirms.

Johnson first laid eyes on Bradshaw in his first coaching job at Louisiana Tech University, scouting the Woodlawn High School senior, leading to his first-round draft pick in 1970.

A natural leader on the field and on camera, Bradshaw has a clear understanding of his role at play. "We're there to make you feel good, have some fun, welcome you into our world, let you see these former athletes who care about each other."

Bradshaw constantly downplays his contributions. "I'm pretty much a simple person. I wrote a book called 'Keep It Simple' and that's my philosophy in life. You ain't that big a deal. You are definitely going to take a dirt nap."

But each co-host is quick to admit that Bradshaw is the star of their show. What he adds that the cameras don't catch is knowledge that goes above statistical recall—a skill Bradshaw doggedly dismisses.

"His quick wit is what made him a star," Brown says with admiration.

At the 9 o'clock hour, they slap hands, as if in a huddle before the big game, psyched for a full 11 hours of football coverage. Bradshaw, seated second to the viewer's left, makes funny faces at Long, though he is outside of the camera's view.

"I'm not considered the intellectual one on the show, so nobody's going to pay me any attention," Bradshaw says. "Hell, ask Howie or Jimmy, 'let's go talk football.' I'll be the last one they ask. I'm just not quite as focused as these other boys. It's not like I don't read up and keep on top of it. It's just that I've got a horse business and a race business, and I have other interests that free my brain."

Bradshaw, who played his entire NFL career as Pittsburgh's quarterback and took the team to four Super Bowls, greets current Steelers back-up quarterback Tommy Maddox.

Off the Field

Though Bradshaw is synonymous with America's favorite Sunday pastime, he has turned up in everything from TV ads to Burt Reynolds' movies. He stars in "Failure to Ignite," (in theaters February) a new romantic comedy with Matthew McConaughey, Sarah Jessica Parker and Kathy Bates, who plays Bradshaw's wife.

Bradshaw—ever willing to be the butt of the joke—proudly shows his behind in one scene. "I never thought much of acting, because you've got to be good looking. I didn't view myself as a good-looking, sexy guy," Bradshaw says. "Even doing it now, I do it for fun."

But it is the quiet country life that he is most passionate about—

spending time close to his land in Arizona, Texas and Oklahoma. "When I'm on my ranch, I'm very quiet and very calm. When I play golf with my buddies and they bring a friend, the comment that always gets back to me is, 'God he's so quiet.' That's because I'm tired."

When the season winds up, the quieter side of Bradshaw takes over. "I've had enough football by the end

of the championship game and I enjoy the Super Bowl," he says.

When he's not covering the game for FOX, Bradshaw shies away from football ties. "The Super Bowl for me is a family affair," he says. "We smoke cigars. We cook soup. We have a huge party. It's a huge thing."

It's easy to imagine a more private Bradshaw, simply because of the

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