

THE LOOKMAN REPORT 2012

Week Two – Suck for [Insert Name Here]

"Philosophically, if I am the coach and someone came in anywhere and did that, I'd say 'OK, fire me, or I'm going to quit. Or we're going to both go into the owner and talk about this and then we'll see who's still standing.'" – former Browns CEO Mike (The Walrus) Holmgren on the Trent Richardson trade

PROLOGUE

There has been a lot of discussion about which fan base is the hardest, or most snakebit. The contenders are Cubs Fan in the Windy City, Lions Fan in Detroit, and formerly Red Sox Fan in Beantown. Each has faced adversity and maintained fandom in the face of incredible odds.

After the developments this week in Cleveland, the debate is over. Without further ado, the Week that Was...

LAGNIAPPE

Youth Served Here

The NFL has gotten younger and younger, and it's by design. If you look at the salary cap since the uncapped year in 2011, it has remained relatively flat. The big change in the new CBA is the establishment of a floor that has been raised. This development has resulted in the elimination of veteran players across the board in the interest of maximizing owner profit.

No longer do NFL teams keep veteran players to maintain team cohesion and act as extensions of the coaching staff on the field and in the locker room. The NFL now consists of young players who have no training in how to be a professional, or teaching other young players.

The result is predictable: longer police blotters, sloppy play, and a loss of league culture. That culture includes:

- no hitting players low and ending their careers,
- No spitting or trash talking
- QBs leading receivers into dangerous positions/concussions with the ball
- Fumble and turnover fests
- a power game instead of a finesse game.

The League has contributed by changing time honored rules in order to be more marketable. The Look Man despises the new overtime rules, kicking off at the 35, and the defenseless player guidelines. Each of these rules erodes the game, making it more like college, which by its very nature, is inferior.

Dumb and Dumber?

Prior to the Trent Richardson trade to Indy, the Browns announced Brian (Ho Cake) Hoyer as the starter this week at Minnesota. Ho Cake is a local product and has one career start, and his main claim to fame is being Tom Terrific's backup in Beantown and having compromising photos of Cleveland GM Mike Lombardi (no relation).

Here is a list of the Browns QBs since 1999:

Tim Couch, Derek Anderson, Ty Detmer, Brady Quinn, Doug Pederson, Ken Dorsey, Spergeon Wynn, Bruce Gradkowski, Kelly Holcomb, Jake Delhomme, Jeff Garcia, Colt McCoy, Luke McCown, Seneca Wallace, Trent Dilfer, Thad Lewis, Charlie Frye and Brandon Weeden.

These guys all have one thing in common: they all possess a uterus.

Not only do these actions show a complete disregard for backup QB Jason Campbell (Soup), it is going to torpedo any hope this season. Campbell, who started several games against Minnesota, has 71 NFL starts under his belt. Starting Hoyer is a slap in the face from which Soup cannot recover. Josh Gordon returns this week, and you need a strong armed, deep ball thrower to set up the run, not Colt McCoy with a bad skin wig.

This action signals the Browns' official entry into the Suck for Bridgewater 2013 campaign. That and the fact that Browns GM Mike Lombardi (no relation) is engaging in oral sex with Bill Belicheat. Lombardi, when asked by a report whether he knew the difference between fellatio and a chicken wing, responded, "I don't know." The reporter then asked, "Wanna go on a picnic?"

The Browns crack management team is mired in hubris, attempting to prove to the world that they are the smartest men in the room. Unless that room is inhabited by Dumb and Dumber, that would not be the case. They have systematically eliminated Holmgren's picks, benching WR Greg Little, cutting TE Evan Moore, trading Richardson, and effectively undercutting QB Brandon Weeden by starting a guy with one career start. This just in: Cleveland doesn't have sufficient talent to eliminate talented players.

The NFL is the ultimate meritocracy, and it won't be long before the defense begins pointing fingers at the O. To quote former Buccaneers coach McKay when asked what he thought about offensive execution, "I'm in favor of it."

TEN(ure) is not a Number..

The 10-year club among NFL head coaches has only two members: Bill Belichick was hired by the Chowds in 2000, and Marvin Lewis by the Nati in 2003. That's it.

This club used to have a larger membership, including Jeff Fisher (17 years with the Oilers/Titans) and Andy (The Walrus II) Reid (14 years eating Philly cheese steaks). Even Jack Del Rio (A River Runs Thru It), and Lovie (Thurston Howell III) Smith got to nine years with the J-Squareds and Bears, respectively, before getting the pink slip.

While Tom Coughlin, Pete Carroll and a few others will be added to the club in the next few seasons, more than half the league has less than five years of tenure. Rookie HC Rod Chudzinski now has to convince his team to play through a farce, and he likely won't survive three years.

