

THE  
**HEISMAN**  
MEMORIAL TROPHY  
ALMANAC

VOLUME 2



# HEISMAN MILESTONES

- 1977** The Heisman makes its TV debut  
The President of the DAC and the Heisman Committee decide to present the award as part of an hour-long, primetime television spectacular. The victor is announced at the dinner along with six other outstanding players meriting other special DAC Awards.
- 
- 1981** Live from New York  
USC's Marcus Allen is the first Heisman winner to have his announcement broadcast on live television, courtesy of ABC.
- 
- 1982** The first finalists  
For the first time, finalists are invited to New York for a live televised Heisman ceremony (broadcast by ABC). The Heisman finalists are Herschel Walker, John Elway and Eric Dickerson, though Elway did not attend.
- 
- 1984** The streak is broken  
Boston College's Doug Flutie becomes the first quarterback since Pat Sullivan in 1971 to win the Heisman, breaking a string of 11 running back winners.
- 
- 1996** Gator to Gator  
Florida head coach Steve Spurrier becomes the first Heisman winner to coach another Heisman winner when Danny Weurffel earns the 1996 trophy.
- 
- 1997** The Throwback  
Michigan cornerback Charles Woodson becomes the first primarily defensive player to win the Heisman, though his all-around brilliance as a three-way player helps capture the imagination of Heisman voters.
- 
- 2001** 9/11 changes everything  
Following the tragic events of September 11, 2001, the Heisman presentation is moved to the New York Marriott Marquis in 2001. In 2002 and 2003, it moves to the Yale Club of NYC. In 2004, the announcement is held at the New York Hilton and, in 2005, the Heisman event is moved to the recently renovated Nokia Theatre (now the Playstation Theater) in the center of the Broadway theater district in Times Square.
- 
- 2002** The Heisman Trust is born  
Following the closing of the DAC in the aftermath of the 2001 terror attacks on Lower Manhattan, the Heisman moves to a charitable trust dedicated to promoting the causes of amateur athletics and underserved youth.
- 
- 2007** Online Heisman voting dominates  
The Heisman vote moves primarily to an online ballot. By 2009, all Heisman ballots are required to be submitted online, giving all voters a chance to hold their votes until the final regular season game has been played.  
Super Soph!  
Florida quarterback Tim Tebow becomes the first sophomore to win the Heisman. He is the first of three to win the award from 2007 to 2009.
- 
- 2012** Fantastic Frosh!  
Texas A&M quarterback Johnny Manziel becomes the first redshirt freshman to win the Heisman. He is followed as the Heisman winner the next season by Florida State redshirt freshman quarterback Jameis Winston.



Welcome to the second annual Heisman Trophy Media Guide!

Inside, you'll find biographies of all the Heisman winners, key facts and statistics pertaining to their many accomplishments, plus current and historical information on the Heisman and its charitable mission.

We hope the guide serves as a handy reference for all your needs, whether you are a Heisman voter, a media member on deadline, a sports information director preparing for a trip to the Heisman ceremony or a dedicated fan of college football's most prestigious individual award.

Thanks again for your interest in the Heisman Memorial Trophy.

## Our Mission



The Heisman Memorial Trophy annually recognizes the outstanding college football player whose performance best exhibits the pursuit of excellence with integrity. The winners of the trophy epitomize great ability combined with diligence, perseverance, and hard work. The Heisman Trophy Trust's mission is to ensure the continuation and integrity of this award.

The Trust also has a charitable mission to support amateur athletics and to provide greater opportunities to the youth of our country. Our goal through these charitable endeavors is for the Heisman Trophy to symbolize the fostering of a sense of community responsibility and service to our youth, especially those disadvantaged or with special needs.

All assets of the Trust beyond the expense of maintaining the annual presentation of the Heisman Memorial Trophy are reserved for such charitable causes. The Trustees, who all serve pro bono, are guided by a devotion to college football and are committed to community service and the valued tradition which the Trophy represents.

