

# Q&A with wide receiver Jordan Norwood

By Caroline Deisley  
DenverBroncos.com  
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This team is so deep and competitive at wide receiver, and also extremely close. How does it manage to be both?

We know we have a good group. We know that any one of us can step in there and make catches and make plays — that's the part that's exciting. We know we can be productive, which makes it easy to cheer each other on.

What's it like this year with two young quarterbacks and a more veteran wide receiver group? How do you both help each other out?

It's exciting. For Trevor [Siemian] and Paxton [Lynch], there's nothing but upside. They have all the talent in the world. They have a lot of guys around them — wide receivers, running backs, [offensive] line, tight ends — everyone's just rallying behind them. We're just excited to see what they continue to do. They're great players, they're learning. They're great at correcting mistakes when we make them and we help correct theirs too. We just feed off each other, I think, and that's what we really need to do moving forward.

In Super Bowl 50, you returned a punt for 61 yards. How special was that for you to be able to make such a major play in such a big moment?

That's one of the best moments of my NFL career and my life, especially being able to share it with my family, being able to see them after the game on the field. I'll cherish that forever.

We often see you exercise your artistic side as a photographer on the tarmac before road trips or in other photos from your personal life. What's your favorite subject to shoot?

My wife and I are starting a little photography studio. We actually just shot Todd [Davis] and Corey [Nelson's] family portraits for them the other day. They turned out pretty good. We'll probably keep going with that. I'll try to pick up some clients here in the locker room and see what we can do.

What does your interest in photography stem from?

I've always been interested in art and graphic design. I always paid attention to how my photos looked on Instagram regardless of if I had a good camera or not. My wife bought me a camera for my birthday a few years ago. I just started messing with it and YouTubing how to use it.

Do you have a favorite photo that you've shot?

I have a couple. A picture of the Super Bowl ring that I took is one I really like and then a couple landscape shots. Actually, just shooting [Todd and Corey's families] was a lot of fun.

# Jordan Norwood is competing for his spot while mentoring his competition

By Malika Andrews

Denver Post

August 3, 2016

Jordan Norwood bends his knees, his eyes following the ball that flies toward him as he prepares to take off. His arms are outstretched slightly and his right foot, which he will use as an accelerator, is twitching.

Despite the defensive line coming at him full speed, when he catches the football, he doesn't look nervous or anxious to take flight. His movements are calculated. He uses similar care when cradling the ball as he does when playfully tossing his 8-month-old daughter, Franni, into the air after training camp practice is done for the day. The competition at punt returner between him and undrafted rookie receivers Kalif Raymond and Bralon Addison is the last thing on his mind.

"That competition is every year. I was that young guy, and I am that old head now, I guess," Norwood says, laughing.

The wide receiver, who is generously listed at 5-foot-11, 180 pounds, has made a living zigzagging through players who are twice his size. In order to do that, special teams coordinator Joe DeCamillis says players must have "good returner mechanics" in how they see the ball, how they catch the ball and how they handle the ball. Not everybody can do that.

"He has that skill," DeCamillis says. "From a work standpoint, this guy has had a tough career and a long road to get here. He's done whatever he can to make it. The other thing is he has some real courage to him."

Last season, Norwood returned six punts in the regular season and four in the postseason, his most notable being a 61-yard punt return in the Broncos' Super Bowl victory.

But now, that Super Bowl-record punt return has faded, and as one of several players in the mix for one spot at punt returner, he has to prove his worth every day at practice.

Raymond, who caught the coaches' eyes this week, says he is trying to soak up everything he can from Norwood, particularly the veteran's cool, collected demeanor out on the field.

"More than anything, he's very poised out there," Raymond says. "He's very smooth. If it's a bad route, he runs over there to get it, but he's not frantic. He's calm and collected, and that's why he's been such a good punt returner already. I'm trying to be a sponge and learn what I can from him."

