

Not so Super Super Bowl 2015 Community Comment, January 29, 2015 Mike Goldsby

No offense intended if you are a fan of either the Seahawks or the Patriots, but I hope both teams lose this Sunday.

This Sunday afternoon is the 49<sup>th</sup> Super bowl, almost a national holiday, and for me, an excuse to sit inside and watch some football, visit with friends and drink some beer. I can usually find something I like about one of the two teams, even if it is just rooting for the underdog. I am having trouble getting enthused about either team this year.

There was a very entertaining but unscientific poll conducted on Reddit. They asked respondents what NFL team did they hate the most. The poll was taken before the playoffs. The Patriots came in first as most hated and the Seahawks second. This should be quite a show down this Sunday. To be fair, a team gathers animosity by beating other teams. But they also earn hatred by unsportsmanlike conduct, mouthy interviews and unruly fans. These two teams have all of that.

The Reddit poll showed significant animosity towards the Seahawks from California, due in part to them defeating the Forty Niners but also due to their unsportsmanlike interviews after the games. The Patriots had more widespread hatred.

It is irritating that the Patriots might have tried to cheat to win. Nobody would win a game based solely on underinflated balls. But removing pressure from footballs is against rules and it is not fair. Apparently, the current theory is that a Locker Room Attendant for the Patriots took a dozen footballs into a bathroom and came out 90 seconds later. He probably wasn't going to the bathroom.

Sportscasters are guessing that it is possible to deflate 12 balls in 90 seconds. The Patriots held a press conference to dispel the claims and that didn't go very well.

Fortune Magazine has an article this week titled "Why Tom Brady and Bill Belichick look so suspicious." The hired former CIA interrogators who analyzed the patriots behavior and comments They came to the conclusion that they were hiding something. Patriots deny the claim and expect an apology. Good luck on that.

More people will watch this super bowl on phones, tablets and laptops than ever before, sometimes as a second screen for the 100 million television viewers. Facebook will focus customized real time ads based on the content of your posts, shares and comments.

This Super bowl will feature a first: the NFL is paying five and a half million dollars to run an ad against Domestic Violence. It is creative and thought provoking, but the NFL needs to do a lot more than buy an ad if they want to clean up their image and make some real changes.

Budweiser will unveil an ad about a lost puppy that they say will make you cry. People like to cry in their beer.

So overall, not much for me this Sunday but I will watch part of it anyway. Kinda like the enthusiasm from Seahawks Marshawn Lynch on media day: " I'm just here so I don't get fined."

This is Mike Goldsby for Community Comment