

THE LOOKMAN REPORT 2025
WEEK TWENTY-TWO: Take the points...

"It's really difficult for me to explain, but he would almost reverse engineer a play. I'd ask, "What are you thinking here? Post vs. quarters? And Matthew would be like: "No, no, let me do this. Let's actually force them to be in quarters coverage. How about we add this motion and add a different personnel group to make them show us that look? He is the smartest quarterback I've ever been around." - career backup QB Chase Daniels describing NFL MVP Matt Stafford. Stafford threw for nearly 5,000 yards/48 TDs/8 picks in 2025.

PROLOGUE

The Look Man is fond of seeing the Football Gods sate their wisdom. During the Conference Championship Week, they did so in spades, as The Two Seans (Payton and McVay) committed coaching malfeasance and paid the price.

Both eschewed points in the Red Zone, instead going for a knockout TD blow. Both were rejected, and the final margin of victory reflected their arrogance. Secret Squirrel's ignominious defeat was aided by a second half blizzard; the field crew couldn't even keep the numbers and lines clear of snow, and the second half was nearly unwatchable.

Seattle converted third downs at an incredible pace and tightened the defensive screws on the Rams. Darnold was masterful, and only an ignorant defensive taunting penalty even kept the Rams in the game. The Seattle Legion of Whom defense was stifling.

When the dust cleared, the Chowds and Seahawks were left standing in what is a very unlikely Super Bowl LX. Both teams were 60-1 to make the championship, and New England fell briefly to 120-1 after a 1-2 start. Irrespective, this matchup is the least likely since Super Bowl XVI in 1982 between the Bengals and Niners.

There's an old expression about the postseason: When you get in the red zone, take the points."

Without further ado, the Week That Was.



Sean Payton and DC Vance Joseph at their smarmiest...

LAGNIAPPE

May the Schwartz be with you - II

Browns DC Jim Schwartz flew into a rage this week after Cleveland named 59-year-old Todd Monken as head coach. Monken, who has zero head coaching experience beat out Schwartz and Rams coordinator Nate Scheelhaase.

THE LOOKMAN REPORT 2025
WEEK TWENTY-TWO: Take the points...

Owner Jimmy Haslam badly mismanaged this hiring cycle after making the Schwartz a non-negotiable part of the new hire package. Now he has neither a young Turk with a genius offensive mind or Schwartz, who cleaned out his locker last week.

Schwartz will now sit out a year before taking another shot at coaching as he is under contract for two more years in Cleveland. Haslam and the Browns decided to play hard ball, and lost - - - badly.

The Look Man did a little digging and found a few surprises in the Schwartz story. Apparently, Schwartz had some health issues after winning a ring as DC in Philly. He took some time off before returning as a consultant under Mike Vrabel in Tennessee. Once his thyroid equilibrated, he took the Cleveland DC job three years ago, with an eye toward another HC job down the road. This opportunity was important to Schwartz, and the Browns failed to read the room.

The Browns need a talented offensive mind at HC in order to develop Shedeur Sanders, and/or a QB in 2027. Schwartz was never going to be that guy, so the Browns should have thanked him and sent him on his way.

However, this guy is the real deal and DC is his first best destiny. He will win another ring somewhere, but it won't be in C-Town.



Turn the page...

The Lowdown at Lowe's

The Look Man and the Official Wife of the Look Man were out shopping for ceiling fans when another customer rushed by with some distressing news: a shooter was on the premises with a loaded handgun after having shot a man in the parking lot outside.

There was no official announcement on the PA, likely because the store wanted to avoid panic, and the woman and her dog scurried to the rear exit without providing additional details.

The Look Man crew was left in a quandary about best actions forward, and decided to move to a more target rich environment near the front of the store. A store clerk there confirmed the report, stating that

THE LOOKMAN REPORT 2025
WEEK TWENTY-TWO: Take the points...

the county sheriff had locked the doors to avoid anyone leaving the premises. It was unclear whether the shooter had entered the store, or run out of the parking lot.

There were some tense moments as waited, looking for the shooter or waiting to hear gunshots. The minutes stretched on like hours as we waited for the door to open.