Norwood acknowledges the younger players' talent and drive but says he trusts the process for determining roster spots. If he works hard and is consistent, a spot will be his. He would rather mentor the young guys, tell Raymond to play through the two drops, than see that as an opportunity to gloat.

"I just stick with the mentorship," Norwood says. "The rest will take care of itself, I mean, if you're working hard and you're encouraging guys to work hard too, it takes care of itself."

# Broncos' Jordan Norwood had longest punt return in Super Bowl history

By Troy Renck, Nicki Jhabvala, Cameron Wolfe

Denver Post

February 8, 2016

Jordan Norwood's second-quarter 61-yard punt return was the longest in Super Bowl history. The return led to a field goal to put the Broncos ahead 13-7. Norwood's previous career-long punt return was 16 yards. John Taylor of San Francisco had the previous long return of 45 yards in Super Bowl XXIII.

"It was a short punt, and a lot of times guys will just run past it. And they didn't, but I just decided to roll with it," Norwood said.

Asked if he thought Carolina thought he was going to call a fair catch, Norwood said, "Probably. That's usually what happens in that situation."

Norwood said he didn't call for a fair catch because he sensed an opportunity to make a big play. "I thought with the short punt maybe guys would run past, but they didn't.

It was the longest punt return of his career at any level. "I didn't even return punts in college," he said.

**C.J. gets the start.** Running back C.J. Anderson started for the first time since Oct. 18 at Cleveland. Anderson started five of the first six games of the season before coach Gary Kubiak made Ronnie Hillman the starter, beginning Nov. 1 against Green Bay.

Sunday, he accounted for all 90 of the Broncos' rushing yards (3.9 average) and scored the offense's only touchdown on a 2-yard run in the fourth.

**Harris shoulders load.** Chris Harris admitted in the celebratory locker room that he's hopeful he can avoid surgery on his left shoulder. Harris said he suffered through a nerve issue.

"Any time it got healed, it would just go dead," Harris said. "I hoping it will just heal from rest, just sitting around with my daughter."

**Keeping cool.** Emotions run high in the Super Bowl, and cornerback Aqib Talib was the early victim. Talib had three penalties on the Panthers' only touchdown drive, including two personal fouls that kept Carolina flowing.

**Love for the kicker.** Brandon McManus was 10-for-10 on field-goal attempts in the playoffs. He knocked in another three Sunday. Panthers kicker Graham

**Footnotes.** Peyton Manning reluctantly took a \$4 million paycut last winter, negotiations that began in earnest while he was on a hunting trip. He reclaimed his money with a strong finish, earning \$2 million each for the AFC championship game and Super Bowl by winning and playing 70 percent of the snaps. ... Two injured players who figure to play significant roles for the Broncos next season walked the field in the pregame: tight end Jeff Heurman, who tore his ACL before training camp, and left tackle Ty

Sambrailo, who had his rotator cuff repaired during the season. Both are expected to compete for starting jobs in 2016. ... The MVPs of the 49 previous Super Bowls were honored in a pregame ceremony Sunday. ...

Kubiak is the first head coach to win a Super Bowl for the same franchise he played for.

# Broncos Q&A: Jordan Norwood talks about being a new dad and more

By Nicki Jhabvala  
Denver Post  
December 11, 2015

There was a time when Jordan Norwood questioned if he would ever be able to return to the field. The sixth-year receiver sat out the previous two seasons because of injuries, and earning a spot on a Broncos team deep in receivers was never a guarantee. But an impressive camp landed him one of the 53 openings, resuming an athletic career that started long ago.

As the second-oldest of five children to Tiffiney and Brian Norwood, the associate head football coach at the University of Tulsa, Jordan was a standout basketball and football player at State College (Pa.) Area High, and even played a season on the hardcourt for Penn State while on a football scholarship.

