

## Black is the new red white and blue

In case you haven't noticed, there's nothing more politically-correct and patriotic these days than supporting Black Lives Matter. In fact, Black is now the new red, white and blue and has become the darling of the mainstream media! What started out as a bunch of dedicated street protesters in 2013 has now become totally establishment, competing for influence with the NAACP and other African-American institutions. 'BLM' as it's now called is challenging the sovereignty and money-raising chops of race hustlers like the Right Reverends Al Sharpton and Jesse Jackson, among others.

BLM has moved up to the top rungs of the gentrification ladder and is now a primo brand and is winning the hearts - and checkbooks - of major companies who see supporting it as a way to stay on the right side of the race issue and curry favor with their Black consumers, simultaneously. My conscience will probably demand that at this point that I say that I'm sure that many of these top companies are happily sending in their money out of a sense of ideological solidarity. There, I said it, and I can now uncross my fingers from behind my back and remove my tongue from my cheek. Whew! What a relief that I don't need to pander to BLM anymore by ascribing only the purest of motives to their contributors. But honestly, folks, I don't buy it. They are just following the Sharpton/Jackson playbook which has always been, "give to us and we'll make sure that *the folks* get their share which, of course, they never do. Yes, BLM is on its way to the corporate fund-raising stratosphere where it can amass not only cold hard cash but can accumulate those keen endorsements from Hollywood celebrities and super-panderers in the Congress who literally have no compunction about throwing on an African shawl and genuflecting before the BLM altar or U.S. mayors who proudly paint BLM on their cities' roads. I wouldn't mind BLM's meteoric rise so much if they were really intent on having an honest and open dialogue about race in American with ALL AMERICA and were ready to explore in a calm and reasonable manner ways to combat racism and truly improve the lives of the average Black man or woman, but I have this strange feeling that that's not what they're all about.

Don't believe me. Just look on their homepage. The first thing you notice is a hashtag, #Defundthepolice. That is followed up with a pitch for money to support BLM's organizers. Not a paltry couple hundred thousand. No, more like \$6.5 million. Don't think for one moment that that cash is going to pay for some role playing HR trainers or a few thousand color brochures encouraging Black kids to stay in school and just say 'no' to drugs and gangs. It's going to be used to finance street activists who will be calling for your mayor and your city council to defund your police department because they're all evil and filled with racist pig cops who wake up every morning trying to devise new ways to murder an innocent Black teen on his way home from basketball practice.

Please forgive my skepticism and my cynicism, but I've seen this movie too many times with other organizations over the years. The script goes something like this...Organization makes a name for itself with some charismatic leaders or cause. Organization gets rich and its leaders start believing their own PR. Organization expands and goes mainstream. Organization gets really organized and creates a bureaucracy of dependents. Organization becomes so powerful that nobody dares criticize it...until a scandal erupts. Scandal is resolved but organization realizes that scandals or crises can also be a way to get more notice. Organization then decides to manufacture crises to ensure its longevity. BLM has done one good thing, however. It has made us see that our job of eradicating racism is not over and that unless we really get to the nub of the root causes of the problem and start addressing each of them we will see more BLMs of different stripes follow. Finally, do you know how I can tell that BLM has gone mainstream? Check out their BLM online store. Sixteen items to dazzle the hip activist from the simple BLM 2020 Flag Logo Sticker for a measly \$2 all the way up to the 'FUBU' (For Us By Us) BLM exclusive hoodie for only \$60. THAT'S American ingenuity at work!

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