

## THE LOOKMAN REPORT 2014

### Week Three – Beer Pressure

*“So the NFL succumbed to Beer Pressure. How crazy is this: A company that sells alcohol is the moral touchstone for the NFL.” —Jon Stewart, of Comedy Central’s The Daily Show, after the NFL created the Exempt List for players engaged in domestic violence disputes*

#### PROLOGUE

The NFL has had three fantastic weeks, and it could not have come at a better time. Despite the bad domestic violence PR, the games have been outstanding, and viewership is holding. Whether you believe Roger (Rabbit) Goodell’s story or that the NFL is hypocrisy, the field product is strong.

Further, the NFLPA and the NFL finally agreed upon HGH testing only 38 months after the CBA, based upon the fact that the NFL and Rabbit have softened on the drug appeals process. The third-party appeals process should have been in effect anyway, and the league needs to do something about transparency. Goodell can no longer make unilateral judgments without active participation, and perhaps this bodes well for the future.

Still, players and fans do not trust Goodell, and he should be replaced with an independent commissioner for the good of the owners and the NFL. Is Condi Rice is licking her chops in the wings? She could be the first gay commissioner of a major sport. This, by the way, would be a good thing.

Without further ado, the Week that Was...

#### LAGNIAPPE

*Here we Brownies....WOOF! WOOF!*

The Look Man spent the weekend in the Big Apple, courtesy of the Official Wife of the Look Man, who was celebrating 25 years with the same firm. The OWOTLM’s boss provided first class travel and accommodations in a very magnanimous move, and the weekend in the Boogie Down was epic.

While there, the Look Man watched the Ravens-Browns game in midtown Manhattan. The experience was like being at the stadium, with Browns Backers going through their ritual chants during a highly entertaining affair. The event was held in the basement of a BBQ joint with a standing room only crowd in seal brown and orange.

You would be advised to take advantage if you’re ever on the road and have a chance to see a game with fans of your local team. It’s always like a letter from home watching the game with 50 of your closest friends, and the love for your team reinforces your fandom. All in all, it was fan-tastic.

*Youth Served, Part Deux*

The Look Man wrote in 2013 that the NFL has gotten younger by design due to the salary cap and owners’ greed. We’re now seeing the impact of that short-sighted vision in the form of negative press. Without veteran players to teach rookies the ways of the NFL, the locker rooms are divided and players are hitting police blotters at an alarming rate.

In addition, NFL locker rooms are skewing to single guys. No longer do most of the players have wives and family; now the predominant culture is single guys jetting off to Vegas for the weekend and tail chasing. Nothing good ever happens after midnight, and predictably, the league has gotten a black eye from the Law of Unintended Consequences.

## ZEBRA OF THE WEEK

Chicago at Jets - Monday Night Football: Jerome Boger(mill) took over the game with a phantom PI call that set the Bears up with a fourteen point lead. The Beverly Hills Cop Captain basically took the game away from the Aeronauticals, with liberal help from Geno('s Pizza) Smith turnovers. With the retirement of Ron Winter, Bogermill is the worst zebra in the NFL, bar none.

Cleveland at B-More: Bill Leavy and crew threw flags early and often, including a call on the Johnny (Clipboard) Manziel pass reception for 42 yards. Johnny Clipboard feigned arguing with the coaching staff and then ran a pass route, violating substitution, formation and sportsmanship rules. Leavy didn't know what to call, and the ensuing description was laughable. Perhaps worse was that the Cleveland OC had no clue it was illegal. They have a word for when you are an offensive coordinator and don't know the NFL rule book: it's called 'unemployed.'

While Jerome Boger(mill), is the Look Man's **Zebra of the Week**, Carl Cheffers gets a dishonorable mention. Cheffers drew the ire of MNF's Al Michaels, who once intimated that Cheffers had eclipsed Milton Berle for "...most face time on a network television program..."

## THE LOOK AHEAD

For some reason, Seattle, Cincy and Cleveland all have bye weeks, and the result is a fairly weak slate of games. Worse yet, the Miami at Oakland game in London promises to be a snooze fest. The only salvation is the upcoming Week Five Football Night in America matchup between Cincy and New England.

