

THE LOOKMAN REPORT 2014

Week One – Eh, What’s Up Doc?

"It was a deplorable act. He made a terrible error in judgment. It's all very sad. It's all very sad." – teary eyed DE Chris Canty, when talking about the Rice incident. Unclear whether he was referring to Rice's actions or the commissioners.

PROLOGUE

The NFL 2014 season started off with a bang last week, when three games went overtime, and several upsets littered the docket. In addition, TMZ leaked the Ray Rice elevator videotape, forcing the NFL and the Ravens to revisit the Rice's discipline. The net effect: despite the negative publicity heaped upon the league by women's rights advocates and reasonable folks everywhere, league ratings are still high and the NFL is wildly popular.

But NFL Commissioner Roger (Rabbit) Goodell may never see the fruits of his labor. The calls for Rabbit's resignation are reaching a crescendo, and the self-appointed judge, jury and executioner is facing an uphill climb. In the tweet of former oft fined Stillers LB James Harrison, *"ain't no fun when the rabbit got the gun huh?"*

The Look Man is no fan of Goodell, whose hubris and ego are a constant source of irritation. Good CEOs establish a chain of command instead of making themselves moral authority figures, adding insulation in the event things go south. Instead, Rabbit is the sole arbiter of NFL morals, under the heading of 'protecting the shield.'

Here's the problem: Goodell's punishments don't add up. The Browns Josh Gordon received a sixteen game suspension for second hand weed smoke, while Ray Rice got two weeks for going Mike Tyson on his woman. Colts owner Jim Irsay got six weeks and \$500 large while Denver WR Wes Welker received four weeks and \$1.8M. Goodell admits to blowing the call on Rice while establishing a new domestic violence policy, but it's clear that he saw the tape before meting out the initial penalty.

The fact that Rabbit and the NFL didn't assemble a comprehensive domestic violence policy sooner flies in the face of the following cases:

- 2014 – Carolina DE Greg Hardy convicted of beating and threatening his girlfriend while referencing a bed full of automatic rifles.
- 2012 – murder of Cassandra Perkins by Chiefs LB Jovan Belcher, who then shot himself right in front of the head coach and GM.
- 2007 - Steve McNair and Sahel Kazemi, murder-suicide (allegedly), which coincided with the entire team tanking and the dismissal of head coach Jeff Fisher
- 2001 – Carolina WR Rae Carruth has pregnant girlfriend Cherica Adams shot and killed
- 2000 – Carolina RB Fred Brown Lane, Jr. was murdered by his wife Deidra Lane

Even one week following the new policy Niners DE Ray McDonald was arrested, and now faces an uncertain future. That's fourteen years of domestic violence, and these are just the major cases.

Goodell is the public punching bag for his inaction, and one of his lead sponsors, PepsiCo, which makes Gatorade, features a female CEO. It's interesting that Amy Trask, former Oakland CEO, and once known as the most powerful woman in sports, has resigned her post this season.

Goodell features an uphill battle, but like the National Organization for Women, the Look Man believes *#goodellmustgo*.

Without further ado, the Week that Was...

LAGNIAPPE

DA 2014 AD

Former Browns QB Derek (Neo) Anderson got the call on Sunday afternoon for Carolina, filling for injured quarterback Cam Newton. It was Mister Anderson's first start since December 2010, and he filled in nicely, throwing for 230 yards and two touchdowns in a division win.

When the Look Man told a Browns Fan that Derek Anderson was looking good at QB for Carolina, the Browns Fan asked, "Who's Derek Anderson?" The Look Man's response: "You know, the guy Cleveland dumped in order to keep Brady Quinn, Medicine Woman."

All Anderson did was go 10-5 as the Browns starter in 2007, throwing for nearly 4,000 yards, 29 touchdowns and 19 picks in a Pro Bowl season. Quinn is currently reprising his role as the only female doctor in the old west.

Cialis Names Musberger as Spokesman

Noted Bengals Fan and SI swimsuit model Chrissy Teigen has been kicked the curb this season in favor of Brett Musberger's main flame, Katherine Webb. Webb Gem is the wife of backup Bengals QB AJ (not Andy) McCarron, who is on the Physically Unable to Perform (PUP) list. The Look Man believes McCarron is the next QB of the Ugly and Black, and they stashed him on the PUP to avoid losing him to the waiver wire. This kid has a celebrity wife and a big time arm.



Is Musberger moving to the Nati???

ZEBRA OF THE WEEK

Kung Fu Fighting

Blitzburgh's Antonio Brown went all MMA in Week One, kicking would-be tackler and Browns punter Spencer Lanning right in the grill. Brown was making an attempt to hurdle an off-balance Lanning, so he simply decided to kick the crap out of the punter.

Brown was fined \$8 large by the NFL this week, but the Look Man thinks it should have been more. This kick was definitely intentional and the Stillers have a history of going after punters.



