Finding Aid


Abstract

Mack Brown served as head coach of the University of Texas Longhorns Football Team from 1998 until 2013. During his career at UT, Brown was named the 2005 NCAA Coach of the Year, the 2008 Bobby Dodd Coach of the Year, and coached the Longhorns to a 2005 national championship win. In addition to his prolific career as head coach at UT, Brown held leadership positions with the American Football Coaches Association. The Mack Brown Collection illustrates Brown’s multifaceted duties as head coach of the University of Texas football team as well as his role in the world of Texas and college football. The materials in the collection primarily consist of textual documents, including game clippings, staff meetings and memos, press materials, personal notes, personal day-planners and agendas, playbooks, and correspondence. Other materials include binders on various playbooks and staff retreat documents, video footage of games, practices, and award ceremonies, and Brown’s personal sports ephemera and book collection.

The materials range in date from the 1930s until 2014 with the bulk of the material dating from 2005-2013. The collection was donated in 2013 through an arrangement between the Stark Center and the UT Athletics Department.

Access

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Processing Information

Angela Swift, Graham Austin, and Raye Morello processed the collection in 2014 under the supervision of Brent Sipes.

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**Preferred Citation**

Mack Brown Collection, H.J. Lutcher Stark Center for Physical Culture & Sports, The University of Texas at Austin.

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**Biographical Note**

(William) Mack Brown was born August 27, 1951 in Cookeville, Tennessee to Melvin and Katherine Brown. He attended Putnam County High School, where he lettered in football. He attended Vanderbilt University from 1969-70, and went on to graduate from Florida State in 1974. He played running back for Florida State during the 1972-73 season where he suffered a career-ending injury. His inability to continue to play football prompted him to turn his attention to coaching.

Brown began his full-time football-coaching career in 1975 as an assistant coach at Southern Mississippi, where he also earned a master’s degree in administration. Over the next 10 years, he also served as an assistant coach at Memphis State (1978), at Iowa State (1979-1981), and at LSU (1982). In 1983, he spent one year as head football coach at Appalachian State and then accepted a job as the offensive coordinator at the University of Oklahoma. In 1985, Brown became the head coach at Tulane and then, in 1988, moved on to a head coaching position at the University of North Carolina. After a decade in North Carolina, Brown became head coach of the Longhorns football team at The University of Texas at Austin in 1998.

Mack Brown was the 28th head coach of the Texas Longhorns, coaching the team for 16 years and retiring in 2013. During his tenure, the Longhorns were often ranked in the Top 25 teams in the nation. He received numerous awards for coaching, including the 2005 Bear Bryant National Coach of the Year, the 2008 Bobby Dodd National Coach of the Year, the 2009 Big 12 Coach of the Year, and the 2013 Neyland Trophy Award. He led the Longhorns to win the 2005 Bowl Championship Series (BCS) National Championship Game, and is a member of the Longhorn Hall of Honor. Many of his players were also successful and won several college awards, including the Heisman Trophy, the Doak Walker Award, the Manning Award, the Jim Thorpe Award, and the Campbell Trophy. As of 2014, thirty-three of his former players were playing in the National Football League, including Jamaal Charles, Colt McCoy, Henry Melton, Aaron Ross, Sam Acho, and Kenny Vaccaro.

As head coach, Brown was also heavily involved in recruiting at The University of Texas. To assist with recruiting, he formed strong relationships with high school
football coaches and held high school coaching clinics for many years. He placed emphasis on a high level of achievement in the classroom, and the Longhorns led the Big 12 in academic all-conference for five of his last eight seasons. He was President of the American Football Coaches Association in 2013 and served on the association’s Ethics and Public Relations Committees. Brown was also engaged in a number of community service projects, including taking part in the 2009 Coaches Tour, visiting U.S. troops overseas.

After retiring from the University of Texas in 2013, the Browns moved back to North Carolina. In 2014 Mack Brown became a college football analyst for ESPN. Mack Brown and his wife Sally have four children and four grandchildren.