A few take-home thoughts:

- (1) despite active shooter training, the scene was surreal, with few details and much speculation. It was unclear how to respond, but the Look Man started eyeing the nail guns as possible weapon ala *The Equalizer*, starring Denzel Washington.
- (2) the Official Wife of the Look Man began by heading to the rear entrance, but the exit area was sparsely populated. The Look Man decided to move to a more populated area, but who knows if that was the correct move?
- (3) in the confusion, and with the current Florida gun laws, the shooter could have been standing next to the Look Man. It was an oddly chaotic, and more than mildly worrisome situation.

The sheriff opened the doors; we paid and left the store.

As it turned out later, the shooter was a 25-year-old Florida Man who shot his father after a disagreement in the parking lot. The father's jacket was on the ground in front of the Look Man's vehicle, meaning that he had narrowly avoided becoming an eye witness. The officer donned gloves and placed the jacket in an evidence bag, and suggested we leave immediately as the suspect was still on the loose.

Afterwards, the Look Man realized he was experiencing some PTSD, as well as an overwhelming desire for lunch. The Look Man is genetically predisposed to enjoy chicken, which was, as usual, delicious, and satisfying. The restaurant provided the perfect venue for the Look Man to tease the Spousal Unit about continuing to push our cart after being notified we might all die.

The suspect was apprehended a short distance away, and subsequently charged with one felony and two misdemeanors, including interruption of shopping in a suburban big box store. The minimum sentence is two years at Alligator Alcatraz in Southwest Florida.

Fiscal News...

The US entered the Covid-19 pandemic over five years ago. As of March 2020, Forbes' annual billionaire survey reflected 614 billionaires with a combined wealth of nearly \$3 trillion.

That number has now climbed to 737 billionaires worth \$5.5 trillion, about a 90% increase. A few particular billionaires have really increased their stacks:

Tesla CEO Elon Musk went from about \$25 billion, to nearly \$190 billion, more than a seven-fold increase

THE LOOKMAN REPORT 2025
WEEK TWENTY-TWO: Take the points...

Amazon founder Jeff Bezos went from \$113 billion to 193 billion, even after paying out tens of billions to his ex-wife in a divorce settlement.

Three Walton family members — Jim, Alice, and Rob — saw their combined assets rise from \$161 billion to \$230 billion. They also purchased the Denver Donkeys in a consortium which includes former Secretary of State Condi Rice.

These numbers are striking, but here's the Money Shot: in 2020, only Jeff Bezos had a net worth of \$100 billion or more. As of February 2026, there are at least ten *centi-billionaires*, with a collective wealth of a staggering \$1.4 trillion.

Walmart Corp reached a market capitalization of over \$1 trillion this week, becoming the first retailer to join an exclusive club of companies to reach a 13-figure valuation. The others consist of tech-related companies like Nvidia, Amazon (Bezos), Alphabet, Microsoft (Gates) and Meta (Zuckerberg).

Bezos' net worth was reduced by \$16 billion (6.9%) to \$218.9 billion as of Friday morning, ranking him behind Zuckerberg (\$226.6 billion) as the fifth-richest person in the world. Tesla CEO Elon Musk remains the world's wealthiest person with a net worth of \$839.4 billion, followed by Google cofounders Larry Page (\$267.3 billion) and Sergey Brin (\$246.6 billion).

CELEBRITY OBIT OF THE WEEK

Washington QB Christian (Sonny Six Killer) Jurgensen passed away this week at the age of 91. Sonny Six Killer was traded from Philly to DC, and went on a tear in the NFC East. The Look Man favorite, Jurgensen was able to dribble a football on AstroTurf and throw a spiral so slow that you could read the commissioner's signature while it was in the air.

Jurgensen arrived in DC in 1964 in exchange for the legendary Norm van Brocklin after breaking nearly every record in Philly. When told he had been traded, he thought it was an April Fool's Day joke. He proceeded to top 3000 yards five times in an era that routinely featured three yards and a cloud of dust. His signature game was a 21-point comeback over Dallas in 1965 for a 34-31 win.

"I'm glad the crowd let me stay in," Jurgensen said sarcastically after the game. "It was decent of them, and maybe (HC) Bill McPeak appreciates it, too." McPeak was replaced by Vince Lombardi, who claimed Jurgensen was "...the best I have seen."

He later played under HC George Allen, but the two never got along. Allen was wont to say that "luck was the intersection of preparation and opportunity" something the Look Man turned into a career. Allen drafted QB Billy Kilmer in an effort to displace Sonny, who was known to break curfew on a regular. This acquisition kicked off the great "Sonny vs. Billy" debates that lasted until Jurgensen retired after 1974.