Carl Douglas, I presume?

The All New Dancin' with the Stars:

Mike (Dancin' with the Stars) Carey has retired from the NFL, and is now working for NBC as an analyst. DWTS was the best zebra in a league largely devoid of officiating talent. While Carey's calls became more and more erratic as his career progressed, he stood head and shoulders above the miasma that is Jerome (Capt.) Boger(mill), (Lantern), Jeff (Beanbag) Triplett, and Walt (Disney) Anderson.

Carey leads a host of zebra retirements that is likely to hurt officiating quality in 2014. In addition to DWTS, the NFL lost Scott (Red) Green and Ron (A Lyin in) Winter to retirement, meaning three new zebra positions are open. Craig Wrolstad and Ronald Torbert will move up to referee positions. Perhaps more ominously, Shawn Hochuli, son of Ed (the Hulk) Hochuli — will be joining the league's officiating roster in 2014 as a field judge after an inauspicious stint in the NCAA.

The emphasis on holding, hands to the face and pass interference on both sides of the line cannot bode well for the league. The Law of Unintended Consequences will rear its ugly head once again, and hurt the quality of the game. Games are already over long, and these new rules put way too much power into the hands of the Equi.

Good luck to all of the new head zebras, and happy trails to Carey, Green and Winter. May you be joined very soon by Boger, Triplett and Leavy.



DWTS doing the Macarena...

WTF, over?

If you didn't see it, (Big) Ben Roethlisberger got nailed on a solid sack in Week One at B-More. Big Ben stepped out of a sack and was perfectly set up for a sack by B-More's DE Eugene Monroe. Unfortunately, Ed (the Hulk) Hochuli called roughing on a clean hit.

The game devolved thereafter, with numerous personal foul calls on reasonable plays. The Look Man hopes this is not a trend, as division games need to be allowed to be decided on the field. Swallow the whistle, Greenie. You wouldn't like the Look Man when he's angry.

THE LOOK AHEAD

New Orleans at Cleveland (+6.5)

The 2014 Browns began the season with a 27-3 halftime disadvantage in Week One against a division opponent in Blitzburgh. They finished the game with a narrow loss after scoring 24 second half points in rapid order. QB Brian Hoyer went no huddle and carved the Stillers with accurate midrange passing and gashing run plays to two rookie RBs. Afterwards, when asked whether the game was a moral victory for the Browns, head coach Mike (Blunt Force Trauma) Pettine said, "There's a phrase for almost winning. It's called losing."

One half does not a season make, but for Browns Fan, the Look Man would offer this: it typically takes four to five weeks to establish an offensive personality. Hoyer took a brand new offense without key weapons and a bunch of rookies and scored a boatload of points against a Hall of Fame defensive coach. Offensive Coordinator Brian Shanahan (Junior) should be proud. Perhaps this week, he won't go all Andy Reid and run the ball to win the game.

The Religious Icons are pretty salty after giving one away to Atlanta in Week One. WR Marques Colston coughed up the ball deep in his own territory to lose in overtime. Matt Ryan and the Dirty Birds roughed up the Saints D for nearly 600 yards of total offense in a Week One NFC Souse division game.

Look for former Browns D-Coordinator Rob Ryan to go blitz crazy against his former team. Hoyer should expect the Icons to bring the house, and he needs to be ready to deal to the relief value in the Cleveland home opener. Fortunately, he has decent support from TE Gary Barnidge and the young RB corps looks solid.

A bigger issue is how the Barking Dawg D matches up with Icons TE Jimmy Graham (Cracker). The only real hope is that Browns CB Justin (Melissa) Gilbert rebounds from Week One, and doesn't go all *Little House on the Prairie* against Colston, Brandin Cooks and the rest of the Icons receiving corps.

The Look Man likes the Browns chances on grass, especially against a very pedestrian Icons defense. Browns cover and win, propelling the Icons to an 0-2 hole. Browns, baby, Browns.

Atlanta at Cincinnati (-5.5)

The Bengals are feeling pretty good after defeating the Baltimore in Week One. Their reward is facing Matty (Ice) Ryan and the high flying Atlanta Dirty Birds at home on Sunday. Matty (Ice) Ryan put up 448 passing yards against New Orleans as part of a 568 yard offensive seplosion.

The Look Man is looking for a track meet on Sunday in Falcon-Bengals. LB Vontaze Burfict (Storm) suffered a concussion last week at B-More, and may not see action. In addition, the Bengals D-backfield is slightly nicked up and E Tyler Eifert (Tower) is out with a dislocated elbow and unlikely to see action until Week Six at the earliest.

Look for Matty Ice to air mail it to (Me and) Julio Jones, (Rowdy) Roddy White and RB Jacquizz Rodgers at Pall Bearer on Sunday. The Dirty Birds have also picked up former Bears uber return man Devin Hester (Prynne), who looks to outperform Adam (Don't Call Me Pac Man) Jones on special teams. The Scarlet Letter also had six catches for 99 yards last week against New Orleans, proving he's not just a pretty kick returner.