**Scope and Content**

**Mack Brown Collection: 7 Boxes, 4 Music Boxes, 6 Custom Boxes, 99 books, 388 Folders, 1930 - 2014, undated**

The bulk of the collection documents Mack Brown’s head coaching career at the University of Texas at Austin. Brown’s involvement with the American Football Coaches Association is represented in the collection in addition to other records pertaining to his role as a major public representative of the UT Football Program. A significant portion of the collection is made up of documents detailing his duties as head coach. Some of the salient topics present in the files are, press relations and media coverage, individual player and team performance, administration, travel and speaking commitments, on-field leadership and improvement, and NCAA regulations. The collection also contains personal materials, including Mack Brown’s day planners and agendas, personal notes taken throughout the course of his career as the Longhorns Football head coach, and correspondence exchanged between Brown’s assistant and various colleagues and journalists. Other documents in the collection include materials about members of the football team, and are particularly focused on Brown’s last few seasons.
The collection also includes items originally kept in his office of personal interest to Brown. This portion of the collection consists of 99 books on a myriad of sports and non-sports related topics as well as various sports ephemera, including vintage Sports Illustrated issues dating back to the 1930s. Part of the collection is also comprised of a large number of binders, created and organized by Brown, which include and collate various coaching materials. Large portions of these materials document specific plays and statistical metrics used on the field. Included in the collection of binders are also schedules, daily agendas, and documents from the various coaches’ retreats Brown attended.

Collection materials are largely textual. Other formats represented are, DVDs, VHS tapes, calendars, and other visual materials. The materials in this collection date from 1930 to 2014, with the bulk of the materials documenting his time as the head coach of the Longhorns football team (1998 – 2013), and particularly focus on the 2005-2013 seasons. The majority of the records are centered geographically on Austin, Texas, specifically, the University of Texas at Austin.

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Box 6, Folder 6: Texas Football Media Guide, 2004

Box 6, Folder 7: Texas Football Media Guide, 2006

Box 6, Folder 8: Texas Football Media Guide, 2007

Box 6, Folder 9: Texas Football, 2007

Box 6, Folder 10: Longhorns Football, 2008

Box 6, Folder 11: Texas Football, 2008

Box 6, Folder 12: Texas Football, 2009

Box 6, Folder 13: Texas Football, 2010

Box 6, Folder 14: Spring Guide, 2010

Box 6, Folder 15: Texas Football, 2013

Subseries: Periodicals, 1998 – 2013 (46 Folders)

Box 7, Folder 1: Street and Smith College Football, July 1998

Box 7, Folder 2: American Football Quarterly, September 1998
Box 7, Folder 3: Sports Illustrated, November 16, 1998

Box 7, Folder 4: Lindy’s Atlantic Coast Football, 1998

Box 7, Folder 5: Athlon Sports College Football, 1998

Box 7, Folder 6: Sports Illustrated, October 7, 2002

Box 7, Folder 7: Dave Campbell’s Texas Football, 2003

Box 7, Folder 8: Inside Texas, September 2004

Box 7, Folder 9: Sports Illustrated, September 9, 2004

Box 7, Folder 10: Horns Illustrated, October 2004

Box 7, Folder 11: Horns Illustrated, March 2005

Box 7, Folder 12: Sports Illustrated, August 15, 2005

Box 7, Folder 13: Horns Illustrated, October 2005

Box 7, Folder 14: Horns Illustrated, November 2005

Box 7, Folder 15: Sports Illustrated, December 5, 2005

Box 7, Folder 16: Horns Illustrated, December 2005

Box 7, Folder 17: Inside Texas, December 2005

Box 7, Folder 18: Sports Illustrated Texas Longhorns 2005 National Champions
Collector’s Edition, 2005

Box 7, Folder 19: Horns Illustrated National Champions, 2005

Box 7, Folder 20: Sports Illustrated, January 7, 2006

Box 7, Folder 21: Sports Illustrated, January 9, 2006

Box 7, Folder 22: Inside Texas, Spring 2006

Box 7, Folder 23: Sports Illustrated, May 1, 2006

Box 7, Folder 24: Horns Illustrated, May/June 2006

Box 7, Folder 25: Sports Illustrated, August 21, 2006

Box 7, Folder 26: Texas Coach, September 2006

Box 7, Folder 27: Horns Illustrated, November 2006

Box 7, Folder 28: Horns Illustrated, December 2006

Box 7, Folder 29: Horns Illustrated, January 2007

Box 7, Folder 30: Horns Illustrated, July-September 2007

Box 7, Folder 31: Sports Illustrated, September 17, 2007

Box 7, Folder 32: Heisman Journal, December 2009

Box 7, Folder 33: Dave Campbell’s Texas Football, 2009
Box 7, Folder 34: Dave Campbell’s Texas Football 50th Anniversary, 2009

