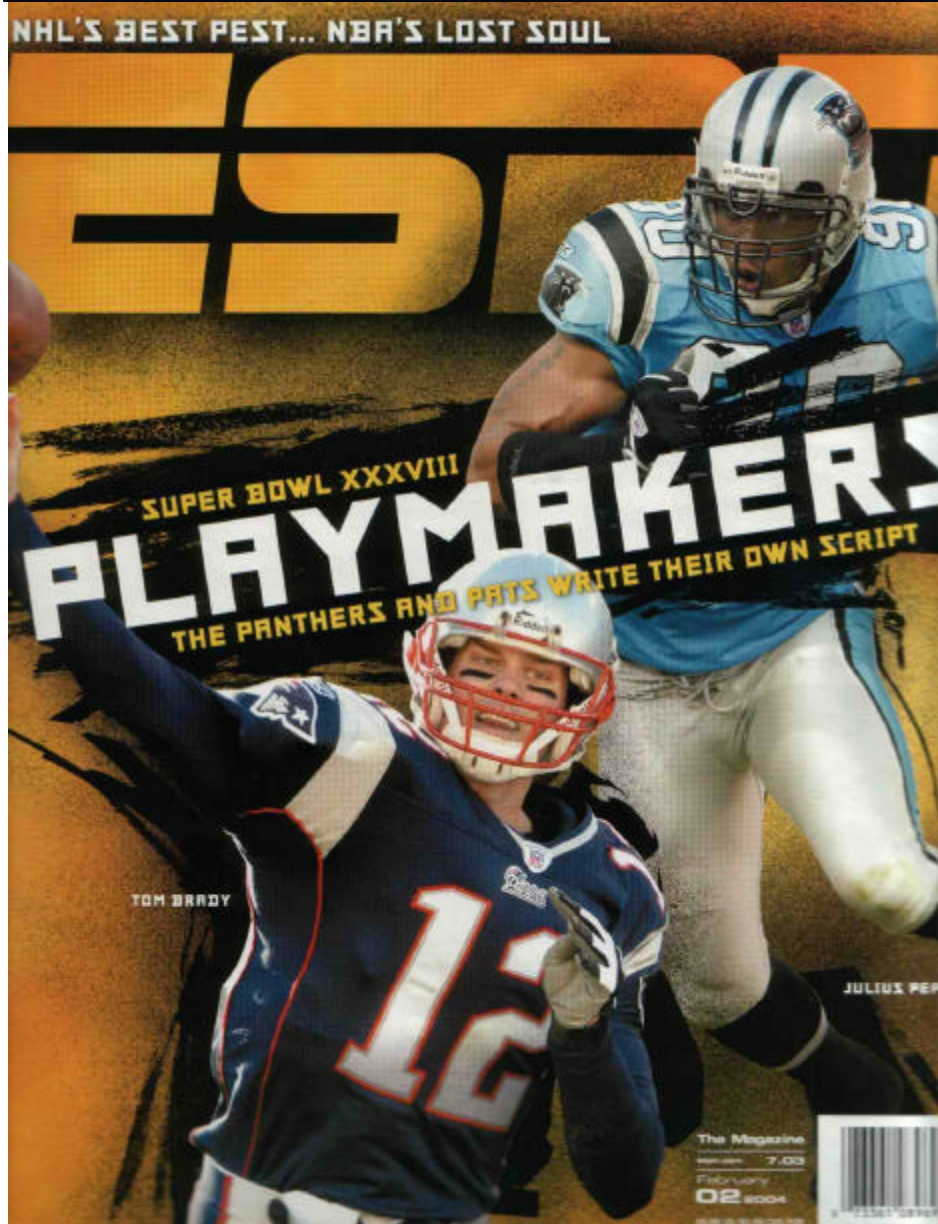


What does Jon Gruden really think about missing out on the Super Bowl...Read about it in ESPN Magazine.
www.pattiwood.net
404-371-8228



THE SPIN



GETTING A FACIAL

Why feature Jon Gruden in our SB XXXVIII preview? As a warning to the winners of this year's big game. (Hey, we're public servants!) Chucky may look "happy and confident" in the post-SB XXXVII pic at left—according to body language expert Patti Wood—but the feeling didn't last. To illustrate how it feels to go from champ to champ, Wood analyzed Gruden's expressions on the day Tampa was eliminated from playoff contention. Turns out winning isn't everything, but it beats going 7-9.

1



THIS IS A SPLIT FACE. THERE'S HIS TRUE, EMOTIONAL STATE ON ONE SIDE AND HIS PUBLIC FACE ON THE OTHER. HIS CHIN AND TIGHT LIPS INDICATE HE'S TRYING WITH ALL HIS MIGHT TO SUPPRESS HIS ANGER AND RAGE.

2



HE'S SUPPRESSING THE TONGUE THRUST, SOMETHING THAT PEOPLE WHO CHEWED TOBACCO AT SOME POINT IN THEIR LIVES OFTEN DO. HIS NOSE AND EYES ARE IN AN ANCHOR SNARL.

3



PINCHING HIS NOSE INDICATES THAT HE DOESN'T LIKE THE SITUATION. THE WAY HE IS LOOKING AWAY FROM THE QUESTIONER SHOWS HE CAN'T BELIEVE HE WAS JUST ASKED THIS. AND HIS KNUCKLES ARE ROLLED INTO A FIST. THE SITUATION SMELLS BAD AND HE FEELS AGGRESSIVE ABOUT IT.

4



HE'S TALKING OUT OF THE SIDE OF HIS MOUTH, WHICH IS JUST BIZARRE. HE LOOKS LIKE JIM CARREY. HE'S GOT MIXED EMOTIONS AT THIS PRESS CONFERENCE, BUT HE'S SUPPRESSING BOTH OF THEM.

5



BITING THE LIP AND SHOWING THE TOP TEETH INDICATES THAT HE'S SO ANGRY, HE JUST HAS TO KEEP IT INSIDE. SCRUNCHED UP EYEBROWS SHOW RAGE. THIS IS A GESTURE YOU SEE BEFORE SOMEONE HITS SOMETHING.