

THE LOOKMAN REPORT 2013

Week One – The Year of the Shootout

PROLOGUE

The Look Man is going to call 2013 The Year of the Shootout, in which nearly every game goes to the last possession, and points go on the board like a video game thanks to the new (read: stupid) rule changes allegedly enacted for safety.

Now that the concussion lawsuit is settled, the league may ease up on helmet-to-helmets, but DBs don't know where to hit guys. Either you go high and get fined, or you go low and end a guy's career. Tough choices made by fat men in suits on Madison Avenue.

Any way you slice it, offense puts butts in seats, and the NFL is attempting to fill every stadium with offensive shootouts. Of course, at the same time, they enacted the goofy "no purse" rule, purportedly due to the Boston Marathon bombing. The rule states that patrons can carry in only 12" clear plastic bags and no purses bigger than a clutch. That'll fill the seats; and ensure folks buy food and drink from pre-kickoff to postgame.

Without further ado, the Week that Was...

LAGNIAPPE

Speaking of Concush...

Fox sideline report Pam Oliver was looking over her notes when a Colts backup QB sailed one and drilled in her the side of her dome. Oliver wasn't initially injured, owing to the fact that she doesn't have a forehead; she has a five-head. She later joked with starting QB Andrew (Urine) Luck, saying, "And thanks to you guys for hitting me in the face with a football."

A viral video was born that afternoon, but Oliver later complained of post-concussion symptoms. No word on whether the NFL will dole out \$765M to ease her pain.



I need some pancake #7!

THE LOOK AHEAD

The slate for Week Seven is pretty solid. Based on this quick turn report, the Look Man is picking a bevy of upsets. To wit:

Cleveland at Baltimore (-6.5): The Dumpster Ducks are conducting a Super Bowl ring ceremony just before the game. This could spell trubba for C-Town, which needs to run the ball to be effective.

Browns' RB Trent (T-Rich) Richardson is dancing too much, largely due to having no holes, and his counterpart in STD-more, Ray Rice, usually torches the Browns. Add the fact that the Dumpster Ducks are 4-1 in games following a 20 point defeat and you have a recipe for an ass-kicking.

Howevah (in the words of ESPN's Steven A. Smith), Browns free agents DE Paul (Freddy) Kruger and K Billy Cundiff return to the scene of the crime to face their old teammates. The Browns know that this is their Super Bowl after having lost ten straight to Joe Flacco. They need to run the football to keep the pressure off second year QB Brandon Weeden, and play solid run defense. That action will force Flacco to throw to his receivers while eating Chicken McNuggets in the pocket. Uh-oh.

Irrespective, the Look Man is taking the Browns and the points, for two reasons: (1) Weeden is not as bad as advertised, simply needing better protection, including moving RBs and TEs over to help; and , (2) the Look Man hates B-more with a passion. Browns.

Washington at Green Bay (-7): This should be a good game, belying the point spread. The Cheeseheads just saw the read option up close, with better receivers and a healthy QB, so this should be a real test of their run defense. On offense, the Pack can sling it, and I don't believe the Genocide Vix are ready.

Still, seven is a lot of points, even at Flambeau. Pack wins to go 1-1, sending the Casino Owners into a tailspin, but they do cover the spread. Genocide Vix with the points.

Minnesota at Chicago (-3): New uniforms usually lead to playoffs, and the Hornheads are featuring a sleeker, updated look in 2013. After losing in Week One, the Hornheads look to even their record against Jay (the Knife) Cutler and new Bears head coach Marc (the Man with no Eyebrows) Trestman.

For some reason, Adrian (All Day) Peterson always has a field day against the Monsters of the Furniture Mart, and this will be no exception. Cool, perfect football weather for a shootout featuring All Day vs. All Cray (Cutler). Hornheads cover and win outright.



Can you detect eyebrows at all?

Dallas at KC (-3): Interesting in that the Andy (The Walrus II) Reid has migrated to the Midwest, apparently after hearing “that they had some good ribs there.” Reid is attempting to koo-koo-ka-choo Alex Smith into a legitimate QB, and he has the offensive weaponry to achieve it.

