

The Word's Eye View

The Word's Eye View is a newspaper column written by
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A Great Super Bowl Ad (Article 81)

CBS has agreed to air a 30 second spot during the Super Bowl featuring Tim Tebow and his mother, Pam. Tim, a Heisman trophy winner and quarterback for the University of Florida, has gained a great deal of national recognition through his accomplishments on the gridiron. If Tebow was one of football's bad boys with a record of arrest, rape of a co-ed or some other egregious behavior, his personal life would have received the publicity approaching that of Tiger Woods. In contrary fashion, the media has been markedly silent about the off-the-field activities of a young man who should be recognized as a real role model for America's youth. Tim is heavily involved in mission and charity work which reaches far beyond the glimpses of any T.V. cameras. He is a committed Christian who proudly displays his faith through any means possible. Football players frequently place smudges under their eyes to help deflect bright sun rays from their vision. In recent years it has become popular for athletes to emboss a white message on the black patch. Tebow usually utilizes the location of a Scripture verse such John 3:16. This "wearing his religion on his sleeve" is quite offensive to his critics. The Bible continues to be an irritant to those who hate its mandates.

Back to the Super Bowl...when Pam Tebow was pregnant with Tim, she was advised that due to a medical condition, an abortion might be the best remedy. Pam and her husband purposed to see the pregnancy through and leave the consequences to God. Focus on the Family, through the giving of a dozen private donors, is sponsoring a celebration of life ad using the Tebow's as the centerpiece. Needless to say, some of the pro-choice crowd is having convulsions about the prospects of any opposition. The title 'choice' belies their true agenda. The Tebow's made a CHOICE, so how in heaven's name could anyone with the intelligence of a cabbage worm resent their right to choose when they call themselves pro-choice? By all evidence, the leftist has embraced a singular alternative when implementing the word 'choice.' Joy Behar of "The View" stated that Tim could just as easily turned out to be a rapist or serial killer. Anyone operating with that type of convoluted logic needs to be in therapy. The obvious suggestion is that all aborted children stand a great chance of becoming evil people. Let's consider the opposite end of the spectrum momentarily; how many potentially great scientists, doctors, educators, statesmen, artists, craftsmen, musicians, writers, and parents have never seen the light of day since Roe vs. Wade? Was the cure for cancer lodged in the brain of one the 50 million who never drew breath?

One of the feeble criticisms being offered against this presentation is that it simply isn't appropriate. This is coming from the same bunch that had nothing to say about Janet Jackson's wardrobe malfunction. My good friend, John, the ramrod for the local AA group, is undoubtedly terribly offended by all the beer ads, but no one is rushing to interview him or any of the several thousand that share his dedication and convictions. How do you say double standard?

Life is wonderful and precious; it is a gift from God and deserves to be celebrated, hence, one of the most popular phrases used in alerting the public of a funeral is "a celebration of his/her life." Life begets baby showers, family parties, cooing grandparents, presents and cards of congratulations. None of these things accompany the 'choice.' When Christ was born, wise men traveled 1000 miles to bear

witness, shepherds were summoned by an angelic host and the heavens declared a universal act of grace. To this day we do not celebrate His death, even though we acknowledge the necessity of it, but rather His resurrection is cause for rejoicing.

Commercials for the Super Bowl are expensive; consequently, it is no surprise that some pundits have rendered reasoning that this money could be better spent elsewhere. What is life worth? There is no doubt that some young women will see the Tebow's and conclude that their choice will be life. How do we put a price on that? Why do the adversaries feel so threatened that they must resort to hollow argumentation? After all, they, too, are free to place their own display advocating abortion. Their difficulty is quite obvious...how do you compete with a story of this caliber and clarity?

I am a football fan and look forward every year to the Super Bowl. No matter how new and creative the commercials are, a person can only ingest so much information about beer, Fritos (even though I like them), investment firms, pharmaceutical drugs, lawyers who want to sue the companies who produce them and autos that depreciate quickly. The Tebow's sound genuinely refreshing---bring it on, Tim and Pam!