Box 7, Folder 35: Texas Sports Hall of Fame, March 2012

Box 7, Folder 36: Champion, Fall 2013

Box 7, Folder 37: American Football Monthly, August/September 2013

Box 7, Folder 38: Texas Monthly, August 2013

Box 7, Folder 39: Texas Monthly, October 2013

Box 7, Folder 40: Sports Illustrated, November 25, 2013

Box 7, Folder 41: ESPN The Magazine, November 25, 2013

Box 7, Folder 42: ESPN The Magazine, November 11, 2013

Box 7, Folder 43: Sports Illustrated, December 9, 2013

Box 7, Folder 44: Horns Illustrated, December 2013

Box 7, Folder 45: Coaching Management Football, Postseason 2013

Box 7, Folder 46: Ultimate Sports and Travel Guide to the New Big 12, 2012-2013 Season

**Series:** Ephemera, 1930 – 2014 (23 Folders, 1 Music Box)

**Subseries:** Screenplays, November 19, 2012 (1 Folder)
Box 7, Folder 47: Freddie Steinmark, November 19, 2012

**Subseries:** Collectible Memorabilia, 1936 – 2014 (21 Folders, 1 Music Box)

Box 7, Folder 48: UT Game Programs, 1937 - 1983

Box 8, Folder 1: The Austin Centennial Weekly, June 28, 1936

Box 8, Folder 2: LIFE Magazine, November 17, 1941

Box 8, Folder 3: Sports Illustrated, November 9, 1959

Box 8, Folder 4: Sports Illustrated, November 27, 1961

Box 8, Folder 5: Sports Illustrated, October 21, 1963

Box 8, Folder 6: Sports Illustrated, January 11, 1965

Box 8, Folder 7: Sports Illustrated, October 19, 1965

Box 8, Folder 8: Darrell Royal’s Football Newsletters, October 1966 - October 1967

Box 8, Folder 9: Sports Illustrated, September 11, 1967

Box 8, Folder 10: Sports Illustrated, October 2, 1967

Box 8, Folder 11: The Longhorns, 1968

Box 8, Folder 12: Sports Illustrated, December 15, 1969

Box 8, Folder 13: Sports Illustrated, November 9, 1970
Box 8, Folder 14: Sports Illustrated, December 14, 1970

Box 8, Folder 15: Football at Texas, Spring 1973

Box 8, Folder 16: Sports Illustrated, September 10, 1973

Box 8, Folder 17: Sports Illustrated, December 5, 1977

Box 8, Folder 18: Sports Illustrated, October 19, 1981

Box 8, Folder 19: Calendars, December 2006 - December 2010

Box 8, Folder 20: Picture of Mack Brown with Two Unidentified Subjects, undated

Music Box 9: Rose Bowl 100th Commemorative Book, 2014

Subseries: Funeral Programs, 2001 - 2012 (1 Folder)

Box 8, Folder 21: Funeral Programs, 2001 - 2012

Series: American Football Coaches Association, 2003 - 2014, undated (1 Folder)

Box 8, Folder 22: American Football Coaches Association, 2003 - 2014, undated


Get In The Game, by Bill Glass, 1965

Paper Lion, by George Plimpton, 1967
Greatest Salesman in The World, by Og Mandino, 1968

