

THE LOOK MAN REPORT 2012

Week One – Tin-th Anniversary

"I miss newspapers. It's weird hitting a dog on the nose with an iPad" – tweet from Washington DE Adam Carriker

PROLOGUE

The Look Man just returned from a well-deserved vacation, so he's feeling pretty good about life right now. There's something incredibly sweet about returning from a tropical locale just in time to witness the official opening of The...National...Football...League.

Week One featured no fewer than five teams that dropped forty burgers on opponents, including the Jets, who couldn't put seven on the board in four preseason games. Baltimore, Atlanta and Chicago all looked like potent offensive machines, and those are cities where defense typically rules.

The net effect is curious, but the Look Man thinks it odd. Any way you slice it, the 2012-2013 season is shaping up to be fun, and this is the tenth anniversary of the Look Man Report. If this was a marriage, the Look Man would be shopping for something fabricated of tin, but you guys get paper instead.

Without further ado, the week that was:

LAGNIAPPE

Here are ten things the Look Man thinks he thinks about Week One:

- 1) The Replacement Zebras are awful. Next time you see a lead isolation block, watch the FB grab the ankles of the guy he's blocking. It's a foolproof way to ensure the tailback doesn't get drilled right in the hole.
- 2) Tebow Time has moved to the Big Apple, and the Look Man is making a bold prediction. Despite dropping a 40 burger on Crapchester in Week One, the fans will begin a call for The Amish Rifle after Sanchize struggles two weeks in a row (Sanchize is dating Eva Longoria, who singlehandedly killed the Spurs season by marrying point guard Tony Parker – she's a champ killer). When that happens, Tebow creates a schism in the locker room, and the team will splinter. The Aeronauticals already have a dysfunctional locker room, and the net impact is going to be the termination of newly svelte (Sexy) Rex Ryan in New York.
- 3) Tebow can neither throw nor read defenses. In point of fact, if he doesn't have a sight read with the receiver looking directly back to him, he cannot complete the pass. It's awful.
- 4) Just like Houston LB Brian Cushing before him, it's just a matter of time before Clay Matthews III is suspended for PEDs. While the Look Man loves the son of the great Browns LB, his domination in 2012 is bound to be the result of juicing. The other USC LB, Ray Maulauga, is getting pushed around on roller skates since he got off the juice, and 2012 will be his last season in the Nati. He stinks.
- 5) Week One is the most overrated week in pro sports. Fans have to wait so long for the season to resume, and hopes are so high that it is inevitable. With five teams scoring 40 or more points, fans are already applying for Super Bowl tickets. Lord knows Bears Fan had to be called off the ledge after last night's destruction at Lambeau. As NFL analyst Ross Tucker tweeted last Sunday, "*Tomorrow is one of my favorite days of the year. 'Overreaction Monday.'*"

- 6) Teams are stupid for playing injured RBs in Week One. Both Cleveland and Minnesota played guys who had no business in the game. The Hornheads are more worried about the stadium issue than Adrian Peterson, after matching the big dollars that Thumbtacks RB Chris (CJ2K) Johnson received. Similarly, Cleveland's management wants to get its money's worth from first round pick Trent (T-Rich) Richardson. Both guys are one cut away from major injury, and should be brought back slowly. Dumb.
- 7) Browns Fan is killing rookie QB Brandon Weeden, who went all Jay Cutler, throwing four picks in his debut, but the Look Man is more forgiving. All rookie QBs throw picks, and if you need proof, check out Peyton Manning. Manning's five pick outing during his rookie season inspired Jim Mora's infamous "playoffs?!" rant. By not releasing Colt (My Little Pony) McCoy, the Browns may create a QB controversy. The fans were already booing Weeden, who got rolled up by the American flag in pre-game. That was nothing compared to the hits he took during the game from Philly's D-line. Give the kid a break C-town. My Little Pony doesn't throw picks because he can only chuck the ball 15 yards.



"...and there's another sack for Old Glory! Boy, these colors don't run, do they?"

- 8) Speaking of Cutler, Jay the Knife got brutalized like Andy DuFresne by The Sisters on Thursday night, throwing four picks and being sacked seven times. The interesting part of the debacle was Cutler bitching out his linemen and doing his Surly Boy routine in postgame. Cutler was never good at ball security, and the Monsters of the Furniture Mart will go only as far as he takes them.



