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**Super Bowl 2004: Silly or Boring?**

**By David Leonhardt**

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If you watched the Super Bowl, you know that Janet Jackson revealed one of two things. She revealed how silly and paranoid otherwise normal human beings can get. Unfortunately, she did not reveal how bored we have become with run-of-the-mill celebrity nudity. Had she revealed both things, like most celebrities, we probably would still be yawning.

Let's do the math. There are 6,517 celebrities, according to the Celebrity Census Bureau, applying the official "celebrity accounting method".

Of those, 86.5\* are "revolting", again using the CCB's "celebrity accounting method", so nobody really wants to pay attention to their finer details.

Of the remaining 6,430.5 celebrities, 3,729.5\* are male, using no particular accounting method. Who cares if they flash their front bumpers?

Of the remaining 2,701, 2100 pose in their birthday suits often, usually after their plastic surgeon makes a regularly scheduled emergency house call.

Of the remaining 601, just 79 have yet to wear their birthday suits in public, leading to persistent rumors of an undercover plot.

In February, 2004, the plot was uncovered. Janet's Jackson's exposure became the all-time top Internet search -- surpassing even the September 11 attack on America. Even Osama's sinister terrorists could not banish Americans to cyberspace as effectively as Janet Jackson, who obviously found a way to evade pop-up blockers.

Fortunately, nobody died from Janet Jackson's stunt. If only we could convince Osama to adopt the "Janet Jackson Method" in the future, we would all be much safer.

## Super Bowl 2004: Silly or Boring?

Which brings me to the point of this article: what's the big deal? Celebrity # 2623 reveals that she is almost as feminine as her brother. Big whoop–dee–do.

The Grammy Award organizers imposed a ten–second audio delay to prevent other celebrities from also seeking publicity. What?!? Isn't that what celebrities do? Isn't that their contribution to society? Garbage collectors collect garbage so we don't die of disease. Farmers grow food so we don't die of starvation. Celebrities seek publicity so we don't die of boredom.

Maybe it's just me, but I didn't know that part of the body had an audio track.

If they institute a ten–second audio delay, they should at least make it interesting. I say add a 30–second video delay, too. And why not make it really interesting? I'm a big fan of audience participation. Why not ask the audience for a one–minute applause delay?

Of course, there was the predictable outcry about "the children". That outcry did not extend to the commercials. Like the one about the male potency drug. Or the one with children swearing.

This being a family column, I can't even pick on those commercials, which is the most frustrating torture a humor columnist can endure. Aaaarrgh!

And did anybody notice what repugnant violence they slipped in around the commercials? Football. — where half the players on each team exist just to bash into half the players on the other team. They are not even supposed to touch the ball. They are strictly there to maintain the required quota of violence. No outcry there.

And what about the stalker? Did you notice the security guards chasing him out onto the field so that everyone could get a good look at his birthday suit? Why didn't they chase him in the other direction? Did they accept a little payola? Who's investigating them? Where's the outcry?

When Janet Jackson showed just how deep her cleavage runs, where were the security guards? A conspiracy, perhaps? More payola? Or perhaps they knew the difference between full frontal (and backal and sidal) nudity on the one hand and just a little teasing in the other?

If you worry about "the children", why not get your kids decontaminated? Turn on a nice, wholesome station whose entire existence is dedicated to serving America's youth: MTV.

\* Michael Jackson

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and The Get Happy Workbook:

## **Super Bowl Sunday Is The Biggest Unofficial Holiday**

**By Kadence Buchanan**

In the 40 years since the first Super Bowl was played between Green Bay and Kansas City, Super Bowl Sunday has grown into an unofficial national holiday that has shopping and economic effects rivaling Christmas, Thanksgiving and other major official holidays. Whether it's a casual get together with a few friends or a lavish, catered party, 125 million Americans celebrated the Super Bowl in some fashion in 2006. Even those with little interest in football get in on the craze, if only to watch the commercials.

Understanding this unique opportunity, advertisers spare no expense to showcase their products and services during the Super Bowl. Advertisers paid up to \$2.5 million dollars for each 30 seconds of advertising during Super Bowl XL in 2006. Agencies work on their advertisements all year, and the Super Bowl has become the unofficial Academy Awards of advertising. There are almost as many websites and television programs analyzing the advertisements as there are analyzing the game.

The food and beverage industry also profits from Super Bowl Sunday. Super Bowl Sunday is second only to Thanksgiving in the amount of food that Americans prepare and consume. In the weeks leading up to Super Bowl XL, Americans spent \$55 million dollars on food for their Super Bowl parties and spent ten million hours preparing it. Since it is estimated that an average of 17 people attend each Super Bowl Party, these figures are not surprising.

The king of Super Bowl food is the avocado. More avocados are sold in the weeks leading up to the Super Bowl than at any other time of the year. It is estimated that 12 million pounds of avocados are purchased and turned into guacamole for Super Bowl parties. Since guacamole requires chips, 15,000 tons of chips are consumed as well. All that food needs washing down and soda and beer sales also top out during the weeks preceding the big game.

It's not just food and beverage manufacturers who profit. Millions of dollars are spent on party supplies like paper plates, cups and plastic cutlery. Electronics stores also benefit. After all, you need that big-screen TV in order to properly appreciate the game. Even sales of antacids spike on the Monday following Super Bowl Sunday. There's a good reason for that. The estimated total time that party-goers take to consume all that carefully prepared food: 15 minutes.

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