

1,200 words you do not want to hear

Our crack research team, the Googlamaniacs, have unearthed startling data that needs to be addressed. Apparently, the television networks have us so brain-washed, mesmerized and brain dead from watching years of nonsensical programming, that we don't even notice when we are being bombarded with an onslaught of tasteless, disgusting messages we do not want to hear.



You can't beat a system you can't understand

By Sam Bari

seafood risotto? Nobody — that's who.

Nonetheless, that is what happens every evening between 6 and 7 o'clock. A 30-second TV commercial contains an average of 75 words. This translates into 150 words of advertising copy blaring from your television during every minute of commercial time. Since networks broadcast eight minutes of commercials every half hour, if you watch a 30-minute news program, you listen to 1,200 words that you do not want to hear, particularly at that time. If you choose to watch the local as well as the national news, that number can be doubled.

Logic tells me that if I were in the advertising business, I would want to advertise products that make people want to eat if I'm going to air a television commercial during the dinner hour. Maybe that just makes too much sense.

It seems to me that if the viewing audience is so repulsed by the television commercial they are watching that they would never buy the product being advertised, the worth of the product is of little consequence. Don'tcha think?

What is the matter with these people? Something is very wrong with this picture, or series of moving pictures as the case may be. Granted, I do have the alternative to not watch television and satisfy my need for news from other sources, and I have exercised that option many times. However, since I am a member of the target audience for some of the products being advertised, I want to state for the record, and I am sure I am not alone - that I will not buy products advertised in tasteless television commercials during the dinner hour.

Try this mister pharmaceutical advertiser: If the product you are advertising would not be an acceptable subject for polite din-

ner table conversation, then your viewers probably don't want to hear about it while they are eating. If that is beyond your limited realm of comprehension, show this column to a third-grader and they will probably be happy to explain it to you.

Tasteless television advertising is definitely a big part of that system we will never understand.

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I'm Truly Grateful

for all those who have supported me as a candidate for Town Council with their votes, encouragement and financial contributions over the past six years.

I'm disappointed

that my decision to run as an Independent candidate and adhere to a positive, non-confrontational campaign was rewarded by a last minute, dirty trick attack ad that was laden with childish hate and misleading information.

I'm moving on

to concentrate my efforts on family and business responsibilities that have taken a back seat to my government interests and activities for a very long time.

I'll keep in touch

with postings on my website and blog at www.SavRI.com. There I will offer my observations, ideas and solutions to island issues that I have researched and investigated throughout the years.

My 423

is 3595 and I will always be interested in helping out by answering questions and sharing what I have learned about the workings of our boards, commissions, committees and Town Charter.

All the best
Sav

Enter the village holiday contest

Jamestown village businesses are invited to participate in the annual Holiday Decorating Contest, sponsored by the Quononoquott Garden Club.

Awards will be given for originality, creativity and holiday-inspired decorating. Judging will take place the week of Dec. 3 by members of the club.

For more information, call Betty Ann Taylor at 423-0120.

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# ELLEN WINSOR

Independent for Town Council  
*Extends Thanks*



Dear Citizens,

To all who spoke to me about their concerns for this island, who were so gracious and conversational on voting day, who worked on my campaign, funded it, and who voted for me - and for all of you who voted on Election Day, regardless of your vote, I extend my thanks. I wish the new Council Godspeed.

And I wish a very Happy Thanksgiving to you and yours.

*Ellen Winsor*