

LOUISIANA STATE LEGISLATURE



900 North 3rd Street
Baton Rouge, Louisiana 70802

Legislators:

Senator Valarie Hodges
Senator J. Adam Bass
Senator Heather Miley Cloud
Senator Rick Edmonds
Senator Michael "Big Mike" Fesi
Senator Caleb Kleinpeter
Senator Blake Miguez
Senator Thomas A. Pressly
Senator Jeremy Stine
Rep. Beryl Amedee
Rep. Raymond J. Crews
Rep. Kellee Hennessy Dickerson
Rep. Kathy Edmonston
Rep. Dodie Horton
Rep. Dixon McMakin
Rep. Charles Anthony Owen
Rep. Roger William Wilder, III

January 16, 2025

Mr. Phillip B. Sherman, Chairman
Greater New Orleans Sports Foundation
320 Metairie-Hammond Hwy., Suite 300
Metairie, LA 70005

Mr. Robert Vosbien, Jr., Chairman
The Louisiana Stadium and Expo Dist.
1500 Sugar Bowl Dr.
New Orleans, LA 70112

Re: 2025 New Orleans Super Bowl halftime performance

Dear Chairmen;

The Louisiana Legislature has a strong record of financially supporting sports and athletic activities, due in large part because those activities have traditionally provided family-friendly entertainment and encouraged young people to engage in physical fitness. It is well settled that when our young people play team sports, they reap many benefits, including improved physical and mental health, improved academic performance, as well as the development of team work and networking skills.

Further, as members of the Legislature, we are aware that the Super Bowl generates hundreds of millions of dollars in positive economic impact for Louisiana, in particular to the greater New Orleans area. We are also aware that the NFL and the host committee fund-raise and distribute millions of dollars to local charities and nonprofit organizations in Orleans and the surrounding parishes.

While those benefits are certainly worthy of notice, those economic benefits did not come to Louisiana without a significant up-front cost to the Louisiana taxpayers. Our fiscal staff has reported that, in 2024, \$10 million state taxpayer dollars were taken from the La. State Major Events Incentive Fund and were given to the Greater New Orleans Sports Foundation, including a specific appropriation of \$5 million from that incentive fund, for "economic development initiatives related to Super Bowl LIX" (see Act 4, HB 1, of the 2024 Regular Session, page 183, lines 29 through 36). **To use a sports analogy, when it comes to the Super Bowl in New Orleans, the Louisiana taxpayers certainly have "skin in the game."**

While certainly a large amount of support exists among many Louisianians who are excited about the Super Bowl coming back to New Orleans, **many are also hardworking taxpayers with children who have serious concerns about the fact that past Super Bowl halftime performances have been less than family-friendly.** For example, in 2020, Jennifer Lopez wore little clothing and was groped by male and female dancers on stage, while the performer made sexually suggestive gestures and performed on a stripper pole. It was widely reported in 2020 that Lopez's performance generated thousands upon thousands of viewer complaints to the Federal Communications Commission (FCC) and on social media. Based upon the large number of complaints, clearly other Americans found this performance violated basic community decency standards. Further, who can forget the infamous 2004 halftime show with Janet Jackson disrobing? Jackson's exposed bare breast was excused by one of her fellow performers as a "wardrobe malfunction" but it initially generated a fine against CBS from the FCC for more than \$500,000. Had that 2004 performance taken place in Louisiana and been proven to be intentional, it would have violated Louisiana's obscenity law (R.S. 14:106) which prohibits such public exposure. At the 2023 halftime show, performer Rihanna was shown groping herself while she sang song lyrics that were so offensive that few Louisiana adults could read those lyrics before an audience without shame. The irony is that, although we (the signers of this letter) refuse to repeat these lyrics in writing in this letter because they are so offensive, the national promoters of 2023 performance had no such qualms about allowing the singing of such lewd lyrics in front of millions of children in the stadium and on television.

We realize that these past vulgar performances may have been acceptable to the residents of those states where those Super Bowls were held but, in Louisiana, these lewd acts are inappropriate for viewing by children, objectify women, and are simply NOT welcomed by the majority of Louisiana parents. Throughout our tenure, the legislature has taken seriously the protection of children and have consistently opposed the objectification of women. Considering the increasingly vile halftime performances at past Super Bowls, it can be reasonably anticipated that the halftime performance this year in New Orleans will be inappropriate for children to watch.