Jordan's older brother, Gabriel, was a starter on George Mason's 2006 NCAA Final Four team and plays professionally in the Philippines. One of Jordan's younger brothers, Levi, played football at Baylor and recently had a tryout with the Broncos. His sister, Brianna, was a member of the dance team at George Mason. And the youngest, Zaccariah, is a student at George Washington University. Another Norwood was recently added to the family: Jordan and his wife, Aleah, welcomed their first child, daughter Franni, in November.

Jordan Norwood recently spoke with the Post about being a dad, his family's athletic history and more.

Q: Is being a dad everything you expected?

A: It's a little better than I expected. I didn't know I could be this excited about going home from work.

Q: Why did you decide to play only one season of basketball at Penn State?

A: Honestly, I didn't play a lot. I was there on a football scholarship and the basketball coach didn't want to deal with Joe Paterno maybe getting mad at him (Norwood smiles). And I saw more of a future with basketball.

Q: You miss basketball?

A: Oh yeah. I love playing basketball. That's my offseason cardio.

Q: Your brother Gabriel is still playing overseas in the Philippines, right?

A: Yeah, we're a quarter Filipino — my mom's half Filipino — so he plays out there. He loves it out there. He's a year older than me and has been out there since he got out of college, met his wife out there, they have two little boys out there.

Q: I was at North Carolina when Gabriel and George Mason team defeated the Tar Heels in the second round of the 2006 NCAA Tournament.

A: I went to that game. I was on Facebook and we had the bracket or whatever and I had George Mason going all the way. I came in second out of everyone on Facebook because I was like the only person that had George Mason.

Q: How did you get into photography?

A: My younger brother, Levi, is very heavily into photography. When I got hurt last year, my wife bought me a camera and it just kind of took off from there. I've always been into graphic design and stuff. I was an advertising major at Penn State and did some graphic design. In my third year in the NFL, I went to Full Sail University, an online art school, and did some graphic design. I'm a YouTuber. I went to Full Sail just for a semester and realized in taking online classes you could pretty much teach yourself.

About Norwood

Height: 5-foot-11

Weight: 180 pounds

Age: 29

College: Penn State

NFL experience: 6th season

- 158 receptions for 2,015 yards and 13 touchdowns in four seasons at Penn State
- Was a standout point guard and wide receiver at State College (Pa.) Area High
- Played one season of basketball while on a football scholarship at Penn State
- Signed with the Cleveland Browns as a college free agent in May 2009
- Has 48 receptions, 493 yards, and one TD in six seasons with Eagles (2009), Browns (2010-12), Broncos (2014-15)
- Has four siblings; father Brian Norwood is associate head football coach at Tulsa

# Jordan Norwood took long way into Broncos' offensive plan

By Jeff Legwold

ESPN.com

September 25, 2015

In a live-and-learn world, Jordan Norwood has discovered you can indeed cling to a dream with all of your might and still plan for the possibility it may not come true.

Sure, that was two long years ago and plenty of football road has been traveled along the way, but surf the web and an apparel company -- Deadstock Inc. -- still lists the Denver Broncos wide receiver as its "president and co-founder." Formed with two friends, the company was going to be part of Norwood's life after football.

"At that point, there was a lot of uncertainty," Norwood said this week. "I was pretty uncertain about what would happen, but I don't think I ever got to a point where I didn't think good things were still going to happen. So, it's a little bit on the back burner right now; it will still be there later."

Later will have to wait until, well, later. Because after being out of football in 2013 and on injured reserve in 2014 with the Broncos, Norwood has somewhat surprisingly, yet methodically, carved out a niche in the Denver offense as the No. 3 receiver. He has earned the trust of quarterback Peyton Manning; in the first two games, only Demaryius Thomas and Emmanuel Sanders -- two Pro Bowl receivers who each topped 100 receptions last season -- have been targeted more than Norwood.

Still, even as training camp rolled along, that No. 3 spot was tabbed as Cody Latimer's or veteran Andre Caldwell's. Instead, it has been Norwood's, and he claimed it as August drew to a close.

