

PITTSBURGH STEELERS OFFENSIVE COORDINATOR HISTORY

PITTSBURGH STEELERS OFFENSIVE COORDINATOR HISTORY TRACES A DYNAMIC EVOLUTION OF STRATEGIC MINDS BEHIND ONE OF THE NFL'S MOST STORIED FRANCHISES. THE STEELERS HAVE LONG BEEN RECOGNIZED FOR THEIR DOMINANT DEFENSES, BUT THEIR OFFENSIVE COORDINATORS HAVE PLAYED A PIVOTAL ROLE IN SHAPING THE TEAM'S OFFENSIVE IDENTITY OVER THE DECADES. THIS ARTICLE EXPLORES THE HISTORY OF THE PITTSBURGH STEELERS OFFENSIVE COORDINATOR POSITION, HIGHLIGHTING KEY FIGURES, THEIR OFFENSIVE PHILOSOPHIES, AND HOW THEY CONTRIBUTED TO THE FRANCHISE'S SUCCESSSES AND CHALLENGES. FROM THE EARLY DAYS OF THE TEAM TO RECENT SEASONS, THE OFFENSIVE COORDINATOR ROLE HAS SEEN VARIOUS CHANGES THAT REFLECT BROADER TRENDS IN PROFESSIONAL FOOTBALL. UNDERSTANDING THIS HISTORY PROVIDES INSIGHTS INTO THE STEELERS' OFFENSIVE STRATEGIES AND THE LEGACY OF ADAPTABILITY AND INNOVATION EMBEDDED IN THE TEAM'S CULTURE. THE FOLLOWING SECTIONS WILL COVER THE ORIGINS OF THE COORDINATOR ROLE, NOTABLE COORDINATORS THROUGHOUT DIFFERENT ERAS, AND RECENT DEVELOPMENTS IN PITTSBURGH'S OFFENSIVE LEADERSHIP.

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- TRANSITION AND MODERNIZATION: 1990s TO EARLY 2000s
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EARLY YEARS AND FORMATION OF THE OFFENSIVE COORDINATOR ROLE

THE PITTSBURGH STEELERS BEGAN THEIR JOURNEY IN THE NATIONAL FOOTBALL LEAGUE IN 1933, BUT THE FORMAL ROLE OF AN OFFENSIVE COORDINATOR WAS NOT CLEARLY DEFINED IN THE EARLY YEARS. INITIALLY, THE HEAD COACH OFTEN MANAGED BOTH OFFENSIVE AND DEFENSIVE DUTIES, WITH ASSISTANTS PROVIDING SUPPORT. IT WAS NOT UNTIL THE MID-20TH CENTURY THAT THE CONCEPT OF A DEDICATED OFFENSIVE COORDINATOR BECAME MORE COMMON ACROSS THE LEAGUE, INCLUDING IN PITTSBURGH.

DURING THIS FORMATIVE PERIOD, THE STEELERS FOCUSED ON BUILDING A FOUNDATION FOR THEIR OFFENSE, OFTEN CHARACTERIZED BY A RUN-HEAVY ATTACK AND FUNDAMENTAL PLAY CALLING. THE OFFENSIVE PHILOSOPHY WAS LARGELY INFLUENCED BY THE HEAD COACHES AND THE ASSISTANT COACHES WHO SPECIALIZED IN OFFENSIVE POSITIONS. AS THE GAME EVOLVED, SO DID THE SPECIALIZATION OF COACHING ROLES, LEADING TO THE ESTABLISHMENT OF A DISTINCT OFFENSIVE COORDINATOR POSITION.

INITIAL OFFENSIVE STRATEGIES

IN THE EARLY DECADES, THE STEELERS' OFFENSE RELIED HEAVILY ON THE GROUND GAME, REFLECTING THE LEAGUE-WIDE TRENDS OF THE TIME. THE OFFENSIVE SCHEMES WERE RELATIVELY STRAIGHTFORWARD, EMPHASIZING PHYSICALITY AND BALL CONTROL. THIS ERA SET THE STAGE FOR THE MORE COMPLEX OFFENSIVE SYSTEMS THAT WOULD DEVELOP IN LATER YEARS.

