

**Attorneys
Partner**

- Joshua Zuckerberg

Partner Joshua Zuckerberg Speaks To Sports Business Journal About NFL Negotiations With NFL Players Association

Pryor Cashman Labor Partner Joshua Zuckerberg was quoted by the *Sports Business Journal* in its October 5, 2009 article entitled “NFL’s first proposals to union steer away from economic issues.”

The article notes that while the NFL recently made its first formal proposals to the NFL Players Association, such proposals dealt only with non-economic issues. Labor experts, including Zuckerberg, stated that talking about issues, even non-core issues, can be used as a strategy to build momentum toward getting an overall deal done.

Zuckerberg, who represents both labor and management in negotiations, said that sometimes when there is an inability to reach agreement on economic issues, parties may try to make some progress on non-economic issues. But presenting a full package of proposals allows the parties to make more of a macro analysis of the entire package and do some horse-trading on issues. “The bottom line, in my view, is you always prefer to have parties talking than not talking, but there is no way to evaluate whether proposals on the non-economic issues will bring the parties to a resolution of the major, material economic issues on the table.”

To read the article, please [click here](#).