National Champions, by Jim Kroger, 1970

Game of The Century, by J. Neal Blanton, 1970

I Play to Win, by Freddie Steinmark, 1971

Saturday's Children, by Giles Tippette, 1973

Hook 'em Horns, by Denne Freeman, 1974

Illusions, by Richard Bach, 1977

Hog Wild, by Frank Broyles, 1979

Never Say Quit, by Steadman Shealy, 1980

Aggies and the 'Horns, by John Forsyth, 1981

Football coaching, by Unknown Author, 1981

Shoeless Joe, by W.P. Kinsella, 1982

Real Men Don't Eat Quiche, by Bruce Fierstein, 1982

Goal Line, by Pat Culpepper, 1984

47 Straight, by Harold Keith, 1984

What They Don't Teach You at Harvard Business School, by Mark McCormack,
1984

**Sports Quotes**, by Unknown Author, 1985

**Point After**, by Elliot Johnson, 1987

**How to Get Rich And Stay Rich**, by Fred Young, 1988

**Littlest Longhorn**, by Sheila Henderson, 1989

**Out of The Blue**, by Orel Hershiser, 1989

**Confessions of an S.O.B**, by Al Neuharth, 1989

**Child of Pain Children of Joy**, by Ike Keay, 1989

**Comeback**, by Dave Dravecky, 1990

**Great College Football Coaches**, by Jack Clary, 1990


**UT Austin Traditions and Nostalgia**, by Margaret Berry, 1992

**Southwest Conference Football: The Classic 60's**, by Ken Stockdale, 1992

**Your Body's Many Cries For Water**, by F. Batmanghelidj, 1992

**100 Years of Texas Longhorn Football**, by Gene Schoor, 1993

**Maybe (Maybe Not)**, by Robert Fulgham, 1993
Hundred Yard Lie, by Rick Telander, 1996

Deadly Detours, by Bob Briner, 1996

All Aboard, by Bob Terrell, 1996

It Takes Commitment, by Chad Hennings, 1996

UT History 101, by Margaret Berry, 1997

Darrell Royal Dance With Who Brung Ya, by Mike Jones, 1997

Sam Baugh Best There Ever Was, by Whit Canning, 1997

John David Crow Heart of a Champion, by Steve Pate, 1997

Doak Walker More Than a Hero, by Whit Canning, 1997

NCAA Read-Easy Football Rules, by NCAA, 1998


Knute Rockne, by Michael Steele, 1998

I Believe...In Cream, Apples, & Football, by Larry Beckish, 1999

I'll Tell You One Thing, by Dan Jenkins, 1999

Coaching Football's Multiple Formations Offense, by Joe Gilliam, 2000

Southern Fried Football, by Tony Barnhart, 2000
Principles Of Football, by John Heisman, 2000

Coach Of The Century, by Gordon Wood, 2001

You Will Always Have An Angel Watching Over You, by Unknown Author, 2001

University Renaissance, by Robert Shoop, 2001

Backyard Brawl, by W.K. Stratton, 2002

Eat Mor Chikin, by S. Truett Cathy, 2002

17 Essential Qualities Of A Team Player, by John Maxwell, 2002

Wildcatters, by Charlie Moncrief, 2002

Autumn's Cathedrals, by Jason Wolfe, 2002

Season Of Life, by Jeffrey Marx, 2003 (2 Copies)

Grit And Glory, by Laura Wilson, 2003

King Football, by Mike Bynum, 2003

It's Better To Build Boys Than To Mend Men, by S. Truett Cathy, 2004

Rules Of The Red Rubber Ball, by Kevin Carroll, 2004

FCA's You Make The Call!, by Unknown Author, 2004
Where Have You Gone? Texas Longhorns, by Whit Canning, 2005

Benedict's Wars, by E.A.W. Smith, 2005

Next Man Up, by John Feinstein, 2005

Wright Up Front, by Rayfield Wright, 2005

Gonzalo Garza A Texas Legend, by Gonzalo Garza, 2005

ESPN College Football Encyclopedia, by Michael Maccambridge, 2005

Every Game Is Won Or Lost Between The Ears, by Greg Hatcher, 2006

Big Games, by Michael Bradley, 2006

Warriors, by Unknown Author, 2006

Amazing Faith Of Texas, by Roy Spence, 2006

How Good Do You Want To Be?, by Nick Saban, 2007

How Did You Do It, Truett?, by S. Truett Cathy, 2007

Buffaloes & Beatniks, by Joey Mcquaig, 2007

Bus, by Jerome Bettis, 2007

What It Means To Be A Longhorn, by Unknown Author, 2007

Longhorn Football, by Bobby Hawthorne, 2007
Andre's Song, by E. Lawrence Hardin, 2008

Miracle On The Gridiron, by Jim Black, 2009

Desert High, by Doug Van Pelt, 2009

Texas Football Yesterday & Today, by Bill Little, 2009

Home Field, by Jeff Wilson, 2010

Courting Disaster, by Marc Thiessen, 2010

Play 2 Win - Live 2 Serve, by Donnie Prince, 2010

Courage Beyond The Game, by Jim Dent, 2011

Overtime, by Ben Jacobs, 2011

Inside Out Coaching, by Joe Ehrmann, 2011 (2 Copies)


ATT Cotton Bowl Classic Football Vault, by Steve Richardson, 2011

Coaching Confidential, by Gary Myers, 2012

American Sniper, by Chris Kyle, 2012

Muck City, by Bryan Mealer, 2012

With Warmest Personal Regards, by Tony Rane, 2012
DKR The Royal Scrapbook, by Jenna Mceachern, 2012

Art Of War, by Tzu Sun, N.D.

