

Its hard to turn on the TV today and not see commercials for some of the biggest ripoff schemes in existence. From Get Rich Quick schemes around the internet, around trading stocks, around real estate and anything else scam artists can think of, to get fit, get trim, get pretty, get studly, get this, that and the other, rip off commercials are in full force these days.

Why are they on TV ?

There are few rules in business that are simpler and easier to understand than "DONT RIP OFF YOUR CUSTOMERS". Why is it that TV stations and networks and I need to include radio as well, have no problem running commercials that are blatant hustles of one sort or another ?

If you ever need an example of short term thinking at the expense of long term value, this is it.

Here we are at a point in time when the value of the traditional 30 second ad is being questioned and reconsidered because of industry wide fears that consumers will just TIVO right past them, yet the same industry places and runs commercials with a guy in a dollar suit sign running around selling a book that is questionable at best on how to get money from the government. Why ?

How stupid can you be to run these commercials ? Do you not realize that its not a commercial for the product, its a commercial to reduce the value of the brand of your station or network ?

HDNet wont run informercials or any ripoff commercials. We don't need or want their money and I would rather go without commercials than run them. My viewers are my customers. For some reason that is a strange concept to stations and networks these days. They would rather squeek out a commission on herbal enhancement pills and end up with a poorer, upset viewer than run a show without commercial breaks. Thats ridiculous. Its a brand killer

How about this for a concept: If you havent sold a commercial, dont run a commercial. The lack of a spot will hurt your bottom line far less than running a spot to ripoff your customers