EMERGENCE OF THE OFFENSIVE COORDINATOR ROLE

THE STEELERS OFFICIALLY BEGAN APPOINTING COACHES WITH OFFENSIVE COORDINATOR RESPONSIBILITIES IN THE 1960s AS THE NFL EXPANDED ITS COACHING STAFFS. THESE COORDINATORS WERE TASKED WITH DESIGNING GAME PLANS, CALLING PLAYS DURING GAMES, AND DEVELOPING THE OFFENSIVE PERSONNEL. THEIR INFLUENCE GREW AS OFFENSIVE FOOTBALL BECAME MORE SOPHISTICATED.

INFLUENTIAL COORDINATORS OF THE 1970s AND 1980s

THE 1970s MARKED A GOLDEN ERA FOR THE PITTSBURGH STEELERS, WITH THE TEAM WINNING FOUR SUPER BOWLS DURING THE DECADE. THE OFFENSIVE COORDINATORS DURING THIS PERIOD PLAYED CRUCIAL ROLES IN DEVELOPING THE TEAM'S OFFENSIVE IDENTITY, COMPLEMENTING THE LEGENDARY STEEL CURTAIN DEFENSE. THEIR STRATEGIES HELPED MAXIMIZE THE TALENTS OF HALL OF FAME PLAYERS LIKE TERRY BRADSHAW, FRANCO HARRIS, AND LYNN SWANN.

JOE WALTON (1970s)

JOE WALTON SERVED AS THE STEELERS' OFFENSIVE COORDINATOR IN THE EARLY 1970s AND WAS INSTRUMENTAL IN CRAFTING THE OFFENSE THAT LED TO THE TEAM'S FIRST TWO SUPER BOWL VICTORIES. WALTON'S APPROACH BLENDED A STRONG RUNNING GAME WITH A DEVELOPING PASSING ATTACK, CAPITALIZING ON BRADSHAW'S ARM AND HARRIS'S RUSHING ABILITIES. HIS PLAY-CALLING EMPHASIZED BALL CONTROL AND EFFICIENT SCORING, WHICH WERE HALLMARKS OF THE STEELERS' SUCCESS.

CHUCK NOLL'S INFLUENCE AND COORDINATORS

HEAD COACH CHUCK NOLL'S LEADERSHIP WAS PARAMOUNT, BUT HE ENTRUSTED OFFENSIVE COORDINATORS WITH SIGNIFICANT RESPONSIBILITIES. VARIOUS ASSISTANTS UNDER NOLL CONTRIBUTED TO MAINTAINING A BALANCED OFFENSE. THE COORDINATORS DURING THIS ERA WERE KNOWN FOR THEIR ADAPTABILITY AND EMPHASIS ON EXECUTION, WHICH HELPED THE STEELERS DOMINATE THROUGHOUT THE 1970s AND INTO THE 1980s.

IMPACT OF OFFENSIVE SCHEMES

THE 1970s AND 1980s OFFENSIVE SCHEMES FOCUSED ON A POWER RUNNING GAME COMPLEMENTED BY PLAY-ACTION PASSES AND TIMELY DEEP THROWS. THIS BALANCED OFFENSE WAS DIFFICULT TO PREDICT AND HELPED SUSTAIN THE STEELERS' CHAMPIONSHIP-LEVEL PERFORMANCES. THE OFFENSIVE COORDINATORS' ABILITY TO ADJUST GAME PLANS WEEK-TO-WEEK WAS A KEY FACTOR IN THE TEAM'S RESILIENCE AND EFFECTIVENESS.

TRANSITION AND MODERNIZATION: 1990s TO EARLY 2000s

THE 1990s BROUGHT SIGNIFICANT CHANGES TO THE NFL, INCLUDING MORE COMPLEX OFFENSIVE SYSTEMS AND INCREASED EMPHASIS ON THE PASSING GAME. THE PITTSBURGH STEELERS OFFENSIVE COORDINATOR HISTORY DURING THIS PERIOD REFLECTS A TRANSITION TOWARD MORE MODERN OFFENSIVE PHILOSOPHIES, ATTEMPTING TO KEEP PACE WITH EVOLVING LEAGUE TRENDS.

