

# TODAY'S GRAVEST RACIAL CRISIS: WHITESPLOITATION

[Newsreel footage of Albert Einstein, FDR, and Mark-Paul Gosselaar appears on the screen as an unidentifiable country music tune plays in the background. Dissolves to a shot of a white man sitting at a desk with a black man in the chair beside him.]

**HOST:** Hello and welcome to WET Tonight!, on WET: White Entertainment Television. As always, I'm Rick Davis, and we're aiming to get to the bottom of the latest controversies involving the Caucasian-American community. With me today is Dr. Howard Wills. Thanks for coming, Howard.

**WILLS:** Thanks for having me, Rick.

**HOST:** Now, as I understand it, you are not white. Is that accurate, Howard?

**WILLS:** That is correct.

**HOST:** Just checking. So, um [shuffles note cards]...why is it that you're on the show exactly?

**WILLS:** Well, Rick, I'm a concerned citizen who wants to share a troubling experience. While stepping out of my apartment the other day I was shocked by two young lads who walked by. As I passed the boys, one leaned over to the other and said, "Brandon, you are one radical dude."

**HOST:** Now that is just...wow. 'Shameful' is the only word for it.

**WILLS:** I was appalled, Rick. But since then, I've realized that I should not have been so surprised. The constant use of "dude," "buddy," "chum," and, most regrettably, "old boy" by young Caucasian-Americans to refer to one another merely reflects their ignorant acceptance of the derogatory upper-middle class culture that the media constantly propagates.

**HOST:** But how else can we expect them to act, Howard? Today's youth is constantly bombarded with stereotypical media images of what it means to be Caucasian-American.

**WILLS:** Indeed. This shameful exploitation of white conventions, or "whitesploitation" as some have termed it, is done purely for financial gain. The writers and directors of today's most popular TV shows and movies act as though they have never met a real live white person and I'd bet they probably haven't! Take the TV show *Friends*, a paradigm of whitesploitation. Stereotypical Caucasian-American conventions run rampant throughout this program. All of the characters live in extravagant

apartments, yet they spend the entirety of their time sipping caffeinated beverages while discussing the comical minutiae of life and having sex with one another.

**HOST:** It's disgusting, really.

**WILLS:** This is one of the classic media depictions of "whitey." I question the validity of the message this sends to troubled Caucasian-American youths. Is their only course in life to become attractive, witty and affluent? What about the young, impressionable white who wants to become a manual laborer, a member of the food service industry, or a hobo? Why aren't his needs being addressed?

**HOST:** For shame, entertainment industry. For shame. But Howard, what can our viewers do to combat whitesploitation?

**WILLS:** I've come up with a few simple steps. The derogatory stereotyping of *American Pie 2*, "Family Circus," and *The Nightly News with Dan Rather* must be rejected. Corporations that support whitesploitation—notably Abercrombie & Fitch, Starbucks, and General Electric—should be boycotted. But the final and most important step is also the simplest: for every action you take, consider whether or not you are merely acting out cultural stereotypes. For example, next time you're about to do a line of coke, ask yourself if smoking some crack might be a little more up your alley. Instead of buying that new Jaguar, try a souped up '78 pink Caddy convertible instead. Small things like these can really make the difference.

**HOST:** [Breathes deeply and puts his index fingers to his temples.] Brave and profound words, Mr. Wills. Well, that's all the time we have for tonight. Come back tomorrow for our profile of some of America's most influential Caucasian-American businessmen. This has been a presentation of White Entertainment Television.

[Fade to black]

—COHEN-WADE/

ILLUSTRATION BY NEBORSKY



