

THE LOOKMAN REPORT 2022

Week Minus One – A Dish Best Served Cold

*"I'm gonna f*** them up." – former Browns and current Carolina Black Cats QB (Cake) Baker Mayfield when asked what he was going to do in a Week One matchup against his former team.*

PROLOGUE

The offseason was quite eventful in Cleveland Ohio. They sent three first round picks and a boatload of guaranteed money to acquire Deshaun (DSW) Watson with the hopes of bringing a Lombardi to C-Town. In the process, they also discarded (Cake) Baker Mayfield, who was snapped up by a desperate Black Cats team.

The trade resulted in a dumpster fire over allegations that DSW is a freak who pursued massage therapists for sexual relief. Though twice acquitted by Houston grand juries, the NFL suspended him for eleven games, fining him five mil in the process. The Look Man is dubious about the allegations, and even more dubious that Watson's acts were "...the most egregious ever" in NFL history. The real story is that the NFL owners are ticked off that they now have to pay fully guaranteed money to quarterbacks signing long term deals. Just this week, (Dange)Russ Wilson eclipsed DSW's contract by getting \$250 million, with \$160 million of that number guaranteed. Lamar (D-Jack City) Jackson is gonna need two Brinks trucks for his upcoming contract.

The NFL makes its living by damaging the brains of talented young athletes but would like to become the moral arbiters to the world. They had not one thing to say when Roe v. Wade was overturned, but the salacious nature of the story took the attention away from three owners who behaved more like the "sexual predator" label attributed to DSW. They wrap themselves in pink for a whole month for breast cancer awareness, but nearly every dime they spend is paid from the coffers of player fines, not profit.

Jerrah (the King of Pop) Jones, Dan (Freakazoid) Snyder and Bob (Handie) Kraft have all been either charged, fined or settled cases of sexual impropriety. Only Snyder was suspended, and that was for obstructing an NFL investigation, not lying about his profits to his business partners or taking video of DC cheerleaders in various stages of undress.

All of this may sound like "yeah, but" until you realize that the DSW case put each of these owner's stories on the back page. The NFL grabbed headlines after throwing their female arbitrator under the bus for her paltry six game suspension. They care nothing about a female federal court judge, nor do they care about women in general, unless they are bringing coffee.

The NFL season is about to begin, and hope springs eternal for 32 teams. The lowly Bengals came within one second of winning the Super Bowl, and if a team with that bad of an O-line can win the AFC, who knows what is possible? The collective Bengals offensive line unit should have shown up with masks and guns to collect their paychecks. They were cover-your-eyes awful.

LAGNIAPPE

Action in B-more?

The media is killing Cleveland for the Watson trade and suspension, but the Look Man believes it was a genius move. No team can win in the NFL absent a top ten QB, and DSW certainly applies. But the real genius is the guaranteed money, which represents the floor for Lamar Jackson's contract negotiations.

Jackson does not have a professional agent, and has already rejected a \$250 million deal. He has cut off all negotiations until the end of the season, betting on himself. And as a former MVP, that is a good bet.

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Think Joe Flacco, who did the same thing in 2012, winning a Lombardi and a huge free agent contract afterwards.

The Browns set a precedent with the \$230 million in guaranteed money, and that price will affect all deals from here forward. Justin Herbert, Joe Burrow and Jackson are all looking for fully guaranteed deals, and the owners have to place those salaries in escrow. The approach hurts cap flexibility but guarantees the most important piece of the team.

The Look Man believes most, if not all NFL contracts should be guaranteed, especially given the potential for career ending injuries. The NBA and MLB already do so, and the NFL needs to get in the twenty first century. It is long overdue.

If nothing else, Jackson and Burrow could be forced to leave the Ravens and Bengals respectively if these historically cheap teams do not pay up. And that would make Deshaun Watson the best QB in the AFC Asgard Division. It's addition by subtraction.



Back up the Brinks trucks...

THE LOOKAHEAD

Week One features several intriguing games, including Cleveland at Carolina, Denver at Seattle and Tampa at Dallas. The Cleveland and Denver roadies pit former QBs against the teams that discarded them.

One of these matchups might be coincidental, but two is clearly an indication that the NFL wants to break every viewing record from 2021. Toss in the Crapchester vs. Rams NFL Kickoff and Expensive Corn Kings at Pokes, and you have an opening NFL weekend to remember.

Without further ado, the Lookahead to Week One.

Cleveland Browns at Carolina Black Cats (-1.5/41.5) Revenge Game of the Week

The Browns got screwed by Goodell, and if they are not careful, they will get screwed by the Zebras in this one. Cake Baker Mayfield is America's Favorite, and the Browns didn't want to pay him \$40 million a year to stink and make another \$10 million doing commercials.

