



IS THE SUPER BOWL REALLY SUPER?

By Kerry Schmidt 02-01-2004

Answer to above, not usually. The real super part generally comes from the Hollywood extravaganzas that perform for a zillion hours before the game and during the longest half time in history.

There will be one serious and sad moment. It was exactly one year ago today that the space shuttle blew up. The Houston Space Center is near the stadium, so a wonderful tribute to the seven true heroes will put it all in perspective.

26 of the previous 37 games have been decided by over 10 points, not exactly super. And the ads! It costs \$2.3 million for a 30 second spot, so they are usually one of the highlights. In fact, a company called Insight Express says 54 % of all viewers watch specifically for the ads. Super.

Other super, or stupor trivia.

The SB has grown to these gigantic proportions from a very humble beginning.

SB I, January 15, 1967. Green Bay 35, KC 10. Attendance in the Los Angeles Coliseum was listed at 61,946, but some 20,000 of those tickets were given away to fill the stands. Cost of each ticket? 10 bucks!

And, the game was not called the Super Bowl back then. It was officially called the AFL/NFL Championship game. It was not until one or two years later that a sportswriter – believed to have been the “LA Times” Jim Murray gave it that name.

So, we now are 37 years older, and SB XXXVIII is “the event” of the year.

I said last week that some 800 million worldwide would watch. The NFL officially upped that to one billion this week.

However, remember that over six billion Chinese won’t give a damn about this game!

On the plus side, this writer has found out some top-secret stuff!

This SB will not just be a worldwide event, it will be an “Intergalactic Colossus.”

Through my “Deep Throat” source at NASA, I can report that the Mars Rover has in fact found life on the red planet. And, they are little 4-headed creatures of red, white and blue colors. Since that is patriotic, the rover will televise the game to the one colony of these Martians that have been discovered. Thus, we can add another several hundred thousand of enthralled spectators.

NASA suspects they have visited Earth before, since at their SB parties they will serve Martian martinis, which consist of Bombay Blue Sapphire Gin and Guinness stout. At least they have class. I don’t want to know what they eat.

Speaking of eating and drinking. Through much web surfing, I can only guess the amounts, but they are staggering. Over 7 million cases of beer will die – hell, LSU fans did that at the Sugar Bowl, so no big deal. Some more guesstimated stats. Over 790,000 gallons of hard liquor, two million cases of soda – none of those here in Louisiana, over 16 million hot dogs, 2 ½ tons of chips and dip, 650,000 pounds of Buffalo wings, a combined two tons of meatballs, shrimp, various sausage snacks and “some 3 tons of other assorted foods,” according to the SB party web site.



OFF THE WALL SPORTS

As a columnist, I have had to work 3 of the last 5 SB's, but I am very pleased to say that today I will host one of the many thousands of SB parties, and rest assured, I will imbibe in considerable amounts of both the liquids and solids mentioned above.

OK, now the boring? part, the game itself. Before the season, Carolina was 100-1 against winning the SB. New England lost their first game, 31-0 to Buffalo and was 1-2 after week 3. Who woulda put these two here?

Like most Looosianians, I'm rooting for Jake "the Snake" Delhomme.

But, how can Carolina be here!?! I mean, Snake was cut by the great minds of the Saints three times and could not even get into the last game of the 2002 season when an injured Aaron Brooks managed to kill our playoff chances against, ironically, Carolina.

Nick Saban and Bill Belichick were at Cleveland together and both are great defensive minds. Give Belichick two weeks to prepare a defensive plan and NE could be unbeatable. Carolina, though, may present a problem. They don't really have much of an offense to prepare against.

But look at some interesting stats. Compare each team's offensive and defensive performances this season. In total offense, passing, rushing and 3rd down completion percentage, and the same defensive stats against their opponents, Carolina has a very slight edge in all eight categories.

But the potential killer. Turnover margin. Carolina is minus 3 while NE is plus 17! A 20-turnover differential.

I say that if Carolina can play a turnover-free game, they have a great chance of winning. At press time, NE is a TD favorite. I must take Carolina plus seven. GO JAKE! Cajuns rule.