

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Gnash of the Titans

By J Square Humboldt

The Winter Olympics and America seem only to be fair weather friends ...

Underwhelming television ratings for the recently completed games in Turin indicate that the USA is only inclined to watch when their athletes are winning. Specifically, they watch when they expect to see certain athletes winning. Those would be the athletes who have been heavily hyped in the run-up to the Games.

Two examples of this point are skater Nancy Kwan and skier Bode Miller. Both are definitely capable of winning any competition they enter. Both were considered favorites to earn medals in Turin. As a result, both experienced extensive publicity campaigns that were not of their own making. Both, however, failed to meet expectations; Kwan had to withdraw from her competition due to injury and Miller's medal chase went 0-for-5 in his events.

NBC Sports, holder of the American broadcast rights, was left with a star-crossed presentation. The spectre of total failure is not 'must see' TV.

This is one of the primary differences between how the Olympics are perceived in the USA as opposed to the rest of the world. Perhaps it's a holdover from the Cold War, when the Soviets and Americans actually believed a superior medal count proved a superior socio-economic system. Even though the Soviet lie was ultimately proved via populism, it's possible the Americans never did change their mindset.

Winning has an important place in life, not just in the USA, but everywhere. So does coping with loss. That is not the key here. Neither is the fact that the American way is littered with overzealous win-at-all-cost Little League coaches, sports-meddling dads and stage moms.

The important delineation of note is that, in the USA, it's vital as to who wins. Star power is amplified by the American media. This factor, for example, is what took the National Basketball Association from a sporting afterthought whose championship series was broadcast on a late-night tape-delay basis as recently as the late 1970s to a media spectacle in the early 1980s. That's when the league decided to

Gnash of the Titans

focus on two new talents, Larry Bird and Magic Johnson, promoting them instead of their teams.

It worked.

It worked even better when Michael Jordan followed them.

Still, these are exceptional athletes who don't come around that often. When their careers are over, it's rare when another exceptional athlete is there to replace them. There is usually a cotillion of pretenders, but they prove to be just that.

Ask the NBA.

They've attempted to promote others, but the general public is wise enough to discern the difference between 'exceptional' and 'talented enough to be a professional.' So, the focus on star power now has

NBA ratings in decline. They've been hoisted on their own petard, so to speak.

In the duration, though, other sports in the USA noted the NBA's initial success and attempted to emulate it by promoting star power of their own. The practice of putting a name forward became a foundation of almost every national publicity campaign for sporting endeavors. Logically, it was something to which the American sporting public became accustomed.

In events such as the Olympics, where not every sport listed is a household thought in the USA, it's clear that NBC felt a strong need to insert star power. Their secondary tactic was similar and successful to an extent in previous years, namely, focus on a human interest story to emotionally attach the viewer to a participant. Ultimately, though, there will be more regular-life athletes getting medals than those who overcame obstacles in their lives.

Other countries ---- even 'winter' nations such as Canada, Russia and the Scandinavians ---- emphasize the competition over the competitors. They appreciate the skill of the sport. Television ratings throughout Europe were excellent, with only the Germans amassing a large medal haul (they were the overall winners in that category, incidentally). They took note of stars, of course, but it mattered little that those stars were from other countries. They took serious pride in their own stars, of course, but recognized them as a part of a bigger picture rather than that picture serving as a backdrop for them.

It's not only a refreshing difference, but a logical one. Especially when a network needs to cover the rights fees being charged by the Olympic movement.

NBC Sports has announced it will show a profit on its Turin package, most probably because much of the advertising was pre-sold with little provision for ratings-influenced price fluctuations. That tactic worked because of the American success in the previous Winter Games; coincidentally, they were held in Salt Lake City. It may not be so effective for their 2010 Winter Games package when the current ratings are pushed back in their face.

The NBC coverage in Turin excellent from a presentation standpoint. They used the cable networks in

their stable ---- CNBC, MSNBC and USA ---- to great extent, so if one wanted to watch a particular event, odds were that it was being shown somewhere. The only drawback was, these events were not promoted nearly as well as the perceived 'star power' attractions. Only a devotee would seek the coverage. That is not a strategy that optimizes strong viewership.

