Let's do it.

Let's talk about the Browns again this week and save the Cavaliers for the bottom of the piece where they will no doubt languish all season and where they will no doubt feel comfortable. But the big news again this week is the Browns and we can save the self flagellation for last.

I told you last week that Pat Shurmur was likely to be named the next head coach of the Cleveland Browns. In looking at the various media outlets and the reports that were out there Shurmur was always the Browns' and team President Mike Holmgren's first (and likely only) choice.

And why not?

Shurmur is familiar to Holmgren, served under Holmgren protégés throughout his coaching career, is a proponent of the west coast offense that's clearly favored by this regime and has had a strong hand in the development of quarterbacks like Donovan McNabb, Kevin Kolb and Sam Bradford. It's a logical choice for this team given who was available tied to the prevailing philosophy in Berea.

I have no issue with the choice and, though I wish the net would have been cast wider, I really have no issue with the process.

Shurmur was the guy who was going to get that job from the time it came open.

And who hasn't seen that happen in real life?

I would venture a guess that anyone who works for a living has seen something like the Browns coaching search go down the same way where they work: a job comes open, it's posted, the hiring manager and upper managers have a preference for a certain philosophy that they adhere too and they have a certain person in mind when they post the position. Others are welcome to apply for the job and they are given interviews. But unless the person earmarked for the position throws up during his interview or suddenly can't find the faculties to form coherent sentences he's going to get that position.

The people who were interviewed can bitch and complain as can others but they did get to make an impression during the interviews and often times someone in the upper levels of the organization will come away with positive vibes about an interviewee interviewing who didn't get the job.

That's how it works. There was no sense anyone outside of the Holmgren tree because it was a waste of time. This team will implement the WCO and if you don't know it you're not welcome here. No different than the higher levels at any other work place in many regards.

Perry Fewell received an interview to satisfy the Rooney Rule but he was no more likely to get the job than you were. Still, the interview got him face time with those who do the hiring and every opportunity to impress NFL executives is an opportunity one shouldn't waste.

People complain that Holmgren had a very narrow focus on who he wanted to coach this team. So what? The bottom line is Mike Holmgren will be judged by this hire whether or not it's Pat Shurmur carrying the water or if it was Jon Gruden who got the gig. As long as Holmgren is right what's the difference? If he's not he's going to pay steeply.

And let us not forget the fact that Shurmur also worked in a regime that included Tom Heckert when both were with the Eagles. I'm quite sure that Heckert gave his approval of Shurmur and

that more than a few of Holmgren's closest confidantes also were consulted.

This chapter in Browns coaching history was written the moment that Mike Holmgren handed Eric Mangini his walking papers. You have a west coast offense guy running the team and a west coast offense guy in Pat Shurmur. In Cleveland you have Colt McCoy awaiting the proper tutelage and in Shurmur you have a coach who helped mold three very good WCO quarterbacks.

Regardless of who got the job the bottom line is wins and losses and Holmgren clearly felt that Shurmur was the man to advance this organization on the field. You can go around the league and look at guys like Andy Reid and Mike McCarthy as well as Jon Harbaugh and a host of others who rotate around the Walrus's coaching tree and you'll find guys you never heard of when they were given an opportunity who have had success in the NFL.

I don't know if Shurmur will be that guy or not. No one does. But I don't have an issue with the process the Browns utilized to bring him here.

What's Next?

There's still some work to do in Berea. Rob Ryan left Saturday to become the defensive coordinator in Dallas and both coordinator positions in Cleveland are up in the air. I'd venture a hefty wager that Brian Daboll will not remain in his role here in Cleveland when the dust settles.

That means new coordinators for the new head coach. That's a lot of change but it may not even be the tip of the iceberg in Berea if the new coordinators come in (as they are likely to do) and shift this team's paradigm on both sides of the ball.

The ancient Dick Jauron is rumored to be on the Browns short list for the defensive coordinator position. Jauron experienced a modicum of success (basically one very good year) as a head coach in Chicago some years back but he's made his living predominantly as a coordinator in the NFL. He's also noted to be more of a 4-3 guy but I'm not sure that's the case these days. Jauron seems to be one of those guys who is comfortable running whatever system fits his

personnel. So in Cleveland, where Ryan ran a hybrid 3-4, Jauron could keep that system until the talent is acquired to run something he feels better about.

