

Community Comment
Tuesday, August 16, 2016

This is Erin Dunn of the Fortuna Chamber of Commerce with a Community Comment.

I'm bleary eyed this morning—again. It's been this way more than a week. It's hard to get up in the morning after....watching the Olympics!

I know there have been negative comments about the Olympic coverage this year, but I'm still scheduling my meetings so I'm home by 8.

The initial social media chatter came from people complaining that NBC was running too many commercials. I don't think too many ads was the problem with the Opening Ceremonies—they were just boring. We were treated to an entire stadium drumming in Beijing and to 007 skydiving into the stadium with Queen Elizabeth (wink, wink) in London. Those production values made last week's opening a little bland.

I've read that viewership is down for this Olympics—a year when our stunning talent and exceptional athletes seem almost other-worldly.

In spite of the complaints about the too numerous ads, NBC says there are actually fewer ads this year than there was in London in 2012.

Maybe is just FEELS that way because we are used to binge watching Netflix for hours--and days--without any ads, so we have forgotten what it feels like to watch broadcast television.

I admit, I've been annoyed sometimes by the ads. Then I have to remind myself that it costs a whole heck of a lot of money to put on the Olympics. Advertising offsets those costs. Television is a business, so they aren't in it to provide it as a service—otherwise PBS would cover it.

Then there is the delayed broadcast. Even when I tried, I couldn't stay away from the Bleacher Report alerts that gave real-time updates on the outcome of the days' activities. And I STILL watched at night, and held my breath, and squealed in giddy delight when the USA won. Even though I knew what was going to happen.

And, I'm a sucker for the back stories. Give me a feature on one of the athletes and I'm sobbing with the best of them. Who isn't moved by the Michael Phelps comeback story?

The parts I did find annoying have to do with the Today Show. And I usually love the Today Show, in spite of its short comings.

Don't get me started on how they treated the guy from Tonga—you know the ripped shiny guy who lit up twitter feeds when he led his team in during the Opening Ceremony. If he had been a woman, the fawning and touching of his body would not have been tolerated. They didn't treat him like an Olympic athlete who has earned our respect. I was embarrassed for the hosts, they were silly and going for laughs and it came off all wrong.

Sometimes I tuned in to see if a kayaker had run into the couch that was submerged in the bay, or get a glimpse of the pools that turned green because of algae—kind of like a car accident when you can't help but glance over while you drive by.

I have a few more days of this Olympic hangover. Soon I can go back to just being regular groggy!

This has been Erin Dunn with a Community Comment.