## The Heisman Trust

Our Trustees, who all serve pro bono, are guided by a devotion to college football and are committed to community service and the valued tradition which the Heisman Memorial Trophy represents.



**Michael J. Comerford**



**James E. Corcoran**



**William J. Dockery**  
*President*



**Anne F. Donahue**



**N. Richard Kalikow**



**Vasili Krishnamurti**



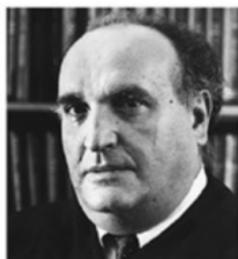
**Brian D. Obergfell**



**Carol A. Pisano**



**Sanford Wurmfeld**



**Honorable  
John E. Sprizzo  
1934 - 2008**

## Key Dates

### **Monday, Nov. 26**

Electronic Heisman ballots distributed to media members and former Heisman winners.

### **Monday, Dec. 3**

Deadline for submitting Heisman ballots is at 5 p.m. ET.

### **Monday, Dec. 3**

Finalists for the 2018 Heisman Trophy are announced.

### **Saturday, Dec. 8**

The 2018 Heisman Trophy Announcement on ESPN.

### **Sunday, Dec. 9**

The 84th annual Heisman Memorial Dinner Gala.

For more information on the Heisman schedule or how how to attend the 2018 Heisman Memorial Dinner Gala, please visit **Heisman.com**.

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The Heisman Trophy media guide was written and edited by Chris Huston. Thanks to Rob Whalen, Tim Henning, and the rest of the Heisman staff for their assistance in putting together this inaugural guide. Also thanks to the many SIDs who contributed stats. Special thanks goes out to Ted Gangi of FWAA for his help.

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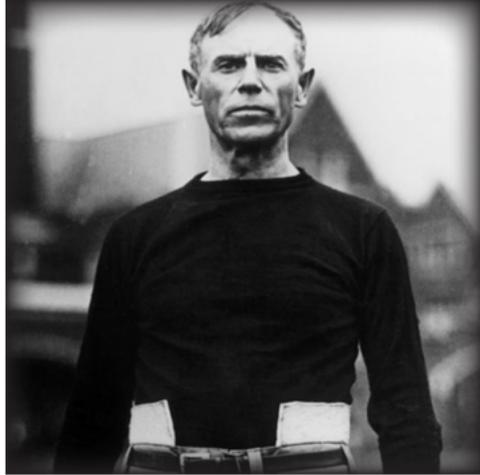
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## About John W. Heisman

As the tradition of the Heisman Memorial Trophy grows with each passing year, the life of the man memorialized by the award fades into the annals of history. No one more thoroughly studied the dynamics of football or witnessed more closely the game's evolution. No one personally knew more immortals of the gridiron or effected more change in the game's development than John W. Heisman.



Born in Cleveland, Ohio, October 23, 1869, John William Heisman grew up on the oil fields of northwest Pennsylvania, in the town of Titusville. John Heisman's first football games were a hodgepodge of soccer and rugby. In 1887, at age 17 he left Titusville for Brown University where he played a form of club football with his classmates. After two years, in the fall of 1889, he transferred to The University of Pennsylvania to pursue a law degree. Though outsized at 5'8" and 158lbs, he played varsity football for three years as guard, center, tackle, and sometimes end.

### **A Coaching Career**

Debilitated after a flash of lightning nearly cost him his eyesight, Heisman took his final exams orally and graduated with his law degree in the spring of 1892. Immediately after college, he got his first coaching job at Oberlin College, leading the team to win all of its seven games in only the second year of the football program. Heisman's career was launched.