The Bengals counter with AJ Green and Mo Sanu, with a liberal helping of Gio Bernard. Dalton's O-line will need to keep DE Osi Humanurine and Kroy Biermann out of the backfield. In the secondary, safety William Moore is a hard-hitting ball hawk.

The Dirty Birds are a little banged up on the O-line, with rookie tackle Jake Matthews out with an ankle after having to replace the injured Sam Baker. Matty Ice could be in for a long day on Sunday, if replacement LT Lamar Holmes can't handle Bengals DE Carlos Dunlap (Tires). Dunlap received a \$40 million payday this season, and the locals expect great things. In point of fact, the locals have a problem with highly paid athletes around the Nati.

The pick: Dirty Birds beat the Bengals at Pall Bearer Stadium in a high scoring affair. Afterwards, during interviews, they will talk about how HBO's Hard Knocks brought them together as a team, and how the six point spread was disrespectful. Dirty Birds cover and win.

Seattle at San Diego (+6)

After predictions that the Super Bowl champions would not repeat, The Blue Man Group started 2014 off with a bang, blasting Green Bay, and relegating Aaron (Discount Double Check) Rodgers to a pedestrian game. The talking hairdos immediately proclaimed that Seattle is the best team evah, and will go undefeated in 2014.

Not so fast, my friend. The Look Man likes the Bolts and gunslinger Phillip Rivers in this game. The Hawks don't play as well on the road or other grass as they do at home. More importantly, Rivers is the kind of gun slinging QB that can give them plenty of trouble, especially if they blitz. Indy and Arizona actually beat the Hawks in 2013 with the type of game plan that San Diego will employ. The Lookahead Factor comes into play as the Hawks have a super bowl rematch vs. a retooled Denver defense in Week Three.

Look for TE Antonio Gates to have a decent outing, as the Bolts cover this ridiculous spread. Bolts.

KC at Denver (-12.5)

The Look Man has a few betting rules, and one of them has to do with double digit spreads against a division opponent. Kansas City got housed by a physical Hornheads team in Week One, but don't expect them to simply lay down for a division team like Denver.

Andy (The Walrus) Reid is too good a coach to allow his team to wallow. Take the Baby Backs and the points. KC.

Chicago at San Fran: Football Night in America (-7)

Chicago is a chic playoff pick, but the Look Man is predicting da Bears will struggle in 2014. Jay (the Knife) Cutler threw some bad picks in Week One, and his receiving corps is banged up this week. Alshon Jeffrey and Brandon Marshall have leg injuries, and Cutler's O-line is in shambles with the loss of Roberto Garza and Matt Slauson.

Meanwhile, in Frisco, Jim (Big Baby) Harbaugh and his crew have blood in their eyes, playing the "us against the world" card with DE Ray (Kroc) McDonald's domestic violence beef. The Niners play a physical brand of offense and defense, and Jay the Knife will struggle.

Niners cruise, easily covering the spread with a defensive score. Niners.

Philly at Indy (-3): Monday Night Football:

The latest coach to receive the 'genius' tag is Philly's Chip Kelly. Kelly, who has overhauled the weigh offense is run, favors a comprehensive approach which features small, quick offensive linemen and no huddle offense. This coaching approach resulted in 34 second half points last week to salvage a win in Jacksonville after going down 17-0 in the first half.

Here's the problem: that Titanic struggle wore them out just as much as the opponent. Tempo only works for you if the other team cannot play ball control. The Ponies can play ball possession with RB Ahmad Bradshaw and TE Coby Fleener.

Add WRs Reggie (Millionaire Playboy Bruce) Wayne and TY Hilton (Hotel) to the mix, and you have a pretty good ground and pound offense.

The Look Man is predicting the Ponies fall out of the postseason in 2014, but this game will be an early indicator. If the Ponies can beat the Iggles, they may be the class of the AFC Souse. Ponies cover and win.

EPILOGUE

The NFL has turned the golden goose into the golden sombrero in just a few short years under Roger (Rabbit) Goodell. While the owners scored a wildly lucrative Collective Bargaining Agreement, they have lost the locker rooms due to cost cutting measures that ensure youth is served. Veteran players are on the street before a second or third contract, and the result is a locker room in disarray.

Howie Long grew up in the Grayders locker room with the likes of Gene Upshaw, Ted Hendricks, and Art Shell. While these Titans of the Game may sound like dinosaurs to younger readers, they formed the backbone of a once proud tradition. Veterans taught a rookie how to comport himself, keep in shape, and the general rules of engagement. If Stillers WR Brown had kicked a Grayders punter in the face, you could guarantee retribution by the veterans committee.

Cleveland's response: a yawn.

Peace,

The Look Man