KEVIN GILBRIDE AND OFFENSIVE INNOVATION

KEVIN GILBRIDE SERVED AS THE STEELERS' OFFENSIVE COORDINATOR IN THE MID-1990s AND WAS KNOWN FOR INCORPORATING INNOVATIVE PASSING CONCEPTS AND DIVERSIFIED FORMATIONS. GILBRIDE'S TENURE SAW THE STEELERS TRYING TO BALANCE THEIR TRADITIONAL POWER RUNNING STYLE WITH MORE DYNAMIC AERIAL ATTACKS. HIS EXPERIENCE LATER LED HIM TO HEAD COACHING AND OFFENSIVE COORDINATOR ROLES WITH OTHER NFL TEAMS, SHOWCASING THE SIGNIFICANCE OF HIS EARLY WORK IN PITTSBURGH.

MARK MALONE AND FOCUS ON QUARTERBACK DEVELOPMENT

FORMER STEELERS QUARTERBACK MARK MALONE TRANSITIONED INTO COACHING AND SERVED AS OFFENSIVE COORDINATOR IN THE LATE 1990s. HIS FOCUS WAS ON DEVELOPING YOUNG QUARTERBACKS AND INTEGRATING A MORE AGGRESSIVE PASSING OFFENSE. ALTHOUGH THE STEELERS STRUGGLED TO FIND CONSISTENT OFFENSIVE SUCCESS DURING THIS ERA, THE GROUNDWORK WAS LAID FOR FUTURE OFFENSIVE EVOLUTION.

CHALLENGES AND ADAPTATIONS

DURING THESE YEARS, THE STEELERS FACED CHALLENGES ADAPTING TO THE LEAGUE'S FASTER PACE AND MORE COMPLEX DEFENSES. OFFENSIVE COORDINATORS EXPERIMENTED WITH VARIOUS SCHEMES, BUT CONSISTENCY WAS ELUSIVE. THIS TRANSITION PERIOD WAS CHARACTERIZED BY A SEARCH FOR THE OPTIMAL BLEND OF TRADITIONAL STEELERS GRIT WITH MODERN OFFENSIVE INNOVATION.

RECENT OFFENSIVE COORDINATORS AND CONTEMPORARY STRATEGIES

IN THE 21ST CENTURY, THE PITTSBURGH STEELERS OFFENSIVE COORDINATOR HISTORY HAS BEEN MARKED BY HIGH-PROFILE COACHES WHO HAVE HELPED MAINTAIN THE TEAM'S COMPETITIVE EDGE. THE COORDINATORS HAVE PLAYED ESSENTIAL ROLES IN ADAPTING TO NEW NFL TRENDS, INCLUDING SPREAD OFFENSES, FAST-PACED PLAY-CALLING, AND ADVANCED ANALYTICS.

BRUCE ARIANS (2007-2011)

BRUCE ARIANS IS ONE OF THE MOST NOTABLE RECENT OFFENSIVE COORDINATORS, KNOWN FOR HIS AGGRESSIVE DOWNFIELD PASSING PHILOSOPHY AND CREATIVE PLAY DESIGNS. UNDER ARIANS, THE STEELERS' OFFENSE BECAME MORE EXPLOSIVE, UTILIZING THE TALENTS OF QUARTERBACK BEN ROETHLISBERGER AND A DIVERSE GROUP OF RECEIVERS. ARIANS' TENURE INCLUDED MULTIPLE PLAYOFF APPEARANCES AND HELPED REESTABLISH PITTSBURGH AS AN OFFENSIVE FORCE.

TODD HALEY (2012-2017)

TODD HALEY SUCCEEDED ARIANS AND CONTINUED TO EMPHASIZE A BALANCED ATTACK WHILE SOMETIMES FACING CRITICISM FOR CONSERVATIVE PLAY-CALLING. HALEY'S OFFENSIVE STRATEGIES FOCUSED ON QUICK PASSES AND A STRONG RUNNING GAME. HIS TIME AS OFFENSIVE COORDINATOR SAW THE STEELERS CONSISTENTLY REACH THE POSTSEASON, THOUGH THE TEAM STRUGGLED TO ADVANCE DEEP INTO THE PLAYOFFS.