Doomsday Lite faces another stiff test, and the Look Man doesn’t see six turnovers coming out of this one. Plus, Tony (The Place for Ribs) Romo has bad ribs and will be looking to get rid of the rock early and often.

Tack on the fact that Dallas has dinged up WRs and CB Mo Claiborne is likely out and you have a recipe for baby back ribs. Baby Backs get back, to go 2-0 on their way to the AFC Tourney.

St. Louise at the ATL (-5): The Dirty Birds are everyone’s favorite Cinderella story, hoping TE Tony Gonzalez can win a ring on his way out of the retirement door. Not so fast, my friend, as the Rams are solid defensively. They beat the crap out of the Falcons last week, and these guys are for real. Head Coach Jeff Fisher has them playing with ferocity, and the Look Man likes their chances.

Unfortunately, this game is going to come down to offensive execution, and the Rams are pretty pedestrian. Look for the Rams defense to put at least one score on the board with ATL receivers already hurting. Take the Rams to cover and win in the Atlanta Dome.

Detroit at Arizona (+2): This will be an interesting test for the Cadillacs, as they go on a road trip to Phoenix. Reggie Bush (44) had a fantastic Week One, and predictably, got nicked in the process. His injury history is the reason he is no longer in New Orleans or Miami.

Deadbirds QB (Johnny) Carson Palmer hates defensive pressure and Ndamakong Suh makes Mr. Tonight Show very antsy. Still, the D-Troit D is going to have to perform against a good receiving corps including Fits Fitzgerald. Calvin (Megatron) Johnson needs a solid day, and Detroit’s TEs should have a big day also. Detroit.

New Orleans at Tampa Bay (+3): Storm clouds are mounting for Tampa QB Josh Freeman, who is not a team captain. Freeman has gone backward in his progression, creating a situation where the defense and offense are at odds. Tack on the boneheaded play that cost them a game last week and the mercurial nature of head coach Greg Schiano, and you have a recipe for disaster.

In come the Religious Icons, who despite defensive injuries are putting it together. LB Jonathan Vilma is out as is DE Will (The Fresh Prince) Smith. Still, the Look Man likes the Icons on the road in the rugged NFC Souse. Icons.

Frisco at Seattle (-3): Everyone is on the bandwagon with the Niners and QB Colin Kaepernick(us) looked incredible in Week One, throwing for over four bills against the Pack. By contrast, Russell (Chocolates) Wilson and the Shehawks struggled on the road in Carolina, able to win on a decisive fourth quarter comeback.

Don’t be fooled; the Hawks are legit, and the Look Man is picking them, not the Niners, to win it on a cold snowy day in New Jersey in February. These guys have a secondary that averages 6’3” and 220 pounds and they will knock the Niners collective private parts off. RB Marshawn Lynch goes straight beast mode to win a tough, hard hitting NFC West shootout. Hawks.

Pittsburgh at Cincy (-6.5) on Monday Night Football: This could be the oddest game of the week, ending in either a blowout or a slobberknocker. The Squealers lost two starters and a contributing RB in Week One. Da Burgh will have a banged-up offensive line with a rookie center; a questionable running game, and an aging defense. But after having won nine out of ten at Pall Bearer, the Look Man is not picking against (Big) Ben Rapelessberger in a game being played on MNF.

HBO's Hard Knocks made a sweetheart story out of the Bengals, and CBS Sports writer Pete Prisco picked the Orange and Black to win in February. The Look Man has a hard time using the P word in September, and head coach Marvin Lewis is the worst clock manager in the game, college or pro.

Look for the Stillers D to hit anything that moves, and keep this a low scoring affair. Stillers cover the embarrassing spread and get a "W" in front of Cris Collinsworth and Al Michaels. Stillers.

EPILOGUE

Week One is a dress rehearsal of sorts, and folks are way too excited about offensive explosions by Denver, Frisco and KC. Week Two will be a normalizing affair, replete with divisional matchups and better defense.

While the rules changes are still at issue, the Look Man believes it takes three weeks minimum to establish offensive rhythm. Even though 0-2 is not a good start, don't count teams out until they have figured out their personality.

Peace,

The Look Man