His career as a coach developed with stints at Auburn, Clemson, University of Pennsylvania, Washington & Jefferson and Rice. His most impressive coaching reign was with Georgia Tech (1904-1919), where his Golden Tornadoes were a scoring powerhouse with an astounding 33 straight wins. Coach Heisman left Georgia Tech after the 1919 season to return as head coach at his alma mater, University of Pennsylvania. After three years he bought out his contract and spent one year at Washington & Jefferson before moving west to Texas and Rice Institute. His coaching career ultimately spanned more than three decades, and in 1927 at age 62, John W. Heis-

# John W. Heisman

man retired from coaching the game he loved and developed.

## “Retirement”

In New York, John Heisman found more time to write as well as to serve in advisory positions. His articles appeared in publications such as American Liberty and Colliers Magazine, and he also served as football editor for the professional publication Sporting Goods Journal. This prodigious outpouring did not go unnoticed. On May 23, 1930, John W. Heisman was named the first Athletic Director of the Downtown Athletic Club of New York City. Serving in this capacity, Heisman organized and founded the Touchdown Club of New York, and later the National Football Coaches Association.

At the insistence of the DAC officers, Heisman organized and set in motion the structure and voting system to determine the best collegiate football player in the country. Though initially opposed to pointing out an individual over a team, he ultimately felt it a consummate team accomplishment to have such recognition. The first Downtown Athletic Club Award was given in 1935 to Chicago’s Jay Berwanger. On October 3, 1936, before the second award was bestowed, John W. Heisman succumbed to pneumonia. The officers of the DAC unanimously voted to rename the DAC Award the Heisman Memorial Trophy that year.

## A Life Achievement

During his coaching career, Heisman changed the face of the game that became America’s passion. What he considered his greatest contribution, the forward pass, was legalized in 1906, after three years of writing and pestering Walter Camp and the rules committee. Much of the official rule book of the day adopted Heisman’s suggestions word for word.

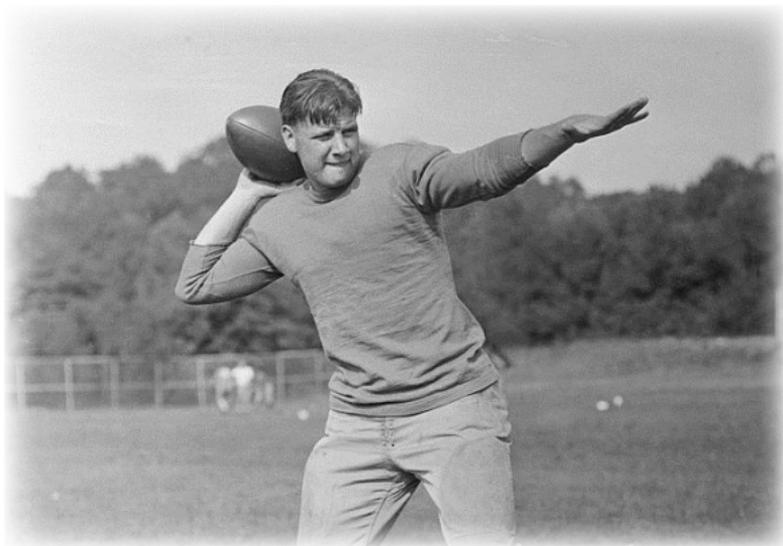
Men who respected and called John W. Heisman friend included coaches Robert C. Zuppke of Illinois, Fielding Yost of Michigan, Amos A. Stagg of Chicago, Dr. J.W. Wilce of the Ohio State University, D.X. Bible of Texas A&M; legendary sports writer Grantland Rice; golf’s first Grand Slam winner Robert Jones Jr.; and former teammate and Honorable Mayor of Philadelphia Harry A Mackey. As did his life touch many, the spirit of his character continues to inspire the best in those who would receive his Memorial.