This past 2024 Regular Session enacted, and the governor signed into law, multiple bills that protect children from writings and digital materials, all of which were signed into law by the governor. Considering the foregoing and out of respect for the taxpayers of Louisiana, we are asking each of you who are appointed to your positions by the governor, in accordance with authorization enacted by the Legislature, to use whatever means are at your disposal to ensure that this year's Super Bowl halftime event is as family friendly as possible. We realize that the master contract for this year's Super Bowl was long ago executed (effective on May 22, 2018) by the NFL for use of the Super Dome facility and we understand that the terms of the contract have already been negotiated and finalized. We do, however, request that future contracts for the use of facilities that are funded and paid for by Louisiana taxpayers ensure, in writing as part of the contract, that any performers' conduct adheres to Louisiana's community decency standards.

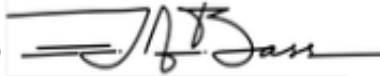
Thank you for your attention to this matter. Sincerely,



- Senator Valarie Hodges
Senate District 13



- Senator Caleb Kleinpeter
Senate District 17



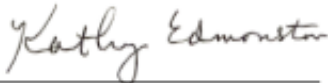
- Senator J. Adam Bass
Senate District 36



- Senator Blake Miguez
Senate District 22



- Senator Heather Miley Cloud
Senate District 28



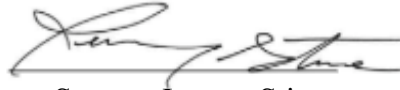
- Representative Kathy Edmonston
House District 88



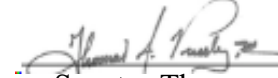
- Representative Raymond J. Crews
House District 8



- Representative Dixon McMakin
House District 68



- Senator Jeremy Stine
Senate District 27



- Senator Thomas A. Pressly
Senate District 38



- Senator Rick Edmonds
Senate District 6



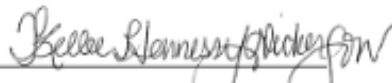
- Senator Michael "Big Mike" Fesi
Senate District 20



- Representative Beryl Amedee
House District 51




- Representative Dodie Horton
House District 9



- Rep. Kellee Hennessy Dickerson
House District 64




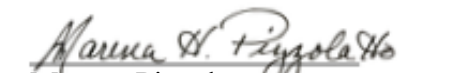
- Representative Charles Anthony Owen
House District 30

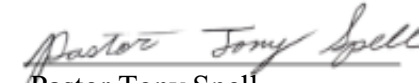

- Representative Roger William Wilder, III
House District 71


cc: Governor Jeff Landry
Attorney General Liz Murrill
John J. Cicero, Exec. Dir., New Orleans
Super Bowl Host Committee, Inc.

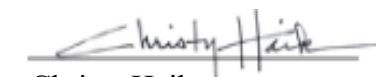
PRO-FAMILY ORGANIZATION IN SUPPORT:



- Tony Perkins, President
Family Research Council



- Marena Pizzolatto
We the People Bayou Community

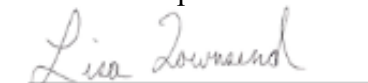

- Pastor Tony Spell
Life Tabernacle Church



- Seth Scott
La. College Republicans of America



- Christy Haik
Louisiana Republican Assembly

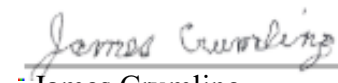

- Susie Labry
Louisiana Sunshine



- Adele Shafferman
We the People of Northwest Louisiana

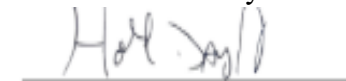

- Lisa Townsend
Intercessors for American, Louisiana



- Gene Mills, President
Louisiana Family Forum

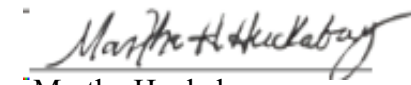

- J. Christopher Alexander
Louisiana Citizens Advocacy Group


- James Crumling
Acadiana Patriots


- Paige Lowry
Moms for Liberty East Baton Rouge


- Hollis Day
Restore Liberty Louisiana


- Sylvia Jaynes
Remnant


- Martha Huckabay
Women's Republican Club of New Orleans