The American media has conditioned its public to expecting charismatic competition. The Olympic movement expects spirited competition. The American networks groan when smaller-market teams advance to a championship series; they'd prefer a New York - Los Angeles meeting any day. The Olympic movement rejoices when smaller-country teams achieve such a standing; Sweden-vs-Finland in the men's hockey final sent ratings through the roof in those countries, but it did well in most other nations, too, as the game itself was nothing short of spectacular in both drama and skill.

It's already clear that this era will be known in history as the CyberCentury. The world is more accessible to everyone more than ever before. It only makes sense that viewer interest can expand beyond the parameters of star power to the entire experience of a competition. Other countries' media have always known this. Manchester United, for example, is still a major draw without David Beckham, and when he ultimately moves from Real Madrid, the same will be said again.

When the American media re-discovers that it's the competition ---- not just the star competitors ---- that

make sports attractive to viewers, the Winter Olympics will once again enjoy a resurgence of ratings popularity in the USA. Such a realization would be a welcome breath of fresh air, even during those winter days when you can see it.

J Square Humboldt is the featured columnist at Longer Life's website, which provides information designed to improve the quality of living. He's at

<http://longerlifegroup.com/cyberiter.html>

NFL Week Two Part Four

By Sebastien Veilleux

In part four of our NFL week two preview, we will look at two NFL games. I'll review the following games: the Patriots and the Jets and the Titans at the Chargers. Both of these games have potential playoff implications. The Patriots possibly get their second easy game in a row, while the Chargers will face an increased task this week. Let's take a look.

New England Patriots at New York Jets

The New England Patriots received a gift last week when Buffalo Bills quarterback J.P. Losman danced around in his own end zone and got tackled. The Safety by the Patriots gave them a 19-17 lead as time was running out of the game. The end result was a Patriots win. The New York Jets looked a bit resurgent as quarterback Chad Pennington passed for 319 yards and two TDs. The Jets

Gnash of the Titans

went into Tennessee and surprised the Titans team by beating them 23–16.

The Patriots have owned the Jets over the past three seasons. This Sunday they will go into New York looking to expand their winning streak against the Jets. Could this be the week that the Jets surprise the Patriots? While Tom Brady played poorly in the Patriots opener, Maroney looked great on the ground. The Jets did have 91 rushing yards last week, but they lacked a go to guy. 71 of those 91 yards were split between running backs Blaylock and Barlow.

Pick: Jets Why? I like upsets. If Pennington passes for 300+ yards again, it could be a long day for the New England defense.

Tennessee Titans at San Diego Chargers

Tennessee was surprised last week when the Jets came to town and beat them. The difference in the game was the play of Kerry Collins who once again showed that he's not a great QB. Collins was 17 of 38 for 223—not a great completion percentage. He did complete two passes to the defense. It wasn't his entire fault. Titans receivers were dropping passes. The offense looks like it's lacking continuity. Vince young made his NFL debut by going 3 for 4 for 27 yards, but he threw an interception. How long before Titans fans start pushing for Young to start?

The Chargers had a cakewalk on Monday night as they beat the Raiders 27–0 in Oakland. The Raiders couldn't even score in garbage time. Tomlinson had 131 yards, but 58 of those came on one run. He had 31 touches. Rivers only threw 11 passes for the Chargers and that's probably what he will have this week as well. The Chargers want to ease him into the game. The most important thing for them is that he not make mistakes. They are not counting on him for big games yet. He had 108 yards passing last week and could get more of the same this week.

Pick: Chargers Why? They are at home and have won the last 3 meetings against the Titans. The Chargers defense could win up with a couple interceptions as well.

Author Links:

<http://www.advantagesportsbetting.com>

<http://www.sportsbettingfootball.com>

<http://www.sportsbettingfootball.com/category/football-betting/>

This PDF eBook is for free information distribution/sharing only, it cannot be sold.



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!