*Material contained in this article is from the book, Heisman, the Man Behind the Trophy by John M. Heisman and Mark Schlabach, published by Howard Books a division of Simon & Schuster. It is used by permission of the author, and is not for copy, reproduction or republication except by expressed written consent of the author, John M. Heisman.*

## The Story of the Heisman Statue

Before the now-famous stiff-arm design, the Club Trophy Committee at New York's Downtown Athletic Club concurred that the traditional cup or bowl seemed too commonplace, lacking in distinction, and in no way emblematic of the athletic talent that was to be honored and immortalized. It was decided that the trophy would be the bronze embodiment of a muscular footballer driving for yardage.

To create this trophy, the DAC commissioned **Frank Eliscu**, a well-known sculptor and National Academy of Design Prize Winner. He immediately began to work, selecting **Ed Smith**, a leading player on the 1934 New York University football team, as his primary model. Eliscu prepared a rough clay study that was sanctioned by the DAC Committee, and sent uptown for approval by the head football coach at Fordham University, Jim Crowley, one of the legendary Four Horsemen of Notre Dame. The prototype was set up on a field, and Crowley's players were asked to assume various positions to illustrate and verify the side step, the forward drive, and a strong-right arm thrust. The artist closely observed these action sequences and modified his clay prototype.



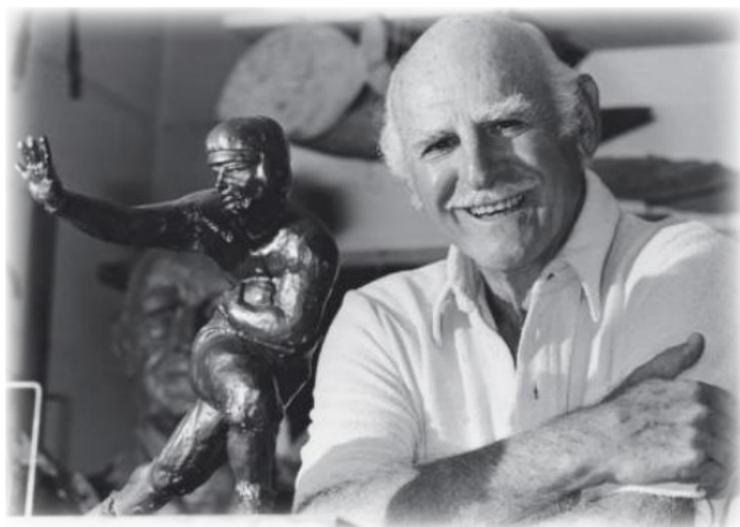
**Ed Smith**

The result was a truly lifelike simulation of a player in action. It was then duplicated in plaster—a preliminary step towards its ultimate production in bronze. The final inspection of the cast was made after a dinner at the McAlpin Hotel on November 16, 1935, attended by Coach Elmer Layden and the entire Notre Dame football team, who had just played in a memora-

ble 6-6 tie game with Army before 78,114 fans. Layden, another member of the Four Horsemen, and the Fighting Irish squad, was impressed by the inspired and animated realism of Eliscu's model-which was especially noted by Wally Fromhart, Don Elser, and Wayne Millner. That evening, the 1935 Notre Dame team put its seal of approval on the new trophy.

Made from an ancient method known as the lost wax process of bronze casting, the completed sculpture weighs 45 pounds, is 14 inches long, 13 inches in height, and 6 inches in width. The final incarnation of the Trophy faithfully depicts a skilled and powerful football player, side-stepping and straight-arming his way to a touchdown.

"It was not one of my best works of art," said Eliscu. "But it turned out to be kind of like the Statue of Liberty: not beautiful, but it's dear to people's hearts."



