

I am bewildered by all the fuss going on about the tasteless halftime entertainment at the recent Super Bowl. Even Congress is holding hearings, debating for hours the horrors of exposing our innocent children to a quick donning of a breast. We are talking about something that happened so fast, it pretty much missed most of the chips 'n dips society. Those who were actually paying attention raised their eyebrows, looked at others in the room and asked, 'Did I just see what I think I just saw?' Everyone shrugged their shoulders in a glazed fog and then headed for the fridge for another beer.

Don't get me wrong, I am in no way condoning what this entertainer did. I go on record here in saying that the only talent in today's Pop culture is in the ability to raise the bar of tasteless. Shocking the audience is so much more profitable than actually entertaining us.

But that's not what I want to talk about today. What I'm talking about is taking back our TVs. Forget the breast ladies and gentlemen, and let's talk about taking back our TVs before it totally gets out of control.

It seems to me that the glutinous marketing monsters have determined that they have a right to take over the bottom third of our TV screens.

Every time I sit down to watch a program in the privacy of my home, I find that the 27 inch screen that I chose as the right size for my viewing tastes is now an 18 inch screen with a scrolling bottom third throwing annoying information at me that I never asked for, have no interest in, and is frankly quite distracting in my ability to watch the program I chose to watch.

We have weather updates, headline news, sports updates and programming notes that the glutinous marketing monsters throw at us whether we want it or not. And don't think for a minute that they are going to stop there. Once we get acclimated to this new trend in annoyance, you can be assured that the glutinous marketing monster will expand to a point where we may find ourselves turning on the TV to watch a program, only to find some slick-willie informing us that we really don't want to watch said program, so instead, we will throw this wonderful marketing crap at you.

It's time to take back our TVs people! And your old buddy Andy has the perfect solution.

I have, as most of you do, a remote for my TV that has about a billion buttons on it, of which I understand what three of them do. It seems to me that the people who make TVs love to make remotes with buttons - lots of buttons - lots and lots of buttons that we, the consumers will never figure out.

I'm saying it's time to give us a button that we all can understand and get very good use out of. I say it's time to put an 'expand' button on our remotes.

Here's how it works:

In my community, every winter when there is a snow flake sighting, our local channels will immediately take over the bottom third of my screen to keep me informed of Mother Natures furry. There will be maps and endless lists of schools that have frantically closed their doors.

This is good information for parents who need to know if they should wake junior up, but since my juniors have left the nest, I am not all that concerned if schools are open or not- nothing against the schools, I just don't need that information. I should be able to push my 'expand' button and let my 27 inch screen provide me the 27 inch program I want to see. No hard feelings, I'm just not interested, thank you.

Our computers now come with all kinds of armor to stop unwanted spam, pop-ups and other annoyances brought to you by those glutinous marketing monsters, whose motto is, 'We don't care'. Why can't we have an 'expand' button on our remote to stop unwanted intrusions on our TVs?

Yes, the halftime entertainment was certainly tasteless. But let's go after the real monsters here. People have the right to watch whatever they want in the privacy of their homes. They should also have the right to say no every time their 27 inch screen becomes an 18 inch screen.

Just a thought....