

Letters

EW Readers Speak Out



COST OF HATE

Kudos to the Democratic Party's stance against "hate radio" ("Reining in Rants," 4/4) but I think we can impose the "Fairness Doctrine" without any help.

Progressive causes across the board are under an unrelenting radio attack, complete with personal invective and good ol' boy insults, every weekday for up to 15 and 18 hours a day! The hate radio jocks would have us believe that this is "free speech" but it isn't free at all. The microphone is utterly controlled: first by the Hate Jockey, then by the station management, then by the advertisers, and finally, by you. It 's our hard-earned cash that pays for those ads that keep hate radio on the air.

Here in Lane County one out of every two households has a registered Democrat in it. It seems crazy that any business in Lane County could pay these hatemeisters to insult half of their potential customers (and it's a lot more than half, I'll bet) for three hours a day or more.

I'm in favor of free speech. And I'm in favor of people using that free speech to tell an advertiser that they patronize who advertises on hate radio: "I will not buy from your store as long as you pay to have my beliefs insulted." That's fair. And that's free speech.

Remember a few years ago when Proctor & Gamble hastily junked their century-old moon & stars logo rather than offend a few religious fanatics? Hate radio should be commercial suicide to advertisers. You can make it happen.

*Hart Williams
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