**Frank Eliscu**

Heisman Trophy Designer

### ***The Statue, by the numbers***

**Metal:** Bronze

**Weight:** 45 pounds

**Length:** 14 inches

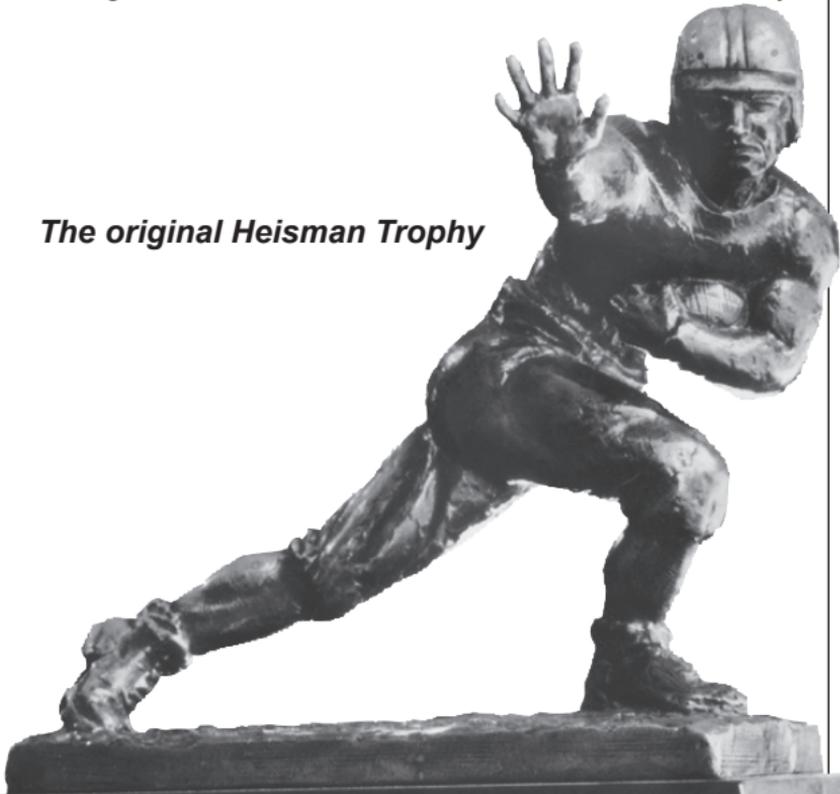
**Height:** 13 inches

**Width:** 6 inches

## Trophy Tidbits

- In 1935 Jay Berwanger did not have any room in his home for the trophy and gave it to his Aunt. Berwanger's aunt was not familiar with college football and did not realize that the trophy meant her nephew was the best player in college football, so she used it as an extravagant doorstop. Today, Berwanger's trophy is now on display in the main lobby of the University of Chicago's Gerald Ratner Athletics Center.
- After winning the Heisman Trophy in 1994, Rashaan Salaam boarded a plane with his Heisman wrapped in a blanket.
- While at the airport in 1995, Heisman winner Eddie George's trophy was damaged when he put it through the x-ray machine at the security checkpoint.
- From 1936 to 2001, the Heisman Trophy was presented at an annual gala at the Downtown Athletic Club in New York City.

*The original Heisman Trophy*



THE HEISMAN MEMORIAL TROPHY		
AWARDED ANNUALLY TO THE OUTSTANDING COLLEGE FOOTBALL PLAYER IN THE UNITED STATES BY THE DOWNTOWN ATHLETIC CLUB OF NEW YORK CITY, INC.		
WINNERS TO DATE		
1954 - JOHN HUARTE, University of Notre Dame	1971 - PAT SULLIVAN, Auburn University	1989 - GEORGE ROGERS, University of North Carolina
1955 - MICHAEL GARRETT, University of Southern California	1972 - JOHNNY RODGERS, University of Nebraska	1990 - MARCEL ALLEN, University of Southern California
1956 - STEPHEN SPURDICK, University of Florida	1973 - JOHN CAPPELLETTI, Pennsylvania State University	1991 - HERSCHEL WALKER, University of Georgia
1957 - BART SISAK, University of California, Los Angeles	1974 - ARCHIE M. GRIFFIN, Ohio State University	1992 - MIKE RIDGE, University of Nebraska
1958 - G. J. SIMPSON, University of Southern California	1975 - ARCHIE M. GRIFFIN, Ohio State University	1993 - MIKE RIDGE, University of Nebraska
1959 - STEVE OWENS, University of Delaware	1976 - ANTHONY D. DORSETT, University of Pittsburgh	1994 - DOUG FLUTE, Boston College
1960 - JOHN F. PLUNKETT, Stanford University	1977 - EARL CAMPBELL, University of Texas	
	1978 - BILLY SIMS, University of Oklahoma	
	1979 - TERRY RAVEN, University of Southern California	

