

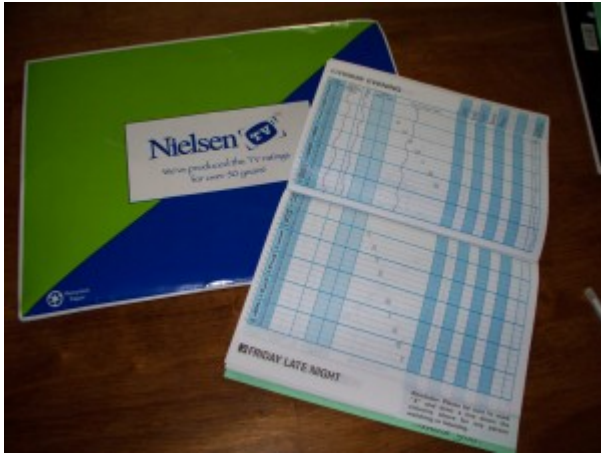
# A Nielsen Family

It began with \$3 cash being enclosed in a letter – we had been selected to be a Nielsen family. You know the Nielsen company – basically, they gather information about how many people are watching what on tv in order to determine how much commercials should cost. So anyway, they sent \$3 cash, and I have to admit, that piqued my interest. They called with a short phone survey, and a few weeks later, we received a large envelope with 4 booklets (tv diaries), and \$30(!) cash. There were instructions; all we had to do was record what we watched on which tv for a week. But it turned out to be easier said than done...

Recording what is watched on all of the tv sets (what year were those diaries printed – who says “tv sets”?) in our household turned out to be quite a challenge! First of all, we have a parrot in the laundry room, and his tv is on all the time. I don’t always know what is playing, but I do know that the bird loves The Price Is Right. So I made a little note in our tv diary for that tv and mentioned that it’s on all the time for the pet parrot and that he especially likes The Price Is Right. I made sure to notate that I don’t know if he prefers Bob Barker or Drew Carrey, though...

And then there is the kids’ tv, which is in their room. I know they watch a whole lot of the Disney channel, but I don’t know what’s always on it. Because it’s summer, we didn’t watch much tv in the living room; we mostly use that tv for movies on DVD. It was challenging to remember to write down details every time a tv was watched, and if we forgot, it was hard to remember what was watched. So at times the task was daunting, but we had already accepted the payment, so I felt that we had to follow through with the project. Overall, it was a neat experience, and if they value our input, there will be a lot more of The Price Is Right, The Office, and hopefully Cubs baseball on tv ☐

Just for the heck of it, I took a picture of one of the tv diaries and the envelope:



Overall, a fun experience, but next time I might have to decline depending on how old the kids are when our names come up again. It was very difficult for me to have to complete "homework" with 4 small children underfoot – hard to say if it would be worth the \$30 again... maybe if the kids are older and can fill out their own diaries...

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## Why the Cubs will NEVER win a World Series!



The Cubs don't just lose. They lose with style. They find new ways to make people say to themselves "I can't believe the Cubs found a way to choke again!" But why do they keep losing? Is it a CURSE? Yes it is... But it has nothing to do with goats and everything to do with dollars.

You see, a franchise that has build a cult-like following on the platform of being "Lovable Losers" needs to maintain their

status to keep their following. And the following is where the money is...

Take the Chicago White Sox for example. They won a World Series not too long ago. But now, that is history and they are no longer selling out every game and in the national spotlight. They have no story. They are just another team that wins some and loses some.

But, to be a money machine you MUST have a story. You must either be a big winner (like the Yankees) or a big loser (like the Cubs). If you're just floating around in the middle, you are not a story. You are no longer the eternal underdogs everyone roots for on the side. You are... Just another baseball team.

If the Cubs were to win a World Series, *Lovable Loser* would no longer fit. And unless they could consistently win, neither would the title of *Elite Team*. So, I wouldn't expect to see the Cubs winning a World Series any time soon. They will always be a devastating injury, botched play, or Steve Bartman away.

**Because baseball is a business and a good story is good for business.**