

National Coalition of 100 Black Women, Inc.®

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OUTRAGED NATIONAL COALITION OF 100 BLACK WOMEN CALLS FOR LETTER CAMPAIGN AS WELL AS DISMISSAL OF DON IMUS

New York, NY – April 11, 2007 – In addition to calling for the immediate dismissal of Don Imus, the National Coalition of 100 Black Women (NCBW) announced today that its members will carry out a letter campaign targeted at the advertisers and radio and television stations associated with the show that airs on WFAN-AM, which is managed by CBS Corp. and is simulcast on MSNBC. Imus's characterization of the Rutgers women's basketball team as "nappy-headed whores" reaches beyond a single basketball program in that it devalues women in general and African American women in particular. Also, Bernard McGuirk, the executive producer of the nationally syndicated show, should be held accountable.

In making his sexist and racist remarks, Imus overlooked the achievements of these young college women. His comments were not satire; they were hurtful. They therefore require that the culture of the show be reshaped. With this in mind, NCBW is calling on the FCC to conduct hearings into the misuse of the public air waves.

"We have instructed our members to show their disdain by writing to the show's remaining sponsors and the stations that air his program," said Marva Smith Battle-Bey, NCBW president. "We cannot enable him to remain on the air. There is a standard on public air waves; Imus crossed the line and he, his producer, CBS and MSNBC must accept blame. An apology is not enough. This level of irresponsibility requires severe consequences. A two-week suspension is a mere slap on the wrist."

We commend American Express, General Motors, Staples, Procter & Gamble and Bigelow Tea on their decision to pull their advertising. It is our hope that others will follow suit.

NCBW is a 25-year-old advocacy organization that consists of 62 chapters in 26 states and the District of Columbia. It is an organization of progressive African American women whose voice and force for gender equity and sociopolitical advancement drive meaningful change to benefit women of color.

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