"What we're asking out of that spot, I think he's earned his keep," Broncos coach Gary Kubiak said. "I think he's done a really good job."

That's a guy who was released by the Cleveland Browns just before the 2013 season began. He had missed two preseason games with a hamstring injury, and though he had a couple of tryouts in the months that followed -- Cleveland and the Tampa Bay Buccaneers -- he was out of the league until the Broncos signed him to a "futures" contract at the end of that season.

"When I got cut, I had a place in State College [Pennsylvania], where I went to school, so I lived there for a little bit," Norwood said. "Then I moved to New York and worked out there, actually started the clothing brand at that point. But then the Broncos called."

A futures contract is indeed a chance, but it is also really just a sort of proposition. It's an invitation to a team's offseason program, but in many ways it's a four-month tryout, a kick-the-tires deal that can often end the moment the team believes it found somebody else with a little more potential.

Yet Norwood had climbed the Broncos' depth chart throughout last year's offseason program, as well as training camp, and was poised to make the roster when he tore his left ACL in a joint practice with the Houston Texans.

"When we first got him two years ago, he had bounced around a little bit," Broncos receivers coach Tyke Tolbert said. "He was kind of unknown to everybody, kind of at the bottom of the depth chart, but what he did is he worked ... his confidence went up, coaches' confidence went up, quarterbacks' confidence in him went up. So, they moved him up the depth chart and he just kept going. ... He's probably the smartest guy in the room, including me."

After a season on injured reserve, Norwood began the climb up the depth chart again -- this time passing Caldwell and Latimer, at least for the moment, and into prime playing time.

Norwood has played 68 snaps in the Broncos' two games, or 65 percent of the team's plays. That's all with a team that believes it will be in the Super Bowl conversation by the time January rolls around.

"I just want to play football; football is part of my family, my father is a football coach," Norwood said. "I guess I never really looked at it like, 'Oh, I got hurt' or 'Oh, I didn't make it this time.' The next step was always to get healthy or to keep working. So it's a blessing to get healthy and to have a chance to keep going, to have friends and family who always keep encouraging me. I had times when I thought, 'Man, I don't know if I can do this,' but the people around me wouldn't let me go without encouragement -- my parents, my siblings, my wife -- they believed like I believed."

# Broncos' Jordan Norwood to play first game since 2012

By Mike Klis

9 News

September 11, 2015

The most unlikely player in the Denver Broncos' locker room this week - the guy who had the least chance of ever playing in an NFL game again - is Jordan Norwood.

He was an unlikely NFL player last year, too. A seldom-used receiver who had 36 catches through his first four NFL seasons, Norwood was cut by the Cleveland Browns and the Tampa Bay Buccaneers in the training camp of 2013.

Let's stop right there. Who gets cut by Cleveland and Tampa Bay and is still playing two years later?

Norwood, 28, was not only was cut by Cleveland and Tampa Bay. He didn't play at all in 2013. He spent the year out of football. He was rescued by Tom Heckert, his former Cleveland general manager who is now the Broncos' director of pro personnel.

Signed to a futures contract with the Broncos prior to the 2014 season, Norwood had made the team as a receiver and punt returner until he blew out his knee in a preseason practice against the Houston Texans.

So Norwood would miss a second consecutive season. He would persevere.

"I felt like the organization wanted me here so that gave me a lot of motivation," Norwood said. "The year before when I was out of football, that was tougher."

Still, speed players aren't supposed to miss two years, come off ACL surgery and still have NFL slot receiver speed and quickness.

Against all odds for a 5-foot-11-inch, 180-pound player, Norwood is expected to play some as a slot receiver Sunday in the Broncos' season opener against the Baltimore Ravens.

"I haven't played in a regular-season game since 2012 so I'm excited for it, for sure," Norwood said Friday. "We'll see what I do going into the game but I feel comfortable in my role. Hopefully, I'm out there helping the team."