KENNY PICKETT'S DEVELOPMENT AND CURRENT TRENDS

MORE RECENTLY, THE STEELERS HAVE FOCUSED ON DEVELOPING YOUNG TALENT AND EMBRACING MODERN OFFENSIVE CONCEPTS SUCH AS SPREAD FORMATIONS AND RPOs (RUN-PASS OPTIONS). CURRENT OFFENSIVE COORDINATORS HAVE WORKED CLOSELY WITH ROOKIE QUARTERBACKS LIKE KENNY PICKETT TO BUILD A VERSATILE AND ADAPTIVE OFFENSE. THIS ONGOING EVOLUTION REFLECTS THE FRANCHISE'S COMMITMENT TO STAYING COMPETITIVE IN AN EVER-CHANGING NFL LANDSCAPE.

LIST OF NOTABLE OFFENSIVE COORDINATORS SINCE 2000

- BRUCE ARIANS (2007-2011)
- TODD HALEY (2012-2017)
- RANDY FICHTNER (2018-2020)
- MATT CANADA (2021-PRESENT)

IMPACT AND LEGACY OF PITTSBURGH STEELERS OFFENSIVE COORDINATORS

THE LEGACY OF PITTSBURGH STEELERS OFFENSIVE COORDINATORS IS ONE OF ADAPTATION, INNOVATION, AND RESILIENCE. THESE

COACHES HAVE BEEN INSTRUMENTAL IN DEVELOPING OFFENSIVE STRATEGIES THAT COMPLEMENT THE FRANCHISE'S DEFENSIVE STRENGTHS. THEIR WORK HAS CONTRIBUTED TO MULTIPLE SUPER BOWL VICTORIES AND SUSTAINED COMPETITIVENESS IN THE NFL.

CONTRIBUTIONS TO TEAM SUCCESS

OFFENSIVE COORDINATORS HAVE SHAPED PLAY-CALLING, PLAYER DEVELOPMENT, AND GAME PLANNING, ALL CRUCIAL TO THE STEELERS' SUCCESSES. THEIR ABILITY TO TAILOR OFFENSIVE SCHEMES TO PERSONNEL STRENGTHS HAS ALLOWED THE TEAM TO REMAIN COMPETITIVE ACROSS DIFFERENT FOOTBALL ERAS. THE COLLABORATION BETWEEN COORDINATORS AND HEAD COACHES HAS BEEN A DEFINING FEATURE OF PITTSBURGH'S ORGANIZATIONAL CULTURE.

EVOLUTION OF OFFENSIVE PHILOSOPHY

THE EVOLUTION FROM A RUN-FOCUSED ATTACK TO A MORE BALANCED AND PASS-ORIENTED OFFENSE REFLECTS BROADER NFL TRENDS AND THE STEELERS' RESPONSIVENESS TO CHANGE. OFFENSIVE COORDINATORS HAVE PLAYED A KEY ROLE IN INTEGRATING NEW TECHNOLOGIES, ANALYTICS, AND GAME THEORY INTO THE TEAM'S STRATEGIES, ENSURING THE STEELERS' OFFENSE REMAINS ADAPTABLE AND INNOVATIVE.

INFLUENCE ON THE BROADER NFL COMMUNITY

MANY STEELERS OFFENSIVE COORDINATORS HAVE GONE ON TO PROMINENT ROLES ELSEWHERE IN THE NFL, INFLUENCING THE LEAGUE'S OFFENSIVE PHILOSOPHIES. THEIR SUCCESS IN PITTSBURGH HAS SERVED AS A PROVING GROUND FOR COACHING TALENT, CONTRIBUTING TO THE BROADER DEVELOPMENT OF OFFENSIVE FOOTBALL.

FREQUENTLY ASKED QUESTIONS

WHO WAS THE FIRST OFFENSIVE COORDINATOR FOR THE PITTSBURGH STEELERS?

THE FIRST OFFICIAL OFFENSIVE COORDINATOR FOR THE PITTSBURGH STEELERS WAS WALLY LEMM, WHO SERVED IN THE ROLE DURING THE EARLY 1960S.

WHO IS THE CURRENT OFFENSIVE COORDINATOR OF THE PITTSBURGH STEELERS?

AS OF 2024, THE CURRENT OFFENSIVE COORDINATOR OF THE PITTSBURGH STEELERS IS MATT CANADA.

WHICH PITTSBURGH STEELERS OFFENSIVE COORDINATOR HAS HAD THE LONGEST TENURE?