Buffalo at Houston (-3): The Houston Slim Shadies have looked wildly good and bad through three weeks, and they now face the surprising Bisons, who should be undefeated. Slim Shadies QB Ryan (The Great Kazoo) Fitzpatrick was flat last week based upon the Lookahead Factor. He now faces his former mates at Reliant Stadium, and has revenge on his mind.

The Great Kazoo is a reasonable QB, better than Matt (Turnover Machine) Schaub. Look for Houston to give Buffalo fits on offense, while WR Andre (The Giant) Johnson has a career day. Houston.

Carolina at Baltimore (-3.5): Tough game to call here, but the Look Man has a gambling rule about players and coaches which face their former teams. Knowing a team's tendencies, players and scheme is an incredible advantage, and Steve (Jacob Jingleheimer) Smith is on a tear.

B-More is a solid running team that won't be able to do so against the Black Cats. Carolina is going to struggle throwing the ball and keeping Cam Newton perpendicular. Dumpster Ducks prevail in a close one.

Green Bay at Chicago (+3): The Cheeseheads are schizophrenic, blowing up offensively one week and struggling the next. QB Aaron (Discount Double Check) Rodgers has asked the Cheesehead Nation to relax, and they will find an offensive groove soon. The problem: a poor running game that forces DDC to throw the ball 40 times a game.

Chicago is hurting across the board, with Roberto (Bobby) Garza, Matt Slauon, and Brandon Marshall banged up on offense, and Jared (Subway) Allen, Shay McClelin, Peanut Tillman, and a cast of thousands injured on D. It's amazing the Monsters of the Furniture Mart won last week, and DDC and the Cheeseheads light them up in Week Four.

Look for A-Rodge to go to WR Jordy Nelson early and often, followed by Hans and Franz calling Bears Fans "flabby losahs."



*"RODGERS!! DISCOUNT DOUBLE CHECK!!!!"*

*Philly at San Fran (-4.5)*: The Niners have been awful and the Iggles have been outstanding offensively in the second halves of games. The Look Man attributes this to halftime adjustments, something at which Chip Kelly excels and Jim Harbaugh stinks.

The Niners have been getting killed this season for their inability to score, and the Look Man attributes this to new RT Jonathan Martin. Martin came over from the Marine Mammals after Bullygate, and he is a turnstile. Martin may lead the league in fumble recoveries after his QB gets blown up.

With Iggles QB Nick Foles still smarting from Week Three, look for the Niners to cover and win, before struggling for the balance of the season and missing the playoffs. Niners.

## **EPILOGUE**

The NFL is at a turning point on Goodell following the suspension of ESPN's Bill (The Sports Guy) Simmons. The Sports Guy practically begged ESPN to sanction him last week when he called Rodger Rabbit a liar, and it calls into question the politics of the cable giant. We all know the NFL is a money grubbing, hypocritical organization, but we weren't sure about the Disney/ABC owned sports network.

ESPN knew what it was getting when it hired TSG, and they gladly accepted the millennials that come with Simmons' cultural takes. His new Grantland website gets nearly a third of all ESPN web hits, and his irreverent takes are reminiscent of two guys talking in a bar. The Look Man himself met Simmons on a jet to Vegas, and the dude is as engaging and real in person as he is on air.

At issue is the organizational conflict associated with doing business with the firms that you promote. The SEC contract puts ESPN in the position of ranking teams which factor into their programming. Similarly, they are backing Goodell and the NFL, which made fools of their on-air talent during the Ray Rice miasma.

No one is buying Roger (Rabbit) Goodell's argument that the elevator tape being the reason for the Rice ban, and all Simmons did was tell the truth. It is only marginally worse than the Van Natta report last week, and clearly Goodell didn't believe Mrs. Rice had some bad shrimp at the casino. Goodell must go.

Censorship should be minimal for an organization which lauds itself for employing journalism majors as on-air talent. Either you stand for something or you will fall for anything and the Four Letter Network just let us know into which category they reside.

Peace,

The Look Man