Jurgensen then went on to a 40-year relationship with the team as a broadcaster, hobnobbing with fans and owners alike. He was an everyman fan-favorite who ignored coaches. "All I ask of my blockers is 4

THE LOOKMAN REPORT 2025
WEEK TWENTY-TWO: Take the points...

seconds," he once said. "I try to stay on my feet and not be forced out of the pocket. I beat people by throwing, not running."

Sonny's throwing propelled him to Canton. "We are enormously proud of his amazing life and accomplishments on the field, marked not only by a golden arm but also a fearless spirit and intellect that earned him a place among the legends in Canton," his family said in a statement. "He lived with deep appreciation for the teammates, colleagues, and friends he met along the way. While he has taken his final snap, his legacy will remain an indelible part of the city he loved and the family he built."

"Few players could rival Sonny Jurgensen's genuine love of the game that continued long after his playing days," Hall of Fame president Jim Porter said. "Watching Sonny throw a football was like watching a master craftsman create a work of art."

Jurgensen finished his career with 2,433 completions for 32,224 yards, 255 TD passes, 189 interceptions and had a career QB rating of 82.6. He was a five-time Pro Bowler who led the NFL in passing five times.

Sonny Jurgensen was 91 years old.



Sonny Six Killer was a man out of time...

THE LOOKAHEAD

The Look Man spent a good deal of time thinking about Super Bowl LX this week and last. The injury bruhaha over Drake Maye's shoulder was big news, as was the ankle injury suffered by Seattle's Nick Emmanwori. Neither injury will figure in the outcome, unless someone is lying, which is likely.

Without further ado, the Lookahead:

THE LOOKMAN REPORT 2025
WEEK TWENTY-TWO: Take the points...

New England Chowderheads at Seattle Seahawks (-4.5/45.5)

The Chowds have had an amazing season, including Maye's completion percentage exceeding 70%. This number is unusual for any NFL QB, but especially a kid with two years of experience. When you factor in Maye is just the eighth player under the age of 24 to throw 30-plus touchdowns, joining Dan Marino (1984), Daunte Culpepper (2000), Matthew Stafford (2011), Blake Bortles (2015), Patrick Mahomes (2018), Lamar Jackson (2019) and Justin Herbert (2020-21). That, my friends, is some outstanding company, and includes at least six Super Bowl QB appearances.

Typically, a team establishes an identity and sticks to it, but the Chowds have won a number of different ways. The one item that stands out is their tendency to win with the run. If you go back to 2024, when Maye throws more than thirty times in a game, New England's record suffers.

Seattle's defense is incredible against the run, ranking third overall in both yards and TDs. Ironically, New England is right behind them at four in both categories.

The similarities do not end there, with Super Bowl LX being the first NFL championship to feature starting QBs and head coaches appearing in their first or second season with their teams. Mike MacDonald never appeared in a Super Bowl with Baltimore, and Mike Vrabel is in Year One as HC of the Chowds.

Both Maye, at 23 years old, and Darnold at 28, are young QBs leading the NFL in both completion percentage and passing yards per attempt. Darnold, while never appearing in a championship, was on the roster when Brock Purdy and the Niners appeared in Super Bowl LVIII following the 2023 season.

Vrabel has won three Bowls as a player, defeating the Rams, Carolina, and Philly, each by three points. His OC, Josh McDaniels, has coached in eleven previous Bowls, amassing six wins against the Rams, Carolina, Philly, Seattle, and Atlanta. The Atlanta win was the infamous 28-3 comeback aided by the Zebras. He served on all of Vrabel's wins, which included a TD pass play to Vrabel on a trick play.

The point is that experience matters. New England has several players which appeared in Super Bowls, including TE Austin Hooper (ATL 2016), DT Milton Williams (PHL 2022/2024), WR Mack Hollins (PHL 2017), CB Carlton Davis (TB 2020), and LB Christian Ellis (PHL 2022). This experience helps players understand the preparation and speed of the game in addition to the extended halftime.

Seattle is seeking their second Super Bowl victory in a rematch of their 28-24 Super Bowl LX loss to the New England Patriots. That game featured Pete Carroll's idiotic decision to throw from the one-yard line with Marshawn Lynch in the backfield. Russell Wilson's pass was picked off by Malcolm Butler, ending the game, and derailing Seattle's Legion of Boom dynasty. Seattle had previously defeated Denver the year prior, but had lost to the Stellers in a controversially officiated game.

