

Skillset or skinset; that is the question

If you've been following the news lately you have undoubtedly seen the presumptive President-elect's choices for key cabinet positions and his pick for the Director of the Office of Budget and Management, Neera Tanden (head of the Center for American Progress). If you are a CNN or MSNBC watcher then you have also heard the complaints leveled at the Biden team about not having enough Blacks, Hispanics or members of alternative lifestyle groups as candidates for top positions.

The voices of these Left-wing groups are getting louder with each passing day, and their messages are clear..."We want more DIVERSITY in the hiring process". Well, *folks* (as Biden would say), "the chickens have finally come home to roost" as Reverend Jeremiah Wright would say. Identity politics has finally made it all the way up the meritocracy ladder and has staked its claim to the highest rung.

No longer are we permitted to hire the best qualified person for a job. That would be racist and undemocratic says the Left. Skillsets are passé; they have now given way to *skinsets*. Here's how the new world order according to Joe Biden and the Dems will play out in the future. Want a job in government or in the private sector? Great. Just fill out this form and answer these questions:

Question 1: Are you a Democrat or a Republican? (If Republican, do not answer any more questions and give the form back to the HR Department.)

Question 2: Are you a White man? (If yes, give the form to the nearest woman and leave the room.)

Question 3: Are you a member of a victimized minority group (Black, Hispanic, Native American, First Nation, Asian) or a practicing member of an alternative sexual lifestyle group or a transsexual or transsexual-in-waiting? (If so, congratulations and proceed to the next question.)

Question 4: Have you ever given a donation to the Democratic Party? (If yes, go to question #5.)

Question 5: Do you have a Facebook or Twitter account and have you ever used it to criticize Donald Trump? (If yes, we thank you and go ahead and answer the next question.)

Question 6: Do you feel qualified for the job you are applying for? (If yes, don't worry about explaining because it really doesn't matter all that much; if no, again it really doesn't matter.)

Question 7: Have you ever taken part in a BLM protest, a pro-abortion protest, an anti-gun protest or an anti-MAGA protest? (If yes, super! Please continue.)

Question 8: Do you ever have an almost uncontrollable urge to pull down a statue or deface a monument to America's oppressors like George Washington, Abraham Lincoln and Thomas Jefferson? (If yes, welcome to the club. We have, too.)

Question 9: Have you ever voted twice using your name or someone else's? (If yes, don't worry; we'll keep the information confidential.)

Question 10: If you are chosen for the position, will you promise to do everything we or the DNC will tell you to do, no matter whether it is in the 'gray zone' of legality? (If yes, and you have answered the above nine questions well, we will strongly consider you for the job.)

Oh, and one more thing. Are you willing to inform on your family, friends or neighbors if you notice anything suspicious about them? (Here we're thinking of any conservative-friendly statements or exhibiting anti-social behavior like not wearing a mask or keeping a social distance.)

Granted, some of the foregoing questions may sound a bit far-fetched and be squarely in the orbit of the Twilight Zone, but I would contend that we are moving ever closer to a combination world of the Stasi, 1930s Germany and Orwell's book, 1984. Identity politics has now become mainstream, also in corporate America, where many corporations have thrown their lot in with the victimhood purveyors and are Kaepernicking the rest of us. They are ramping up their efforts to social-engineer all of us by every means possible. One of them is through their commercials. Never in my born days have I seen so many Black actors in television spots. That goes for racially-mixed couples as well.

A few years back, in 2017, people starting noticing an increase in the numbers of Black actors in TV ads. Nothing wrong there. Blacks were probably under-represented for many years and some advertisers had probably had a visit from Al Sharpton or Jesse Jackson or the NAACP or the actors' union that represents such actors, and these protestations gave way to more Blacks getting work, thanks to the companies and the ad agencies. Again, nothing wrong there. That's how American business is done; the squeaky wheel gets the grease. Wanting to know more about this trend, I started searching the Internet for recent articles about it. I couldn't find many, but I did locate an interesting one from 2017 entitled, "Too many African-Americans in TV ads?"

(If you want to read it yourself, go to: www.journal-isms.com/2017/11/too-many-african-americans-in-tv-ads/)

There weren't many others which did surprise me a little because I cannot be the only one that has noticed the avalanche of commercials that have at least one Black man, one Black woman, one Black child or a racially-mixed family happily using the products in question on screen. And it doesn't matter what kind of product or service it is, either. No matter that the percentage of the Black demographic that actually uses or buys those products is minuscule. There they are hawking everything from toothpaste to titanium watches. Again, nothing wrong with that, but when you stop to consider that the Black population only accounts for 13% of Americans, it makes you wonder, "Have the companies come under pressure from Black lobbyists, legislators or organizations like Black Lives Matter to pepper their spots with Blacks? And are they doing it out of fear, guilt, a good social conscience or is it in the hopes of eking out a larger share of the A-A market?"

OR are they bending to the wishes of the Left that is railing against them for their 'White Privilege' and criticizing them for their 'White elitism'? If THAT is the case, the companies are committing a grave error and being very short-sighted. They are opening a Pandora's box in which reside the diversity guerilla fighters who, like a virus, will migrate to their corporate boardrooms and demand quotas there, in their regular offices and on their shop floors AND they will also demand millions in 'reparations' to support their causes as they go from industry to industry, enriching themselves along the way.

I owned an advertising agency in the 1980s, and I made a practice of using actors in ads that represented the demographic we were selling to. That was a no-brainer. If your audience is made up of New England bluebloods you used the appropriate 'types' in your ads (we did this for one of our clients that was an old-line, traditional Connecticut savings and loan association). We weren't being racist; we were just being realistic!

We would be hard pressed to defend that position today, and that is a shame. We have allowed ourselves to become guilt-ridden and are convinced that the only way to make amends for America's slave-holding past AND the phony 'systemic racism in our police forces' claim is to pay up. It's time we had the race discussion in earnest in America, but it's also time we confronted the dangers of identity politics and race-hustling as well. I'm open to the discussion, and I suspect you are, too.

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