When you add the lack of veterans in the locker room with the lack of veteran coaches, you have a recipe for disaster. Perhaps that is why the NFL is called *Not For Long* by ex-coaches and players.

The Eighth Man

The Walrus II returned to the scene of the crime last night, when the Kansas City Baby Backs faced the Philly Iggles. There was some question about whether Reid would actually return for the game since the Philadelphia PD have a grand

larceny warrant for his arrest. It seems that Andy had been stealing a paycheck from owner Jeffrey Laurie for the last several years, and the owner wants to press charges.

The Walrus II faced off against former Ducks coach (Vanilla) Chip Kelly. Kelly has installed the Chuck and Duck offense from Oregon despite the fact that NFL QBs don't grow on trees. The offense debuted to much fanfare in Week One, but came crashing to earth last week against San Diego and again last night with five turnovers.

It seems that running an up-tempo no huddle has the tendency to wear down your own defense. In addition, your QB gets roughed up over the course of the game and the season, resulting in turnovers fueled by exhaustion. In a league where you pass to score and run to seal the deal, the Chuck and Duck is destined to fail.

The Look Man believes the Iggles are a mirage; Vick is not accurate enough to run the system, and it is going to get him killed. Further, the Iggles season held its breath last night when RB Shady McCoy went down with a leg injury. The college game has no place in the pros.

Given the history of the City of Brotherly Love, it's a matter of time before the locals turn on Chip, and the Iggles return to Earth with a resounding thud. The NFC East is a tough, physical division that doesn't abide fools lightly. Even if they are over 50 and still being called "Chip."



"Koo-koo-ka-choo!"

ZEBRA OF THE WEEK

Dallas at KC: Jerome Boger(mill) gave KC not one, not two, but three first downs inside the Pokes ten yard line to change the momentum. KC was playing a solid game, but Dallas could have climbed back in if not for half the Baby Backs squad wearing black and white jerseys. In other words, Bogermill ruined the buffet at the Harrow Club for the Pokes.

Cleveland at B-More: Bill Vinovich and crew called back a key play by the Browns and made several questionable holding calls in this contest. The Browns actually led this game 7-6 at the half, and their inability to get a play off without a holding call led to the 14-6 loss. QB Brandon Weeden was brutalized as a result, and now has a boo-boo on his throwing thumb that effectively ends his career in Cleveland.

Blitzburgh at Cincy - MNF: Mike (Dancin' with the Stars) Carey and crew called a pretty decent game; in the first half. Flags were at a premium, and there was plenty of holding, pushing and shoving going on.

In the second half, DWTS called a cheap tripping call that changed the momentum, and the game devolved into a series of flags and make up calls that shaped the outcome. Big Ben was forced to throw to avoid holding calls, and the Nati ran the ball and used a conservative passing game to good effect.

And the winner is: Captain Bogermill. His bad calls doomed Domsday Lite in a competitive AFL-NFL tilt, setting the stage for the Pokes to narrowly miss the playoffs once again. For a team that has exactly one more playoff win in the last decade than the Cleveland Browns, that's saying something. It's saying America's Team is a .500 squad that gets way more ink than their record would indicate.

Jerome Boger(mill), you are the Look Man's ***Zebra of the Week!***

ZOTW II

One more note about the officiating in 2013: J-Jack, of the Chicago Tailpipes Chapter, noted that the Broncos O-linemen routinely line up two yards off the football. It's so bad that the flanker is often a full yard in front of the O-line. This alignment typically results in an illegal procedure call, with the zebras indicating that there were not enough men on the line of scrimmage. In Denver, that would be the center only.

Perhaps even worse, the Donkeys run a screen play that allows the O-line to block while the rock is in the air. This action is known as offensive pass interference in technical terms. Last week, the center was actually blocking in the end zone while a screen pass was in the air. That makes it pretty easy to score a TD in the red zone.

THE LOOK AHEAD

Cleveland at Minnesota (-6.5): (Sister) Christian Ponder and Adrian (All Day) Peterson face an 0-3 record if they fail to knock off the vaunted Browns offensive attack featuring RB Trent Rich...oh, never mind. The Look Man was spitting made when he heard the Browns brain trust decided to start Brian Hoyer at QB.

Later, that same day, the Browns traded their best offensive weapon for what is likely a first round pick in the twenties. That's right; they traded up to number three overall, at a cost of two additional draft picks, and then trade that player for a late first rounder. What are you betting that pick ends up number 22 overall, the same place the Browns selected Brady Quinn (Medicine Woman) and Brandon Weeden?

