

SUPER BOWL LI

02/07/2017

This past Sunday the New England Patriots and the Atlanta Falcons squared off in Houston, Texas for Super Bowl LI. For those of you who follow football and watched the game, you definitely weren't disappointed as far as drama and excitement go! Super Bowl LI was the first Super Bowl game to go into overtime to decide a winner.

There are estimates that as many as 120 million people tuned in to watch the game. Of course, besides the game itself, there are other reasons to watch the presentation. Advertisers use the Super Bowl, with its staggering amount of viewers, to showcase their products with thought provoking, funny and sometimes controversial commercials. Then, there's always the half time musical presentation that can be as unpredictable, or more so, than the game itself.

According to Variety Magazine, the Fox Network, who broadcast the game, was charging advertisers between \$5 million and \$5.5 million for a 30 second slot during the game. I didn't count the number of aired commercials but it seemed like the game itself was interrupted every couple of minutes by a 30 or 60 second ad spot. The revenue generated by advertising had to have been, like the number of viewers, staggering!

I began to think about what just a fourth of the income the Fox Network received from the game could do for those in

this country who are less fortunate than me or those of you reading this article. The amount of food or clothing that could be purchased and distributed to the homeless, or people who went to bed hungry and/or cold last night, could have made a big difference in the lives of millions of people. Many of those people didn't know, or care, that Super Bowl LI was even being played.

Now, I'm not saying that the Fox Network should have taken their profits and distributed that money to the poor. They, no doubt, had millions of dollars of expenses to cover in broadcasting the game and deserved to make a large profit because of the time and effort their staff and employees put into the endeavor. What I am saying, and hoping, is that we, as fellow human beings, can be more aware of those less fortunate than ourselves and take every opportunity we can to help them.

And, what if, just 20 million people, approximately one sixth of the number who are estimated to have watched the game last Sunday, took the time to smile at someone in the grocery store or at the gas station? Or, maybe, said "hello" to a stranger who may have been having a bad day? What a difference that number of people showing love and respect to others would make!

It is my hope that today, and every day, we can all treat others, particularly those not as fortunate as ourselves, the way we want to be treated--with love and respect. Our lives and the lives of those around us will be better--making this world a little bit better place.

All my best--

Chip

QUOTE OF THE WEEK: "Of all the music that reached
farthest into heaven, it is the beating of a loving heart."
-Henry Ward Beecher