Darnold will become the third quarterback to start a Super Bowl while playing for his fifth team or more, joining Chris Chandler (Falcons) and Earl Morrall (Colts), both losers. Darnold signed a three-year, \$100 million deal with Seattle in 2025, leading both Minnesota and Seattle to fourteen wins in consecutive

THE LOOKMAN REPORT 2025
WEEK TWENTY-TWO: Take the points...

seasons. His compensation package is eerily similar to that of (Cake) Baker Mayfield, his teammate in Carolina.

The QBs are both young gunslingers selected third overall in the NFL draft. Both teams finished the regular season 14-3, and Darnold finished right behind Maye in passing yards per attempt. Here is the Tale of the Tape:

Drake Maye vs. Sam Darnold	Maye	Darnold
W-L	14-3*	14-3*
Completion percentage	72%*	67.7%
Yards per pass attempt	8.9*	8.5
Pass yards	4,394	4,048
TD-INT	31-8	25-14
Passer rating	113.5*	99.1
Expected points added (EPA) per dropback	0.28*	0.09
Sacks	47	27
Turnovers	11	20*

This game is going to come down to who can run the football and who can stop the run. It sounds quaint, but it's true. Seattle's base defense is the Nickel, using rookie Nick Emmanwori as a Monster Back to dictate plays. At 6'3" and 230 pounds, Emmanwori can stuff the run, cover wideouts, and sell popcorn in the seats.

The Chowds will go to six offensive linemen sets to attempt to run Seattle out of its base defense, then throw to beat them deep. The Seahawks rarely blitz; they typically don't have to. Seattle can get to Maye with their base four down linemen. If the Chowds can run the football, they can go deep, score early, and force Darnold to throw the football.

When Seattle has the ball, they want to run as well, keeping the football out of Darnold's hands. He can be a turnover machine if he throws too much, and their O-line is deep and talented. Darnold's weakness is getting happy feet while facing the Zero Blitz, something that hasn't happened much due to the presence of wideouts Jaxon Smith-Njigba and Rasheed Shahid. Darnold was devastating on third down

THE LOOKMAN REPORT 2025
WEEK TWENTY-TWO: Take the points...

against the Rams, finishing with 346 and 3 TDs. While he didn't surpass Stafford's 374/3 TDs/22 of 35, his defense got a stop and finished the game.

The key will be the blitz. The Chowds are not going to get a repeat of the blizzard that saved them at Denver, and Darnold will be too much to handle if they wait. Their best chance is to get ahead early, and hope to force Darnold and the Seahawks to throw the ball forty times. Otherwise, they are going to get waxed by a Seattle defense that is fast, vicious, and talented.

So, Seattle has minimal experience, and is facing daunting odds against a veteran coaching staff and players. And it means *squadoosh* in the words of one Mike Wilbon.

The Look Man is going with the Seahawks. He believes in redemption, and it doesn't get any bigger than this for one Sam Darnold. America loves a redemption story, and so does the Look Man. Hawks avenge themselves, winning 24-13.

EPILOGUE

The Lowe's drama covered in the Lagniappe section included a comical revelation from the store clerk. He asked who the Look Man liked in the Super Bowl LX, then shared that he could not care less which team won.

Those thoughts mimic the feeling of many fans around the NFL. If you don't like stultifying defense with limited explosives, the Seahawks are not for you. And given the reactions to both Kraft and Belicheat's failed Hall of Fame candidacies, a lot of fans have little love lost on New England.

The Look Man is sanguine about the outcome, but is leaning toward the Seahawks. America loves a redemption story, and Sam Darnold's climb to stardom would provide a welcome storyline. Darnold was a bust with the Jets, suffered in obscurity for years at Carolina and Frisco, and could emerge as Super Bowl MVP and Hall of Fame candidate.

The firing of the Hornheads GM Kwesi Adofo-Mensah was directly attributable to his miss on Darnold (and JJ McCarthy). Today's NFL is intolerant and impatient, as indicated by the firing of no fewer than a dozen head coaches and GMs. The billionaire owners are used to having their way, and despite little experience outside of the businesses which garnered their fortunes, believe a Lombardi is up for sale.

Apparently, the list of *things we lost in the fire* of CV-19 includes patience and tolerance. What we gained? An army of folks with a lot of money, and few guardrails.

Peace,

The Look Man