Greatest Machine, by Jacob Howell, N.D.

Living Proof, by Clebe Mcclary, N.D.

**Series:** Visual Materials, 2005-2012, undated (2 Music Boxes)

**Subseries:** Award DVD’s, 2008-2010, undated (1 Music Box)


Music Box 10: Bobby Dodd Coach of the Year Program Video DVD, 2008

Music Box 10: Bobby Dodd Coach of the Year Pre-Dinner Video DVD, 2008


Music Box 10: 2010 Davey O’Brien Awards Banquet Full Dinner DVD, 2010

Music Box 10: 2010 Davey O’Brien Awards Banquet Special Features DVD, 2010

Music Box 10: Ricky Williams Interview and Heisman Anniversary DVD, undated
Music Box 10: The University of Texas Football UT Hall of Honor DVD, undated

Music Box 10: Cowherd on Mack Brown DVD, undated

Subseries: High School Football Recruiting Materials, 2005-2009 (1 Music Box)

Music Box 10: Coach Brown - San Angelo Clinic Video VHS tape, 2005

Music Box 10: Texas Football Zone Clinic DVD, 2007

Music Box 10: Texas Football Zone Clinic VHS tape, 2007

Music Box 10: Recruiting Class DVD, 2008

Music Box 10: Coach Brown 2009 THSCA Clinic Video with Drills DVD, 2009

Music Box 10: The University of Texas Football Commitments DVD, 2009

Subseries: Practice and Game Footage, March 2 - December 28, 2012 (1 Music Box)

Music Box 10: Texas Football Practice Longhorn Network DVD, March 2, 2012


Music Box 10: Admiral William McRaven Postgame Speech DVD, October 20, 2012

Music Box 10: Texas vs. OSU Sideline DVD, December 28, 2012

Subseries: Ephemera, 2006-2009, undated (1 Music Box)
Music Box 10: Live the Dream The Texas Longhorns’ Magical March to the 2005 National Championship, 2006

Music Box 10: University of Texas Football Web Stories DVD, September 24, 2007

Music Box 10: Texas Football Cowherd on Mack Brown DVD, 2009

Music Box 10: Coaches Tour DVD, 2009

Music Box 10: Coaches Tour Coach Brown DVD, 2009

Music Box 10: The Tyler Rose: The Legend of Earl Campbell, 2009

Music Box 10: Mack Brown Biography for Multiple Sclerosis Event Approval Copy DVD, undated

Music Box 10: American Football Coaches Association The Master Coach Series DVD, undated

Music Box 10: Joe Jamail Texas Trial-Blazer The University of Texas School of Law DVD, undated

Music Box 10: University Federal Credit Union Mack Brown Voiceover and Mack Brown Go Horns Go DVD, undated

**Subseries:** Interviews, 2005- 2009, undated (1 Music Box)

Music Box 10: Sports Profiles Beyond the Game DVD, 2005

Music Box 10: Sports Profiles Beyond the Game VHS tape, 2005
Music Box 10: Chick-fil-A Operators Seminar Coaches Interviews 1: Frank Beamer, Jim Grobe DVD, Mack Brown, 2009

Music Box 10: Keith Jackson Interviews Bo Schembechler and Darrell Royal DVD, undated

Music Box 10: “Team Texas” Byron Nelson Interview VHS tape, undated

**Series:** Duplicates, 1965-2009, undated (1 Music Box)

Music Box 11: Sports Illustrated, January 11, 1965

Music Box 11: Sports Illustrated, October 18, 1965


Music Box 11: American Football Quarterly, 1998

Music Box 11: Sports Illustrated, October 7, 2002

Music Box 11: Coach Brown - San Angelo Clinic Video VHS tape, 2005

Music Box 11: Sports Illustrated, August 15, 2005

Music Box 11: Sports Profiles Beyond the Game DVD, 2006 (2 Copies)

Music Box 11: Live the Dream The Texas Longhorns’ Magical March to the 2005 National Championship DVD, 2006

Music Box 11: Sports Illustrated, August 21, 2006


Music Box 11: Commitments DVD, 2009

Music Box 11: Coaches Tour DVD, 2009 (2 Copies)
Music Box 11: Ricky Williams, Interview and Heisman Anniversary DVD, undated