Norwood would have been a nice comeback story for the Broncos last year when John Fox was his head coach and Adam Gase was his offensive coordinator. He had to win a roster spot all over again this year by proving his worth to new coach Gary Kubiak and offensive coordinator Rick Dennison.

No problem there. Counting his three days in Tampa Bay with Greg Schiano, Norwood has played for seven head coaches and seven offensive coordinators since joining the league in 2009 – as an undrafted free agent, of course.

Even with the coaching turnover, Norwood still had Heckert on his side. Norwood had also sold general manager John Elway. He won over Kubiak and Dennison this year in part because a preseason hamstring injury to receiver Emmanuel Sanders gave Norwood some unexpected reps with quarterback Peyton Manning.

The quarterback-receiver bond formed during last year's preseason was reestablished.

"Sure, there were times when I doubted myself," Norwood said. "But friends, family and my faith in what God has planned for me pushed me to try and get back out here."

Bronco bits

Andre "Bubba" Caldwell will join Norwood as one of the Broncos' backup receivers Sunday. Caldwell missed practice Thursday because he fell ill, but he was back Friday.

"Just a little bug," Caldwell said. "But I'm good to go."

Defensive end Kenny Anunike (knee) is out and outside linebacker Lerentee McCray (knee) is questionable for the opener Sunday. Newly acquired tight end Mitchell Henry and center James Ferentz aren't expected to dress as they've only been with the team for five days. ...

Kubiak was asked to recall where he was when the 9/11 attacks on our country struck 14 years ago Friday.

"We had just played the [New York] Giants the night before, right?" Kubiak said of the Broncos' 31-20 win on Monday night, the first game played at what is now Sports Authority Field at Mile High. "I walked into my office, sat at my desk and coach (Brian) Pariani's office was the one right next to me. I was doing something and I heard him start hollering down the hall. Yeah, I remember that day vividly. You pray for all the families. I think our country does a great job of acknowledging the situation each and every year. I sat and watched some of it in my office this morning before I came to practice. We'll always remember that and always remember them."

# Broncos Norwood Has A Passion For Running Routes, Taking Photos

By Staff Writer  
CBS 4 Denver  
August 31, 2015

Broncos players certainly have plenty of different hobbies outside the game of football, but one that you don't hear about much is photography.

Jordan Norwood calls himself an amateur photographer. The wide receiver has taken many high-quality photos since arriving in Colorado and posted some of his best on his Instagram page.

There are mountain shots, fun self portraits and artsy downtown images that showcase a natural talent. There's also a photo of Norwood proposing to his significant other at Union Station over the holidays.

"I just set my camera up on a tripod and she thought I was just getting some cool Christmas pictures to put up on Instagram and I decided to get down on one knee real quick," Norwood told CBS4 on Sunday night.

The hobby is mostly on hold now, though, as Norwood, 28, gets his game going again after being sidelined last year with a knee injury.

"If you look at my Instagram lately there's no recent pictures, at least good ones," Norwood said. "It's something I'll pick up maybe if I have a day off or something."

That injury happened at a terrible time for the 28-year-old who is a bit of an NFL journeyman. Norwood spent time playing for the Cleveland Browns, Philadelphia Eagles and Tampa Bay Buccaneers before joining the Broncos, and all the signs in August 2014 were pointing to Norwood making the final roster in Denver at that time. Then he tore his knee up during a joint practice with the Texans.

"Rehab went well, I was pretty much ready 5 and a half to 6 months from surgery, and now I don't even think about it," Norwood said.

During Saturday's Broncos win over the 49ers Norwood led all Broncos receivers with four receptions for 38 yards. His highlights included a great move on a third down route to catch a Peyton Manning pass for a first down, as well as a nicely executed crossing route later in the game that led to a catch and another third-down conversion.