# Heisman Balloting Information

## Selecting the Heisman winner

The task of designating the most outstanding college football player is a daunting one, so a crucial decision was made early on to determine the best group of individuals to make that choice.

It was decided that sports journalists were the most logical group for this task. As informed, competent and impartial observers, they comprise the vast majority of the electors. The Heisman Trophy Trust governs the policies and procedures by which the balloting process is conducted. Specifically, six persons are chosen as Sectional Representatives.

The Heisman Sectional Representatives Are:

Dave Campbell, Waco-Tribune Herald  
Southwest Representative, Waco, TX

Dick Weiss, Blue Star Media/NY Daily News  
Mid-Atlantic Representative, Philadelphia, PA

Don Criqui, CBS Sports  
Northeast Representative, New York, NY

Bob Hammond, Laramie Boomerang/WyoSports.Net  
Far West Representative, Laramie, WY

Bob Hammel, The Herald Times  
Mid West Representative, Bloomington, IN

Jimmie McDowell, Mississippi Sports  
South Representative, Jackson, MS

The Sectional Representatives are responsible for the appointment of the State Representatives. State Representatives are given the responsibility of selecting the voters within their particular state. The amount of votes that a particular state is allotted depends on the size of the state and the amount of media outlets within that state. Larger states such as California and Texas will naturally have more votes than smaller states such as Vermont and Delaware.

The states are divided into the six sections accordingly:

Far West: AZ, CA, HI, ID, MT, ND, NV, OR, SD, UT, WA, WY

Mid Atlantic: DC, DE, MD, NC, NJ, PA, SC, VA, WV

Mid West: IA, IL, IN, MI, MN, OH, WI

North East: CT, MA, ME, NH, NY, RI, VT

South: AL, FL, GA, KY, LA, MS, TN

Southwest: AR, CO, KS, MO, NE, NM, OK, TX

Each Section within the United States has 145 media votes, totaling 870 media votes across the country. Additionally every former Heisman winner, 58 presently, has a vote as well. In 1999, The Heisman Trophy agreed to develop a special program to allow the public at large to become part of the balloting process by permitting one (1) fan vote eligible in the overall tabulation. This program once again continued this past season through a partnership with Nissan North America, bringing the total number of voters for the 2017 Heisman race to 929.

The actual ballots include a space for electors to designate three individuals for the Heisman Trophy. The first choice on an elector's ballot receives three points in the overall voting tabulation, the second choice receives two points and the third choice receives one point.

Ballots are void unless signed by the elector. A first, second and third choice must be indicated on each ballot. The Heisman Committee created the point system in an effort to eliminate any sectional favoritism.

*The ballots state that "In order that there will be no misunderstanding regarding the eligibility of a candidate, the recipient of the award MUST be a bona fide student of an accredited college or university including the United States Academies. The recipients must be in compliance with the bylaws defining an NCAA student athlete."*

The independent accounting firm of Deloitte tabulates the Heisman ballots. Deloitte is responsible for mailing the ballots and voting instructions. Since 2002, electors have the option of sending their completed ballot to Deloitte via a secured website, created and maintained by Deloitte personnel. Deloitte tabulates all ballots and tallies the votes according to the point system outlined above. The individual with the most points receives The Heisman Memorial Trophy.