

EDITORIAL

with Dawn Brown

Is it worth it?

This weekend marks one of the biggest days in football. Super Bowl LI is this Sunday, and die hard fans and fair weather football fans alike will tune in to watch the New England Patriots go up against the Atlanta Falcons. After all, there's more to the Super Bowl than just a football game. There's Lady Gaga performing in the halftime show and those famous advertisements that companies spend millions on for a spot. And this year will be the first time Canadians will be able to watch those advertisements during the game since the Canadian Radio-Television and Telecommunications Commission's (CRTC) decision to disallow simultaneous substitution (SimSub) during the game.

Normally cable or satellite providers temporarily replace the signal of one T.V. channel with another—usually an American signal with a Canadian signal—thus allowing a Canadian broadcaster to air the Canadian advertisements. The CRTC website explains that simultaneous substitution is done for several reasons: to protect the rights of broadcasters who buy programs from American and Canadian networks, to promote local broadcasting and local creation, and to keep advertising dollars in the Canadian market.

The CRTC's decision to not allow SimSub for this year's Super Bowl, according to their website, comes as result of numerous complaints from the public. But as with every decision there are consequences.

Bell Media's CTV Network currently holds the rights to broadcast the Super Bowl and has felt the impact of the CRTC's decision. A statement on Bell Media's website explained, "The Super Bowl broadcast provides a unique platform for Canadian advertisers to reach a mass audience in Canada. It creates a one-time opportunity for home grown companies to compete with large foreign competitors and generates significant economic activity. With the ban on SimSub during the Super Bowl, American companies are being handed additional exposure to millions of Canadian consumers at no additional cost. Simply put, the CRTC is taking money out of the Canadian economy and putting it in the hands of American companies."

Bell Media, who remains locked in a contract with the NFL until 2019 with significant programming fees and unable to generate advertising revenue, has stated the CRTC's decision played a factor in recent company layoffs.

So while we're watching the game, and all those advertisements in real time—ads that, let's face it, we could easily watch on Youtube and that will be clogging Facebook and Twitter feeds come Monday—is it worth the consequence?



FIRST TIME DONOR: Matthew Angell was a first time donor at the Blood Donor Clinic held recently at the Acton Legion. When asked what motivated him to donate, Matthew said he didn't have any specific reason or motivator for donating, it was just something that had been on his mind to do for a while. He said, "I'm healthy right now, no issues, no reason not to donate, so it was just the right time for me to do it." Blood donor clinics are usually held from 5 to 8 p.m. on the third Thursday of the month at the Acton Legion. Visit www.blood.ca for details, or further information on the next blood donor clinic. - Les Schmidt photo

Othello



By
Angela Tyler

What would happen if the Broadway show Annie had the lead played by a blonde haired-blue eyed boy and Annie was short for Andrew? Would the performance still be the same without a red headed curly top girl singing Tomorrow?

Of course it would be different. Changing one iconic role changes how the entire original concept of the writer's vision. Is it wrong though? I suppose it depend on the audience. Is the audience ready to have an open mind to how a playwright can adapt a classic into their own vision.

If you have ever attended a Shakespearian performance in Stratford, it is quite the experience. One thing that is sometimes unexpected when attending performances there is the interpretation may not be what one is expecting when seeing a Shakespeare play. There is a stereo-type of costume and what the actors should look like and even what the stage should be like. However, in Stratford depending on the year and the production, you might actually get to experience a far more modern event.

The first time I saw a modern

version I was confused and felt ripped off from what I thought I should have got to see. What I learned was to try to be open to the producers vision and then sit back and enjoy the performance.

I was shocked reading that a theatre company in Edmonton had to stop a production of Othello. The reason was that the role of Othello, which as written by Shakespeare he is a Moor. The character is normally portrayed by a male who is "of colour." However, the Walterdale Theatre, which has an almost 60 year history in theatre performances, decided that their production of Othello would star a white female as the lead.

The theatre company recieved in person and online threats and was forced to shut down Othello before opening night and apologies were offered to the patrons including one from Othello also known as Linette Smith.

While apologizing for ac-

cepting the role of Othello, Smith offered this apology... "My initial response to playing the role was that with a woman in the role that there might be discussion about women in power roles, a conversation about the marginalization of women, and normalization of differently gendered relationships."

Two weekends ago, millions of women across the world marched and peacefully protested President Trump while reminding the world that women's rights were human rights. Yet, one producer decides to cast a woman in an amateur, volunteer run Canadian theatre production in a different manner and they are met with threats so concerning that the local police are involved and the production shut down. More importantly, the female lead felt in necessary to apologize and the female artistic director also apologized saying, "We're sorry this caused offence."

Should millions of women marching together to remind us of their human rights not remind us that women can? And we can even play Othello without apologizing.



THE NEW TANNER
PUBLISHING LTD.

Every effort will be made to see advertising copy, neatly presented, is correctly printed. The publisher assumes no financial responsibility for typographical errors or omissions in advertising, but will gladly reprint without charge that part of an advertisement in which an error may occur provided a claim is made within five days of publication.

All articles, advertisements and graphic artwork appearing in The New Tanner is copyrighted. Any usage, reproduction or publication of these items, in whole or in part, without the express written consent of the publisher of The New Tanner is a copyright infringement and subject to legal action.

PUBLISHER/EDITOR
Ted Tyler

ASSISTANT EDITOR
Traci Gardner

EDITORIAL CONTRIBUTORS

Dawn Brown, Trish Bell, Jane Dougan, Vivien Fleisher, Harry Rudolfs, Les Schmidt, Mark Thomsen, Angela Tyler

ADVERTISING AND CIRCULATION: Marie Shadbolt

PRODUCTION: Iain Brennan

TYPESETTING: Jessica Wilson

Distributed to every home in Acton and area, as well as adjoining communities.

379 Queen Street East
Acton, Ontario L7J 2N2
519-853-0051 Fax: 519-853-0052

ADVERTISING AND CIRCULATION :

email: thenewtanner@on.aibn.com

deadline: Monday at 5 p.m.

EDITORIAL :

email: tannereditor@bellnet.ca

deadline: Tuesday at noon