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I do not like TV commercials. In fact, I hate them. I loathe them. I detest them! Fortunately, some brilliant scientist who also hated TV commercials invented first, the remote channel changer, then the VCR, then the Tivo or hard drive that allows one to record and save multiple hours of programming so one may then watch TV whenever it's convenient.



I'm told by my children that this is also now possible on the Internet, that one may watch programs whenever one wants. Is there anything not possible on the Internet? They have millions of apps for everything. You can actually sew and quilt on the Internet; soon, we will be able to milk our own cows. Of course, you can easily find a soul mate on the Internet. That's easy. I am often offered "friendship" on the Internet by rather attractive young ladies who appear to be so bored with life that they have all the time in the world just to talk with me on the phone. The Internet is all-encompassing.

But back to commercials. The major TV corporations also hire scientists. Their scientists are so clever that when a commercial is showing on NBC and you switch to ABC, guess what? Yes, ABC is also showing a commercial. This conspiracy is hard to beat, but the Tivo allows you to watch the program later and fast forward through the commercials.

Once, the fairy tale goes, the CBC was commercial free. How sweet was that while it lasted! Then, Stephen Harper and all the other politicians who dislike the CBC, our public broadcaster, decided to cut its budget. This was so much fun, that they repeated this action whenever they could. The result was that the CBC had to resort to commercials.

Watching the CBC news can now be quite painful. There are often three or more commercials at a time. And the ironic thing is that the viewer's attention span is steadily shrinking. Politicians who resort to "sound bites" have been onto this for years. Ten years ago, they would speak in complete sentences with both a subject and a predicate. Now they speak in one or two words. Really, an entire speech can be delivered by Tim Hudak in one or two words. I think that they stole this idea from movie reviews. Movie reviews have been reduced to a single word for years. "Thrilling" – The New York times; "Stunning" – The St. Catharines Standard. You get the idea.

So the CBC executives have a bit of a dilemma on their hands. They have to show commercials to seniors like me who hate commercials. They also know my memory is not as good as it used to be despite the fact that I eat Omega-3 foodstuff. So they decided to do this: before each commercial, Peter Mansbridge will tell me what the next few stories are going to be on the news. He is trying to whet my appetite and get me excited such that I will wade through three or more commercials. What he doesn't realize is that I time-delay my watching and skip through the commercials. So what I get is a truncated version of the news because instead of news, we get lectures about what news is about to come – after the commercials.

The hardest part of this TV triage technique occurs when I record sports. If the Senators are playing the Habs at 7.30, I record it and then around 8.15, start to watch the recording, skipping through the commercials and in-between period baloney. I noticed they had five guys talking between periods on the CBC last night. Maybe Stephen Harper is right. Anyway, I have not had to listen to Don Cherry for years! This can be quite liberating.



There is only one scenario where this brilliant technique might get fouled up. Yes, overtime or extra innings. My suggestion for seniors who hate commercials; if you are recording sports, also record the program that follows your game. Just in case. There might be overtime. Your spouse will thank you.