"Hope is a dangerous thang, Andy..."

- 9) New Orleans got a raw deal from the Commish for Bountygate. How in the world can a player (Jonathan Vilma) get a more severe punishment than the coaches who instituted the bounty? More importantly, players who are now in other cities received suspensions without due process. Goodell is an idiot, and nothing says "player safety" like the four

games in seventeen days the NFL schedulers gave the Ravens. Eighteen game schedule, indeed!

- 10) Olympic hurdler and noted hottie LoLo Jones denied that she is dating Detroit DT Ndamakong (A Boy Named) Suh this week. Jones, who failed to get gold in the London Games, said "We are not currently dating. Jones insists that she and Suh are just friends, saying, "However, if the Lions win the Super Bowl and he wants to use the ring to propose to me, then we'll see."



Beauty and the Beast?

CELEBRITY OBIT OF THE WEEK

The death of former Browns owner and NFL icon Art Modell was a bittersweet pill in Week One. Modell was the architect of Monday Night Football, ushering in NFL prosperity by negotiating big TV deals and spearheading the AFL merger.

Many fans don't realize that Modell, Al Davis, former commissioner Pete Rozelle, and former Rams owner Carol Rosenblum all grew up together in Brooklyn. They parlayed that boyhood friendship into a multibillion dollar empire we now know.

Modell was vilified for leaving Cleveland in 1995, after the city dropped a billion dollars into facilities for the Tribe and Cavaliers. Modell had requested the city give him some love after losing money on the Browns, despite consecutive sellouts for decades. Art decried the conditions at Cleveland Muni Stadium, which had no luxury boxes, and cost you half a quarter of game just to hit the head. The place was a rat hole. When Baltimore offered him 100 million reasons to relocate, Modell jumped at the opportunity.

Art never made it to the Hall of Fame alive, but the Look Man believes he is deserving. Unlike most Cleveland Fans, he is willing to forgive and forget. In the words of former Browns GM Ernie Accorsi, "There is lots of laughter in heaven today. Art's arrived."

ZEBRA OF THE WEEK

The Browns still haven't gotten a home call since Bottlegate, and Week One with Philly was no different. There was a fumble by Michael Vick that was unchallengeable, and spots were routinely missed for the yard to gain. While folks are saying the replacement officials are 'adequate', the truth is that these guys fail on even the most basic calls.

Nowhere was this more evident than the Deadbirds at Shehawks, when Seattle received a fourth timeout following an injury inside the two minute warning. The Look Man could live with missed calls; hell, the regular zebras miss those often enough. What he can't deal with is equines that can't even identify forward progress correctly.

The reversal of Bountygate suspensions is going to have a chilling effect on the zebra negotiations. Roger (Rabbit) Goodell has been called on the carpet by an appellate court, and

now he will take out his wrath on the zebras. The Look Man heard that it will likely be Week Five before the regulars can return, and it appears that even that is in jeopardy.

Write this down: the Replacements are affecting outcomes of games, and something bad is going to happen in the next two weeks. By something bad, the Look Man is referring to an officiating travesty that will become the focus of every sporting news outlet in the country. You simply cannot have replacement officials determining outcomes for a multi-billion dollar industry. It's like putting a \$5 saddle on a thoroughbred horse.

There won't be a winner of the ZOTW this week, because we're all losers in this competition. As much as the Look Man kills the regulars, he has no database for these new guys, some of whom come from the Lingerie League. Where's Hulk Hochuli's gun show when you need it?

THE LOOK AHEAD

Cleveland at Cincy (-7) - The Battle of Ohio Part One

The Browns will face an emotional Bungles team in Cincy, less than one week after the Nati got pantsed in STD-more. The Brownies played a fantastic defensive game against the Iggles, losing 17-16 after posting four picks off Iggles QB Ron Mexico.

This Battle of Ohio is going to be one for the books, featuring a rookie QB for Cleveland against Andy (not 007) Dalton. Dalton is hoping to right the HMS Bungle after a desultory performance on Monday night.

The Look Man is guessing the Sophomore Jinx will be in full effect this season, largely due to the loss of Calvin (Chronic) Simpson and Andre (3000) Caldwell. Both WRs left for greener free agency pastures in the offseason, and when you add the loss of Cedric (The Butler) Benson, the Ugly and Black is going to struggle in 2012.