Cake thrives on revenge, which is one of the reasons he is gone. If you are a professional, the challenge to be the best version of yourself should be sufficient. Instead, Cake is always looking for some outside edge, doubters and naysayers, for motivation. When you are the Number One pick overall, you shouldn't need anything else.

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Cleveland's motivation is simple: they don't want to be embarrassed by a punk who cost them a 2021 shot at a ring. The Barking Dawg D is ticked that Cake's selfishness led to the departures of Odell Beckham Jr. and Jarvis (Iron Man) Landry. They will be looking to cut some Cake on Sunday.

Final stat sheet: Cake – 170 yards passing, 1 TD, 2 INTs. Myles Garrett: 5 tackles, 2 sacks, 1 scoop n score. Browns, baby, Browns.

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Cake is at it again, adding t-shirts to his empire

Green Bay Cheeseheads at Minnesota Hornheads (-1.5/46.5)

The doubters are saying Aaron (Discount Double Check) Rodgers is looking at another MVP season. He already has back-to-back trophies, but the rings have been less forthcoming. DDC lost uber WR to the Raiders in the offseason, and looks to reload in the NFC Norse.

Not so fast, my friend. While the Look Man has never been a big fan of Hornheads hurler Kirk (You Like That?!) Cousins, but they have an incredible offense when healthy. And Adam Thielen, Dalvin Cook and Justin Jefferson are all ready to roll in 2022. New head coach Kevin O'Connell comes over from the Rams, and he is looking to get some in Week One.

Rodgers enters a purple haze not created by ayahuasca as Minnesota covers and wins against an injury depleted Green Bay receiving corps. Hornheads.

KC Baby Backs at Arizona Deadbirds (+5.5/53.5)

KC lost a talented headache in WR Tyreek Hill, but they are ticked off about last season's AFC Championship loss to the Bengals.

Arizona is fresh off signing QB Kyler Murray to a long-term deal, but the real star, DeAndre (D-Hop) Hopkins, is suspended for PEDs and DE Chandler Jones is in Vegas. Baby Backs.

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Tampa Bay Expensive Corn Kings at Dallas Cowpokes (+2.5/50.5)- Football Night in America

Tom (Zoolander) Brady lost most of his O-line plus Gronkowski in an offseason that saw him retire for all of two months. He returns with his marriage on the rocks after Gisele Bundchen disagreed with his decision.

Dallas has no shortage of offensive issues after allowing Amari Cooper to go to Cleveland and Michael Gallup recovering from ACL surgery. Zeke Elliott is healthy again, but the Pokes are cap-strapped due to his mega-contract. Add it all up, and you have most pundits predicting the Iggles will win the NFC Least crown.

Now that TB12 is back risking life and limb, Gisele is deciding whether to go back to her career. Can two supermodels exist in a single family? The Look Man thinks not, but Zoolander is 6-0 career against the Pokes. Mike McCarthy mismanages the clock yet again, and the Expensive Corn Kings extend the streak. Kings.

Denver Donkeys at Seattle Shehawks (+6.5/44) Monday Night Football

The NFL spices it up again with a return of the prodigal son to Seattle. (Dange)Russ Wilson takes on his old squad after signing a mega-deal in Denver. Russ didn't get Deshaun Watson money, but he did receive \$165 million guaranteed in a spot where the head coach will let him cook.

Eugene Cyril "Geno" Smith III won the starting QB job by default over a pathetic Drew Lock, but also faces offensive challenges. Their sole superstar, WR DK Metcalf, is unhappy with his contract, and Pete Carroll becomes mortal. The Legion of Boom is now the Legion of Mediocrity after losing linebackers KJ Wright and Bobby Wagner. Donkeys.

EPILOGUE

The 2021 season ended predictably, with a close game that was over officiated, and win for the crown jewel of the NFL. The Rams begged, borrowed and stole their way out of St. Louis en route to the Number Two TV market, and the NFL rewarded them with a ring.

The Bengals have retooled their offensive line, but the sheer number of breaks that propelled them to Super Bowl LVI will not likely be repeated. The AFC is stacked with offensive talent, especially at QB, which includes newly acquired Donkey (Dange)Russ Wilson and Pony Matty (Ice) Ryan, Lamar (Action) Jackson in STD-more, Justin Herbert with the Bolts, Joe Burrow in Cincy, Josh Allen in Crapchester, and eventually, Deshaun Watson in Cleveland.

There is a strong likelihood that these talented hurlers will knock each other off in steel cage matches. Eighteen weeks is a long season, and by the end of it there can be only One. And that One might be the Crapchester Bisons or Baltimore Dumpster Ducks, who have beefed up already tough defenses to address this AFC QB glut.

Let's hope this season rises above the hypocrisy and provides enjoyment for one and all.

Peace,

The Look Man