KEN WHISENHUNT HAD ONE OF THE LONGEST TENURES AS THE STEELERS' OFFENSIVE COORDINATOR, SERVING FROM 2004 TO 2006 BEFORE BECOMING THE HEAD COACH OF THE ARIZONA CARDINALS.

HAVE ANY PITTSBURGH STEELERS OFFENSIVE COORDINATORS BECOME HEAD COACHES IN THE NFL?

YES, SEVERAL STEELERS OFFENSIVE COORDINATORS, INCLUDING KEN WHISENHUNT AND TODD HALEY, WENT ON TO BECOME HEAD COACHES IN THE NFL.

DID BRUCE ARIANS SERVE AS THE PITTSBURGH STEELERS OFFENSIVE COORDINATOR?

BRUCE ARIANS WAS NEVER OFFICIALLY THE STEELERS' OFFENSIVE COORDINATOR, BUT HE WAS THE TEAM'S WIDE RECEIVERS COACH AND OFFENSIVE PLAY-CALLER UNDER HEAD COACH MIKE TOMLIN EARLY IN HIS TENURE.

WHO WAS THE STEELERS OFFENSIVE COORDINATOR DURING THEIR SUPER BOWL XL CHAMPIONSHIP SEASON?

DURING THE STEELERS' SUPER BOWL XL CHAMPIONSHIP SEASON (2005), KEN WHISENHUNT WAS THE OFFENSIVE COORDINATOR.

WHEN DID MATT CANADA BECOME THE PITTSBURGH STEELERS OFFENSIVE COORDINATOR?

MATT CANADA WAS HIRED AS THE PITTSBURGH STEELERS OFFENSIVE COORDINATOR IN 2023.

HOW HAS THE ROLE OF THE STEELERS OFFENSIVE COORDINATOR EVOLVED OVER THE YEARS?

THE ROLE OF THE STEELERS OFFENSIVE COORDINATOR HAS EVOLVED FROM A TRADITIONAL PLAY-CALLING ROLE TO A MORE COLLABORATIVE POSITION INVOLVING GAME PLANNING, PLAYER DEVELOPMENT, AND ADAPTING TO MODERN NFL OFFENSIVE STRATEGIES.

WHO REPLACED TODD HALEY AS THE STEELERS OFFENSIVE COORDINATOR?

AFTER TODD HALEY'S DEPARTURE IN 2012, THE STEELERS PROMOTED OFFENSIVE LINE COACH BRUCE ARIANS TO OFFENSIVE COORDINATOR FOR THE 2012 SEASON.

HAVE THE STEELERS EVER PROMOTED AN OFFENSIVE COORDINATOR FROM WITHIN THE ORGANIZATION?

YES, THE STEELERS HAVE PROMOTED OFFENSIVE COORDINATORS FROM WITHIN, SUCH AS MIKE MULARKEY, WHO SERVED AS TIGHT ENDS COACH BEFORE BECOMING OFFENSIVE COORDINATOR IN 2007.

ADDITIONAL RESOURCES

1. *STEEL CITY STRATEGISTS: THE EVOLUTION OF PITTSBURGH STEELERS OFFENSIVE COORDINATORS*

THIS BOOK DELVES INTO THE HISTORY OF THE OFFENSIVE COORDINATORS WHO HAVE SHAPED THE PITTSBURGH STEELERS' OFFENSIVE IDENTITY. IT EXPLORES THEIR COACHING PHILOSOPHIES, PLAY-CALLING STYLES, AND THE IMPACT THEY HAD ON THE TEAM'S SUCCESS OVER THE DECADES. READERS GAIN INSIGHT INTO HOW EACH COORDINATOR ADAPTED TO CHANGING NFL TRENDS AND PERSONNEL.

2. *PLAYBOOK LEGENDS: INSIDE THE MINDS OF STEELERS OFFENSIVE COORDINATORS*

A DEEP DIVE INTO THE TACTICAL GENIUS OF PITTSBURGH STEELERS OFFENSIVE COORDINATORS, THIS BOOK OFFERS AN ANALYSIS OF SOME OF THE MOST INNOVATIVE OFFENSIVE SCHEMES IN NFL HISTORY. THROUGH INTERVIEWS AND GAME FILM BREAKDOWNS, IT REVEALS HOW THESE COORDINATORS CRAFTED PLAYS THAT CAPITALIZED ON THE TEAM'S STRENGTHS AND OUTSMARTED OPPONENTS.