Norwood described his mindset on that latter play as follows:

"Your eyes get big and you kind of see that it's man-to-man and you'll just be able to run across the field and hopefully with a little bit of speed you'll be able to get over there and catch the ball.

The offensive output of the Broncos so far in the preseason is a concern for some outsiders, but for Norwood everything appears to be good and getting better.

“It’s exciting. From the inside it feels like we’ve progressed every game and moved the ball a little bit better each game and we’ll look to the defense (to help out) too,” Norwood said.

The Broncos play their final preseason game on Thursday night against the Arizona Cardinals.

# Jordan Norwood is, again, close to making the Broncos' roster

By Nicki Jhabvala  
Denver Post  
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Peyton Manning shot tight end Owen Daniels and fullback James Casey the look, and immediately the two joined their quarterback in a discreet meeting midway through practice last Tuesday. They set up shop a few feet behind the pack of players watching team drills, out of view from the coaches.

Then they summoned Jordan Norwood.

For about five minutes, Manning relinquished his role as quarterback and assumed one of coach. He and his two aides walked through mock routes as Norwood stood to the side, observing and absorbing their instructions. The message was clear: Don't give everything away to defenders.

The irony is Manning seemed to give away much more, taking aside a wide receiver on the cusp of making the Broncos' roster, helping him to fulfill his potential.

Norwood, a sixth-year pro, did just that in Saturday's preseason victory against the 49ers. With Emmanuel Sanders still nursing a hamstring injury, Norwood was inserted in the slot in three-wideout sets, lining up alongside Demaryius Thomas and Cody Latimer, and pulling in four catches on four targets for a team-high 38 yards.

In a game where the offense's communication and rhythm appeared to be off, the connection between Manning and Norwood seemed unbreakable. And the timing — two days before the Broncos must trim their 90-man roster to 75 and a week before the final 53 are to be determined — couldn't have been better.

But it was no fluke.

"This is who I am," Norwood said. "I was anxious to get back to playing this way."

Norwood has been here before. It was around this time last year, midway through the preseason, when the 5-foot-11 receiver appeared to be on the verge of making the team. But, in keeping with an unfortunate track record over previous years, an injury ended his season before it started. He suffered a torn left anterior cruciate ligament during a practice with the Texans and was placed on injured reserve.

He was close. So close.

He is close again. Maybe closer.

"Jordan was tearing it up," backup quarterback Brock Osweiler said. "He was my go-to guy in my group. Him playing well again doesn't surprise me at all."

Over the years, coach Gary Kubiak has kept five receivers on his rosters. Thomas, Sanders and Latimer own three of those slots this season. And although Bennie Fowler, a former practice squad player who leads Denver with 99 yards on five catches in the preseason, has impressed, Norwood and veteran Andre Caldwell appear to be in the lead for the remaining two jobs.

"Jordan has done a good job," offensive coordinator Rick Dennison said. "He's a smart kid and he's played a lot. He's done a good job inside, so we're moving him around to make sure that he can do different things, just like the rest of them."

The deciding factor could be the same one that determines the fate of many on the roster bubble for the Broncos. Kubiak and his staff have stressed the importance of versatility — among all players, but especially receivers. They want players who can catch, run routes, line up out wide and in the slot. And they want players who contribute on special teams.

In the opener at Seattle, Norwood returned two kickoffs for a total of 53 yards. He also muffed a punt return, but, in a telling move, was left with the same rotation.

"I felt like I can do better," he said. "I know that it takes consistency to make any football team."

The Broncos' coaching staff faces difficult decisions with the roster this week, decisions the staff acknowledges is a side effect of the team's depth.

Norwood, however, is hoping his bosses see what Manning does.

"That's the goal for me," he said. "I want to be a part of this team and help us win some games."