On the offensive side the Browns are likely to pluck a QB coach or younger offensive mind from somewhere to pair with Shurmur who has already said he'll likely call the plays initially. That revelation will likely mean an experienced OC will have no interest in standing next to Shurmur in Cleveland.

It also means widespread changes are likely coming to the roster on both sides of the ball. And honestly, aside from a few core players on each side, that's probably for the best. You'll see another year of Brian Robiskie and Mo Massaquoi at the wide out position in all likelihood to see if they can fit the WCO. Hopefully the Browns are also looking hard at wide receivers as the draft and free agency period come about.

The bottom line is there will be a radical transformation from what you saw the past two seasons when Shurmur and his staff are put together.

Help Me Out Here

There's a healthy debate on The Cleveland Fan boards about the draft stock of Cam Newton. There are folks out there that see the future in Newton and there are others (myself included) who don't think the Browns can afford a gamble on Newton at the sixth spot in the draft.

Mechanically he needs all kind of work and from an NFL standpoint he's an infant in regard to reading defenses and running a pro offense. Not because he's incapable but because he's never had to at Auburn.

My argument is that with so many holes you don't take a guy like Newton at #6 and give him two or three years to figure things out on the NFL. The reasons you don't are:

1. He may never figure it out

2. The first thing he does when trouble erupts is run. He doesn't go through a procession of reads. He takes off and makes a play with his athleticism.

3. Athleticism and running isn't enough at the NFL level. It's not enough because NFL defense are full of hard, tough men who will not only stop Newton as often as they don't but also beat him up to the point he may never answer the bell for 16 games.

4. There are holes everywhere on the roster. I propose you fill one with a player there are far fewer questions about. Sure, there's no guarantee of success for whoever you pick but there are far safer options than a gifted athlete who may or may not be the answer. But Heckert gave Browns fans all indications he knows what he's doing with last year's draft. I'd leave it in his hands to get guys who can have an impact now rather than maybe down the road.

5. Pat Shurmur was brought here mostly because of what he's done with WCO quarterbacks and Colt McCoy showed us enough this past season to warrant the attention that could elevate him to an elite level.

But honestly, I'd love to hear what the readers think. Do you pass up a potential game changer and un-Godly athlete in Newton for immediate help or do you look at the Browns as a long-term project that might mature in time for Newton to do the same and run an NFL offense?

Ughh…

Honestly, what am I supposed to say about the Cleveland Cavaliers?

The Cavs have lost 13 straight games, 23 of their last 24 and 19 in a row on the road. Collectively they're a basket case and nationally they are a running joke.

Now, take what I said above and consider that that is also the upside with the Cavaliers. They are awful, they are a joke and they are the worst team in the NBA.

That means more ping pong balls with their logo on them when the draft roles around in June. I've said it before and I'll say it again; in the NBA you want to be either a legitimate title contender or a pathetic disgrace of a franchise that is blessed in the NBA draft lottery because you are so rotten.

Rarely does that happen within a calendar year but….hey, you take what you can get. Owner Dan Gilbert and GM Phil Dunphy….err…Chris Grant have figured this out too. No need to try and cover for 'The Letter' and win a few more games. The brass of the Cavs have also come to the conclusion that wins and losses are now secondary to seeing what the young kids on the roster can do. And if that leads to far more losses than wins and an improved spot in the draft, well, so be it.

So let's see a whole lot more of Christian Eyenga, Samardo Samuels and Ramon Sessions. Let's make sure that Daniel Gibson and Anthony Parker are completely healthy before they return to the floor and take minutes away from Manny Harris and Alonzo Gee (Good God- last year it was LeBron and Shaq and this year it's Samardo and Alonzo). Ship Antawn Jamison to a place where he can win. Consider doing the same for Mo Williams because he could actually

shoot you to a couple wins that will kill you down the road. Go all-in Cavs. Commit to the rebuild and make sure there's a guy calling the shots who can recognize talent.

And don't be wrong damn it.

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