"It's time to go; time to show ourselves as a strong team with strong men," said head coach Marvin (Jerry) Lewis. "I feel good where we are, knowing where our strengths are and where we need to get better. And we need to get better blocking for the Red Rifle, or whatever he's calling himself this season."

Lewis is beginning a franchise-record ninth season as Bengals head coach, and has an 11-5 record, the best winning percentage and most total wins of any Bengals coach in the "Battle of Ohio" series. The Bengals lead the all-time series 41-36, and has won 12 of the last 15 meetings. A win on Sunday would give Cincinnati a margin of six games, the largest ever held by either side in the 43-year history of the Battle of Ohio.

So it's Lewis vs. Shurmur in the 78th anniversary of the BOH. Neither can coach his way out of a wet paper bag, so the Look Man is going with Cleveland. Browns, baby, Browns.

Dallas at Seattle (+3)

Tony Romo (the Place for Ribs) and the Pokes go on the road a second straight week, but this time they're facing a defense he can carve. Well, actually, Ribs King carved the Jynts last week, but who's counting?

The truth be told, Romo looked outstanding in Week One. He was disciplined, accurate and gutsy. The Look Man hardly recognized the Place for Ribs, and he did it without much help from his chief security blanket, TE Jason Whitten. Romo was dealing to Dez Bryant, Miles (Steve) Austin, and Kevin (The Tree) Ogletree, a guy who isn't a household name outside his own house.

D-Co Rob Ryan has this defense playing great, and the Pokes might be for real. Unfortunately, they are still slow at safety, and it's unclear whether they can stand up to a real running game with NT Jay Ratliff out.

The Shehawks go back to the running game, and Marshawn (Skittles) Lynch goes into Beast Mode against Doomsday Lite. The Look Man likes Sheattle in an upset.

Blitzburgh at NY Jets (+5.5)

The Look Man absolutely cannot understand this line. The Stillers O-line was brutalized last week, barely finishing the game after reshuffling due to injury. The Jets put up 48 against the Bisons, and the offense was clicking under Sanchize. Now they're getting five and half from a Stillers team that can't score.

The secret may lie in the return of James (Riff Raff) Harrison at LB. The Underdog villain is slated to play in his first game of the season and he will treat Sanchize like Sweet Polly Purebred in the animated series.

Perhaps more importantly, Santonio (Johnny) Holmes is on the come and the Stillers receiving corps is very deep and extremely fast. Speed kills, and the Stillers receivers will expose the fact that Revis Island is only inches from shore. With Revis out, the Stillers cover and Tebow gets injured in the Wildkitty.

Frisco at Detroit (+7)

The Seven Squareds looked unbelievable at Flambeau last week, so the league decided to allow them to head to the Midwest again this week. This game is the anniversary of last season's brouhaha, when noted a-hole Jim Harbaugh shoved Cadillac head coach Jim Schwartz after a narrow win. Schwartz, the first 'black' head coach in Detroit, took umbrage with the move and had to be restrained, saying, "I'll bust that thirteen-letter-expletive up!"

Despite the success of the Niners in Week One, Detroit will shut down the run and Megatron will expose the Frisco secondary. Lions win.

Atlanta at Denver (+3)

The Dirty Birds looked fantastic in Week One, with WR (Me and) Julio Jones tearing it up. They now travel to Mile High at Investigation Field to take on Peyton (The Sheriff) Manning. Manning looked to be in mid-season form when he moved to the hurry up offense on Sunday Night Football in America. Hard to imagine trading a guy who carved up the Stillers losing to the Dirty Birds defense that is missing its best cover corner in Ralph Grimes.

Look for the ATL to go cover two and attempt to keep the Sheriff on the pine with ball control. Dirty Birds struggle on grass, but the Look Man thinks the Donkeys are overhyped, and likes Atlanta to win this one. Dirty birds beat the Donkeys in the Dirty Denver.

EPILOGUE

Week One was epic, with offense ahead of defense in an anomaly, but the more things change, the more they stay the same. The Replacements are letting them play in order to avoid embarrassment, but it takes four weeks for offenses to really jell in the NFL. Offense sells seats and the owners are laughing like the Joker in Batman Returns.

The league is attempting to change its image from a gladiator sport to family entertainment, but change takes time. Just ask President Obama.

Peace,

The Look Man