Soft-selling race

According to a survey by the American Psychological Association done in the spring of this year, 42% of U.S. adults said they gained too much weight since the start of the Coronavirus pandemic. That amount of gained weight was a staggering 29 pounds on average! I suspect that many of those pounds were amassed while we were locked in a love embrace with our sofas and easy chairs, vegetating in front of the television. This forced isolation has made it a whole lot easier for America's companies to hawk their wares knowing that we're not going anywhere anytime soon. It's also made it easier for America's social engineers and race activists to bombard viewers with commercials using the 80/20 rule, spending hundreds of millions of dollars on the 80 plus percent of us who aren't Black to try to convince us that <u>we</u> are the minority instead of the other way around.

Quite simply, corporate America and its ad agencies along with liberal Left organizations like Black Lives Matter have joined forces in an all-out attempt to convince the evil 'White privileged Americans' that they need to be taught a closed loop daily social studies lesson about race. <u>That's</u> the principal reason we are seeing a barrage of Blacks in commercials these days. It's not because Madison Avenue or the marketing departments of the Fortune 500 companies suddenly 'discovered' the Black market for their products and services. The other reason is that they fear the 'woke' mob's retaliation for not showing us their version of the *true* America - one where they see inequity instead of inequality.

Sixty years ago this year then Chairman of the FCC, Newton Minnow, called television a "vast wasteland" and said that, "The basic concept that our communication systems are to serve the public - not private interest - is now missing in action." Minnow's words were relevant then and perhaps even more relevant now as the public's interests of seeing the country's racial and ethnic population fairly represented is AWOL. Private, and I would argue, politically partisan interests have taken over what we're viewing on a daily basis and they are doing so en masse. No product is too small to escape the ad agency casting director's gaze when it comes to populating the commercial with either a cute little Black girl who is playing with her mixed race family that is enjoying the benefits of the client's product or a grown-up hip young Black woman driving a luxury $60,000 electric hybrid vehicle that slowly pulls into her suburban upscale neighborhood driveway.

Fortunately, incomes have risen for upwardly-mobile well-educated Black women and men, and access to better-than-average housing has improved over the years, but I am left with questions when I see these depictions of what the advertisers want to pass of as 'normal' consumers. The big question is: "Are they showing us role models for what Black consumers <u>should aspire to be</u> or are they showing us the <u>reality</u> of the marketplace?" There should absolutely be room for Blacks and Hispanics, Asians and American Indians and other ethnicities in the public space both in commercials and in regular programming. The reason is simple: we are not a single-race monolithic society nor should we pretend to be, but that begs the question, "Is this new emphasis on overpopulating our commercials with Black actors not exactly what was done in reverse by a preponderance of White actors in advertising for over fifty years?"

There have been many articles written on this subject worth reading to get a flavor of public opinion and here are a few links to some of them:
-https://thehill.com/opinion/civil-rights/541124-are-we-sending-the-wrong-messages-with-commercial-depictions-of
-https://www.nbcnews.com/think/opinion/corporate-ads-said-black-lives-matter-industry-creating-them-nearly-ncna1231540
-https://www.voanews.com/a/usa_race-america_americans-see-more-interracial-relationships-advertising/6202928.html
-https://www.nbcdfw.com/news/local/diversity-in-commercials/76279/
-https://www.theatlantic.com/entertainment/archive/2015/06/advertising-race-1970s-stereotypes-offensive/395624/

-https://aninjusticemag.com/somebody-tell-biden-interracial-couples-on-commercials-does-not-make-america-less-racist-cde9e0d7543b
-https://www.nytimes.com/1982/05/27/business/advertising-frequency-of-blacks-in-tv-ads.html
-https://www.journal-isms.com/2017/11/too-many-african-americans-in-tv-ads/

Finally, do those pushing this trend really believe that seeing wall-to-wall, back-to-back TV spots with predominantly Black actors will have a positive, long-term, social effect on White America's racial attitudes? OR will it just appear disingenuous and do nothing but instill even more distrust in the media <u>and take Minnow's point one step further</u>...that our media not only continues to be a *vast wasteland* but has also become a dumping ground for social engineering hustlers pushing a racial agenda?

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