



By Jeff “Chief” Urbaniak  
COLUMNIST

DEAR CHIEF: I told someone at work I’m pumped up for the start of the Olympics and his reply was: “Why? No one watches that stuff anymore.” I thought about it for a few minutes and I believe he’s right. Why such a lack of interest in the Olympics nowadays?

OLYMPICS FAN



DEAR OLYMPICS FAN: I’ve felt the same thing at times but the Nielsen ratings indicate the television ratings for the Olympics reached all-time highs in 2012 when over 219 million people tuned in to watch the summer Olympics in London. However, the 2014 winter Olympic games in Sochi reached record lows. So apparently the summer games are much more popular. Nonetheless, I don’t see as many people enthused about

# “USA! USA! USA!”

the Olympics like I used to, especially with the majority of millennials.

When I was a kid, it seemed like everyone I knew watched and talked about the Olympics. Families watched together at night and kids pretended to be Olympic divers at the town pool. It was as if generations of Americans were unified in their effort to support our nation’s athletes and teams going for the gold. In recent times, even though television ratings are high, it’s rare when I hear an Olympic enthusiast boasting about “what happened last night.”

This year, wouldn’t it be nice if everyone took a break from social media, political drama, and smart phones, and sat down (preferably as a family) and watched the Olympics? It would be fun, for a change, for everyone to root for the same thing (American athletes) rather than cursing at their political oppositions or promoting hate,

racism, and division. Wouldn’t it be nice to cheer for one America rather than argue against half of it?

May our Olympic athletes inspire us with their performance. May they remind us of the disciplines it takes to be ready and capable: dedication, commitment, persistence, and practice. Wouldn’t it be awesome to hear all of America once again chanting “USA! USA! USA!”?

So take a break from life’s drama and stress, pop some popcorn, order some pizza, fill the frig with soda, and cheer on American athletes as they reach for Olympic gold.



*For an opportunity to have your question, issue or concern addressed in the Dear Chief column, go to [www.DearChiefAdvice.com](http://www.DearChiefAdvice.com) and submit your comments or email them to [Jeff@DearChiefAdvice.com](mailto:Jeff@DearChiefAdvice.com).*