Look for Ponder to go early and often to rookie WR Cordarrelle (Sugar Bear) Patterson from the University of Tennessee. Patterson is a speed burner who plays opposite newly acquired WR Greg Jennings of Pack fame. The Look Man predicts Sugar Bear goes for a special teams TD in this affair.

Hornheads cover and win as the Browns defense buys into the *Suck for Bridgewater* campaign. Hornheads.

Houston at Baltimore (+2.5): Houston, we have a problem. And the problem is that the Slim Shadies have won on the last play of Weeks One and Two, the first team to do so since the merger. Right now, Matt Schaub and Company are having a hard time putting up points, largely due to the sparing use of RB Arian (Race) Foster. Foster is still rehabbing from a bad back, and WR Andre (The Giant) Johnson was concussed in Week Two.

The Dumpster Ducks are still trying to figure out their new offensive personality with the loss of Anquan Boldin and Jacoby Jones. The Browns knocked Ray Rice out with a hip, and RB Bernard Pierce shoulders the load in Week Three.

Look for the B-more defense to step up and make it another nail biter for Houston. Of course, this is the Year of the Shootout, and Houston wins on the last play again, covering the spread. Houston.

Green Bay at Cincinnati (+3): The Bengals are feeling pretty good after defeating the Stillers on national TV last Monday. Their reward is facing Aaron (Discount Double Check) Rodgers at one on Sunday.

Rogers and the Cheeseheads are lighting up the scoreboard, putting up TDs like an old Techmo video game. Andy (Red BB-Gun) Dalton has shown a propensity for struggling in big games, throwing the ball high and to the other team. BB-Gun did that in both playoff appearances, and again on Monday Night Football.

This game is a measuring stick for the Bengals, who are the sexy playoff pick in the AFC. The Look Man doesn't see the Nati bringing sexy back anytime soon, but RB Gio Bernard is the real deal. GB ran over, around and through the Stillers and looks to be the New James Brooks.

Unfortunately, the Bengals D struggles against anyone with a solid TE, and the Pack has an excellent one in Jermichael Finley. Rey Mauluga and the rest of the LB corps cannot cover in space, as indicated by the Stillers backup TE rumbling for 40 on one play last Monday. Finley will have 15 catches for two bills in this game, and end up on the wing of a plane yelling, "RODGERS!! DISCOUNT DOUBLE CHECK!!!!"

Conversely, the Bengals struggle with teams that have at least one shutdown CB. This luxury allows teams to bracket cover AJ Green, forcing BB Gun to hold the ball. While Dalton has never thrown a red zone pick, look for one this weekend at Pall Bearer Stadium.

The Pack destroys the Bengals in this one, sending the Nati north for the Battle of Ohio against a team that has clearly tanked the season. The good news for the Bengals: musician John Legend is a Bengals Fan who will be at the game on Sunday. Perhaps he'll bring his wife, Chrissy Teigen, for an honorary Ben-Gals stint? Pack.



"Hear the Bengals growlin'..."

Indy at San Fran (-10): The Look Man accurately predicted Seattle housing the Niners last week, and you can bet that Jim (Big Baby) Harbaugh won't take it lying down. These guys have blood in their eyes, and will be looking to ruin the homecoming of former Stanford QB Andrew Luck.

Luck, on the other hand, just received a gift horse in Trent (T-Rich) Richardson. The Niners won't be able to discount his running game, and may be vulnerable to Reggie (Millionaire Playboy Bruce) Wayne and TY Hilton. The Look Man had previously predicted the Ponies would miss the postseason in 2013, but the addition of T-Rich changes that forecast. T-Rich is a bowling ball of butcher knives who will come back to haunt the Browns in the future even if they do right the ship.

The Niners may not cover, but win handily in this one. Niners.

EPILOGUE

The NFL is going to have to do something about the recent trend of teams tanking the season in order to rebuild. The Colts obtained Luck with this thinly veiled subterfuge, and the Browns are in line to do the same. The Commissioner has

broad powers to rule in order to maintain the 'integrity of the game.' After Videogate, the bad faith CBA negotiations, the Replacement Refs and the Concussion Lawsuit, there's little of that left in the NFL.

The answer is simple, having already been addressed by the NBA. Put the worst teams in a lottery for the first pick overall, guaranteeing fairness. Unless you have a Patrick Ewing 'Magic Lottery Ball' episode in the NFL, teams are pretty much taking their chances by tanking the season.

Roger (Rabbit) Goodell could and should have stepped in to block the Richardson trade to Indy. The trade is good for Indy and good for Cleveland - - - if they get the first pick. If Jacksonville lays down in Week 13, we could see one of the most comical games in history. Neither team will want to win it, and both may be in line for 0-16 at that point. Good times.

Peace,

The Look Man