Norwood file

A look at Broncos wide receiver Jordan Norwood:

Experience: Sixth year

Height, weight: 5-foot-11, 180 pounds

Acquired: Free agent, 2014

Career totals

Receiving: 17 games, four starts, 36 catches, 405 yards (11.3-yard average), one TD

Punt returns: Four returns, 35 yards (8.8-yard average) — all in 2011

Injuries

2014: Season-ending injured reserve after injuring knee in training camp

2013: Released by the Browns after missing two preseason games (hamstring); sat out the season

2012: Played two games with the Browns, placed on injured reserve (foot), missed final 11 games

# Photography provides a unique outlet for injured Norwood

By Lauren Giudice  
DenverBroncos.com  
December 9, 2014

**ENGLEWOOD, Colo.** – Jordan Norwood has a lot of time on his hands.

Currently recovering from an ACL tear he sustained during the Broncos' joint practice with the Texans in August, he arrives at the Broncos' facility at Dove Valley at 7 a.m. every morning – going through rehabilitation for about three hours and then working with the strength and conditioning coaches for an hour.

But after about 12:30 p.m. each day, Norwood's time is his own. In the morning he focuses on his first passion and in the afternoon he develops his second: photography and graphic design.

While the precise skills of taking gorgeous photos seem to clash with the hard-hitting nature of football, Norwood has fostered passions for both.

"Whenever I'm anywhere I'm always pretty much looking for opportunities to take pictures," Norwood said. "If I'm driving somewhere and I can't stop at the time I'll remember like to go back to that place and if it involves the sky being a certain way, I'll wait for that time of day and go back over there."

Looking at Norwood's Instagram photos and Flickr account, you would think he's a veteran photographer, perhaps an art major in college. But Norwood actually just got his first camera in September, when his girlfriend gave it to him as a birthday present.

His Canon SL1 is nearly always by his side and he joked that sometimes it's not always charged – he always has it on hand in case he sees something he needs to capture. He will often drive around just searching for inspiration. On average, he spends about 40 minutes a day taking pictures, sometimes less if it's too cold for the Hawaii native.

While Denver's winter temperatures aren't always ideal, Norwood loves taking pictures in the Mile High City as there is a great balance between urban settings and natural beauty.

Shockingly, Norwood hasn't taken a single photography class. Immediately upon receiving the camera, he switched to manual mode and learned how to fully utilize

the camera's different settings. He learned everything through YouTube videos and online tutorials and he could easily be mistaken for a veteran photographer.

"As soon as I got the camera I started messing around in manual mode and figuring out what everything meant," Norwood said. "I didn't want to have a nice camera and just be putting it on portrait and taking pictures. I figured there was more to it. It didn't take me very long."

But he first honed in on his artistic skills in college when he was an advertising major at Penn State. He took multiple graphic design courses and even created a sales catalog for a small company in Pennsylvania. Even after he graduated, he wanted to keep learning and he took online graphic design courses at Full Sail University two offseasons ago. While taking those classes, he realized he could teach himself most of those skills and programs.

That same self-teaching paid dividends with the camera.

"Certainly this season, I had never really picked up the camera and put it in manual mode and started taking pictures. I've always just taken pictures with my phone," Norwood said. "So this year I found I was passionate about photography and it's something that I look for when I'm walking around, look for driving around."

When Norwood competed with the Broncos during training camp this year, he performed splendidly and had four catches for 54 yards and two punt returns for 37 yards during the Broncos' first two preseason games. But the ACL tear forced him to sit out this season, a year after a foot injury ended his 2013 season with the Browns.

Photography has been a positive way for him to use his time and helped him cope as he sits on the sideline for a second consecutive year.

"For me being injured, it's been an outlet for me," Norwood said. "Some of the frustrations I have, just not being able to play. There's a lot of time that's going to be spent outside of football once your career's over and football can end with the snap of a finger. So I think it's important (to have other passions)."

