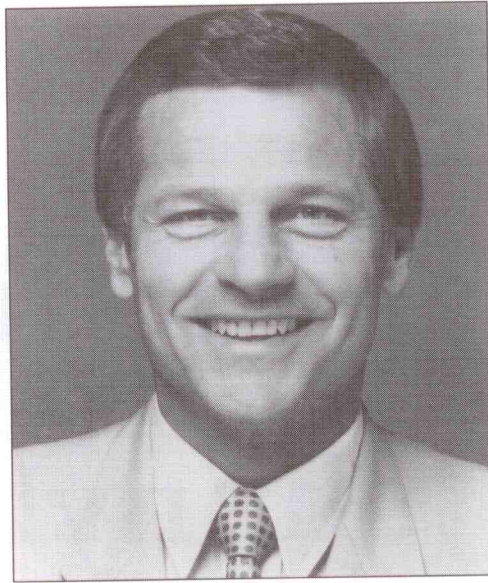


## Johnny Morris



Competition is what defines Johnny Morris. He had that drive to compete in his native California, where he became a world-record-holding track star at the University of California at Santa Barbara. He had it on that university's football team, when he scored four touchdowns in one game—and he didn't even know the Chicago Bears owner George Halas was in the stands. He had it during his 6-year career with the Bears, and his records as the team's all-time leading pass receiver in yardage gained and 93 receptions in a single-season still stand. In 1964, when he made the change from football to broadcasting, he never stopped competing.

Morris' role as a post-game commentator started at WBBM-TV and from 1969-1974 he was a sportscaster for WMAQ-TV. He returned to Channel 2 as Sports Director and stayed for 20 more years. For Morris, the work was about getting the story first, beating the other stations—it was the competition. With that attitude he continued his award-winning ways. He garnered Emmys from the Chicago Chapter of NATAS, and awards from the Illinois Associated Press and UPI, and the Illinois Broadcasters Association. He also spent 15 years doing analysis and color commentary during the CBS network's NFL games. Morris is also credited with bringing the Telestrator to analysis of football on TV.

When Morris started working in television, he was still playing football for the Bears. He knew George Halas well, and especially knew that Halas' first answer to any question was —NO. So Morris never asked Halas for permission to go on TV. He just went ahead and did it. For Halas, Morris was good and bad—he played great football for Papa Bear, but he broke stories Halas didn't like. In the end, Morris says the two men grew very close. After all, they both shared the same passion—competition.