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### **No Imus in the Morning**

Now that radio talk show host Don Imus, has revealed the ugly thoughts hiding beneath his own head of “nappy” hair, he has committed himself to the standard response of apologizing to Black preachers, Black politicians, and anything Black within the range of a microphone. There is no doubt that he is sorry for having the lack of presence to remember that his comments would be seen and heard by millions of Americans, many of which would not feel kindly disposed to learning that he thinks the Rutgers female basketball team consists of “**nappy headed hos**”. Apparently he actually believed that he could make a racially insensitive remark about young student athletes without any consequences. On second thought, perhaps he knew just what he was doing. His show has moderate ratings, and after years of predictability, when compared to other options on morning TV, is starting to be predictable. By saying something as outrageous as his recent remarks Imus is now enjoying—that’s right—enjoying a burst of media superstardom. Every TV program wants him for their show, every newspaper wants him for their paper, in short, he is more popular this week than he has been in the last ten years. It’s a shame, because lost in the hoopla of his remarks is the pain and degradation that the young women of the Rutgers’ basketball team have to suffer. Being a young Black female athlete has historically been more difficult than being a young white female athlete. There typically will be less endorsements, less money, less support, and less opportunities. If only there was less verbal abuse, some might consider it an unfair, but balanced equation. As far as Mr. Imus is concerned, whether his latest episode was planned or just an insight into his view of Black females, decent thinking people should show him what they think of his remarks by simply changing the channel. In addition, sponsors should remove their support from a show that promotes misogyny and racism. As a result, both the National Urban League and the Urban League of Metropolitan St. Louis are calling for the cancellation the **Imus in the Morning Show**.