Norwood's athletic abilities seem to be genetic: His older brother was a part of George Mason's 2006 men's basketball Final Four team and plays professionally in the Philippines, his younger brother Levi is a wide receiver at Baylor and his father is a former defensive back for the University of Hawaii and current safeties coach at Baylor.

But perhaps Norwood's creativity is also in his lineage. Norwood first became interested in photography after seeing Levi's pictures, who is also talented with the camera. Their grandfather, Sam Hardy, paints, sculpts and takes pictures.

The athletic gene and the eye for beauty comes naturally for the Norwoods.

His teammates are very complimentary of his work and a few days ago, a fan had a few playful comments for him.

"When we pull out of the facility here there are often fans waiting to get autographs signed," Norwood said, laughing. "I pulled over there yesterday and the guy over there gave me a hard time of taking pictures of sunsets and stuff, which is fine."

While photography is an outlet for his frustration with being unable to play, it allows Norwood to express himself and his faith.

"It gives me great pleasure, there's no doubt about that, taking pictures and looking at them afterwards," Norwood said. "I think taking pictures, it helps me kind of share my faith a little bit. My faith is very important to me. I guess seeing things, the Denver scenery, the mountains and everything, it's something that I cherish and taking pictures of it helps me cherish it."

# Jordan Norwood emerges as solid target for Denver Broncos

By Mike Chambers

The Denver Post

August 15, 2014

Among all the Broncos' personnel changes surrounding quarterback Peyton Manning, Jordan Norwood is perhaps the least-known player. He was undrafted, cut twice and out of football last season. But from a technical perspective, the wide receiver from Penn State might be the best prepared to work with Manning.

Norwood, 27, is the son of Baylor associate head coach Brian Norwood, who previously worked under Joe Paterno at Penn State. Norwood is a football encyclopedia of knowledge, and there probably isn't a situation Manning can envision that Norwood hasn't thought of conquering. That's why Norwood's goal goes beyond merely making Denver's 53-man roster. Perfection is his goal.

Speaking Manning's language and fulfilling Denver's need for a kick returner could land Norwood on Denver's season-opening roster. He was taking repetitions with the No. 1 offense Friday and is second on the kick-returning depth chart behind veteran Wes Welker.

"He's had a great camp, kind of the surprise guy of the camp," Welker said of Norwood, who caught the game-winning, 34-yard touchdown pass that beat the Seattle Seahawks 21-16 in the preseason opener last week. "He's done a great job of picking up the concepts, and he's got some real ability."

Norwood has played in only 17 career NFL games, the past 16 with the Cleveland Browns in 2011 and 2012. He was cut by the Browns and Tampa Bay Buccaneers a year ago and was out of the league in 2013.

Broncos offensive coordinator Adam Gase said you wouldn't know Norwood was out of football for a year, but that it's obvious he's the son of a high-level coach.

"You can tell he is very smart in what the defense is trying to do," Gase said. "And he really understands what we're trying to do with our scheme compared to the defense's scheme."

Norwood, born in Hawaii, where his father was a defensive back for the Rainbow Warriors, has spent his free time during his first Broncos training camp reading Malcolm Gladwell's "Outliers: The Story of Success."

He's midway through the non-fiction book and already past the chapter about the "10,000-hour rule," which suggests that the key to success in any field is to practice more than 10,000 hours.

Norwood is confident that he has studied football that long.

"I've been around football since I was born," he said. "I grew up breaking down film with my dad when he'd come home from work."

Norwood probably will make the 53-man roster if the Broncos keep six receivers. He is listed as Welker's backup at slot receiver and kick returner, with Isaiah Burse No. 3 in both positions.

"I approach everything the same way, whether it's returning (kicks), whether it's catching the football (as a receiver) or whether it's going in to a block," Norwood said. "I'm looking to do the best I can, and hopefully, as a result, that's impressing someone else."

"So far, I'm happy with my effort. It's been great. You can't ask for anything more than to work with one of the best quarterbacks of all time."