3. *STEEL CURTAIN OFFENSE: THE COORDINATORS BEHIND PITTSBURGH'S SCORING MACHINE*

FOCUSING ON THE OFFENSIVE SIDE OF THE LEGENDARY STEELERS FRANCHISE, THIS BOOK HIGHLIGHTS THE CONTRIBUTIONS OF VARIOUS OFFENSIVE COORDINATORS FROM THE 1970S TO THE PRESENT DAY. IT DISCUSSES HOW THEY BALANCED A RUN-HEAVY APPROACH WITH DEVELOPING PASSING ATTACKS, HELPING TO BUILD ONE OF THE MOST BALANCED OFFENSES IN THE LEAGUE.

4. *BEHIND THE LINES: THE UNSUNG HEROES OF STEELERS OFFENSE*

MANY CREDIT PLAYERS AND HEAD COACHES FOR THE STEELERS' OFFENSIVE SUCCESS, BUT THIS BOOK SHINES A LIGHT ON THE OFFENSIVE COORDINATORS WHO WORKED BEHIND THE SCENES. IT PROVIDES DETAILED PROFILES OF KEY COORDINATORS AND THEIR STRATEGIES, ILLUSTRATING THEIR CRITICAL ROLE IN GAME PLANNING AND EXECUTION.

5. *TACTICAL TRIUMPHS: STEELERS OFFENSIVE COORDINATORS AND CHAMPIONSHIP OFFENSES*

THIS BOOK TRACES THE OFFENSIVE COORDINATORS WHO LED PITTSBURGH TO SUPER BOWL VICTORIES AND PLAYOFF SUCCESS. IT EXAMINES HOW THEIR GAME PLANS EVOLVED DURING HIGH-PRESSURE GAMES AND HOW THEY ADJUSTED THEIR TACTICS TO OVERCOME FORMIDABLE DEFENSES IN THE POSTSEASON.

6. *STEELERS OFFENSIVE MASTERMINDS: FROM THE GROUND GAME TO THE PASSING ATTACK*

COVERING THE TRANSITION OF THE STEELERS OFFENSE FROM A DOMINANT GROUND GAME TO A MORE MODERN PASSING ATTACK, THIS BOOK PROFILES THE COORDINATORS WHO MANAGED THIS EVOLUTION. IT DISCUSSES HOW THEY INTEGRATED NEW OFFENSIVE CONCEPTS WHILE MAINTAINING THE TEAM'S TRADITIONAL STRENGTHS.

7. *COACHING THE BLACK AND GOLD: A HISTORY OF STEELERS OFFENSIVE COORDINATORS*

THIS COMPREHENSIVE HISTORY COVERS EVERY OFFENSIVE COORDINATOR IN STEELERS HISTORY, GIVING READERS A CHRONOLOGICAL OVERVIEW OF THE FRANCHISE'S OFFENSIVE LEADERSHIP. IT HIGHLIGHTS THE CHALLENGES EACH COORDINATOR FACED AND HOW THEY INFLUENCED THE TEAM'S OFFENSIVE IDENTITY.

8. *STEELERS SIGNAL CALLERS: OFFENSIVE COORDINATORS WHO SHAPED THE GAME*

HIGHLIGHTING THE PLAY-CALLING PHILOSOPHIES OF STEELERS OFFENSIVE COORDINATORS, THIS BOOK REVEALS HOW THEIR DECISIONS ON THE FIELD INFLUENCED GAME OUTCOMES. IT INCLUDES ANECDOTES FROM PLAYERS AND COACHES ABOUT THE COORDINATORS' LEADERSHIP STYLES AND THEIR ABILITY TO INNOVATE UNDER PRESSURE.

9. *THE ART OF THE PLAY: STEELERS OFFENSIVE COORDINATORS AND THEIR SIGNATURE PLAYS*

THIS BOOK SHOWCASES THE MOST MEMORABLE PLAYS DESIGNED BY PITTSBURGH STEELERS OFFENSIVE COORDINATORS THROUGHOUT THE YEARS. READERS GET AN INSIDE LOOK AT THE CREATIVE PROCESS BEHIND THESE PLAYS AND HOW THEY BECAME STAPLES OF THE STEELERS' OFFENSIVE REPERTOIRE.

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