

A Word

Bringing Ahead to Things

AHEAD of the match and ahead of the strike:
We've heard it so often, I fear.
When a media person is holding a mike,
What's missing's immediately clear:
Ahead of the meeting, ahead of the speech,
A poor little word has been pushed out of reach.

Ahead of new term and ahead of the trial:
Ahead of the season, there's reason to smile.
I'm amazed, but these days, it's a phrase full of steam.
The media people are leading the scheme.
It's alarmingly clear there is bound to be more.
They do like *ahead of* instead of *before*.
