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TUESDAY, NOVEMBER 15

[Talk Radio Racists. Mexicanidad in El Lay Music. A Painting, a Poet. On-Line Floricanto.](#)

## Taking the Measure of Talk Radio Racists

Michael Sedano

Editorialist Andrés Martínez, from the useful [website](#) Zocalo Public Square, warns that the nation is in for a heavy price if all Hell breaks loose in Mexico.

We've been a crummy, ill-informed, contemptuous neighbor who coulda done more to help. All the while, Mexico's neighborliness allowed the US an unfortified southern border and half of old Mexico's land. It's an involving analysis that merits a reading.

But Martínez' analysis of U.S. ignorance comes out of an elite, reasoned side of the intercultural wall separating chicanas chicanos latinas latinos from their compatriots. Another, ugly side, is officially sanctioned hate speech on a handful of insidious talk radio programs.

*Everyone knows racist companies buy ads on racist programs.* That hypothesis would have little opposition if public opinion, advertising revenue, and audience share were proof. And, because Equal Time over the airwaves is a quaint notion, proving a broadcaster guilty of hate speech would leave the FCC a single recourse: pull the license.

But public opinion is not evidence. And there's the rub. Despite mounting public revulsion led by the [National Hispanic Media Coalition](#), public opinion lacks authority to influence hate provocateurs to tone it down or shut up. Consequently, the Dobbsses and John&Kens keep on selling Cadillacs and groceries.

Not quite. Per newstories linked at NHMC's site, Cadillac/GM cancelled its

[José Antonio Villarreal](#)

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[Gwendolyn Zepeda](#)



[California Poet](#)

[Cancion Mexicana](#)

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[The Elegant Variation](#)

[Latino Poetry Review](#)

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[Los Bloquitos](#)

[Moorishgirl](#)

[Readraza Chicano Literature  
& Arts](#)

[Tongue & Groove](#)

[The New Short Fiction Series](#)

ads, regretting ever having supported the John & Ken Show crusade. Grocery chains Ralphs and Vons also stopped advertising, along with a handful of other marketers.

Unfortunately, the NHMC does not provide a comprehensive list of reformed advertisers, together with contact datos. Such companies merit letters or emails of appreciation and support from a sizeable mass. A single letter bringing good news to a customer relations executive is among the rare times an individual opinion gets widespread attention in a company. The dramatic impact of a hundred or a thousand letters could stimulate a bandwagon among advertisers for a taste of that ambrosia. I worked 20 years+ as manager for customer relations in a major corporation, and those letters sure worked wonders.

Hurt feelings nor hugs are ever enough to effect change. Where's the proof?

The Chicano Studies Research Center at UCLA, in conjunction with the NHMC, has released a working paper advancing a methodology to quantify hate speech on talk radio and other broadcasts. The two think tanks believe they have a useful way to collect, organize, and count evidence that can shut down broadcasting's advocates of ethnic cleansing.

Causality between speech and action cannot be defined by this, nor any study. Still, as Thoreau observed about trouts in milk, some circumstantial evidence compels conviction.

[Click here to download a PDF of the full report.](#)

Readers will find fascinating the methodology's reliance upon metaphor, such as metaphors that dehumanize members of a vulnerable group. The CSRC Working Paper quotes Otto Santa Ana's conclusion that "These metaphors are not merely rhetorical flourishes, but are the key components with which the public's concept of Latinos is edified, reinforced, and articulated".

Metaphors work to teach the unknown in terms of the known, Santa Anna explains. For a public with little to no observational knowledge of chicana chicano peoplehood, hate speech has the capacity to inform the tabula rasa of audiences, from the innocent to the gullibly prejudiced, as well as reinforce the true believer racist.

Hate speech quantifies along twin parallels. Targeted statements of vulnerable groups / their supporters, and lies. In either instance, the motive behind such language is to have listeners engage in some form of activity detrimental to the target or their supporters. Such responses would reflect the project's operational definitions of "hate speech": *hate speech is speech that targets a vulnerable group and threatens or fosters the commission of hate crimes against that group, as defined by law.*

In the survey period, the Dobbs show targeted raza 91% of the time. *The Savage Nation* and *The John & Ken Show* racked in 43% hate speech. The authors explain the surprisingly low share of raza-targeting hate from John&Ken: during the survey period the topic under attack was "south central" Los Angeles, a brown-black colonia.

Noriega and Santa Anna have not yet submitted the methodology into the peer review process for publication. CSRC releases the document now

because it helps inform heated public debate about hate speech and some dangerously egregious tactics by John&Ken and their corporate masters, Clear Channel Communications, Inc.

Because being in the same room with John&Ken, Dobbs, Savage, made me feel dirty, plus owing to the Fall weather's perfection that day, I did a walkabout of the city with my telephoto zoom lens. [Click here](#) to see some cool architectural sculpture and a mini *Occupy LA* procession.

Following is a set of portraits of the proceedings at MALDEF Hq near the LA Theatre Center on Spring Street:



Chon Noriega (left) and Alex Nogales confer on last-minute details. Noriega is Director of UCLA's Chicano Studies Research Center. Nogales, who takes the first speech, is CEO of the National Hispanic Media Coalition.



Chon Noriega frames the study.



Otto Santa Anna makes complicated material complicated. His discussion of rhetorical identification and metaphor demands attention, but the

reporter from *La Opinión* sitting next to me doesn't take a note.



Kelly Madison from LA State layers detail in the discussion of racism in media.



Francisco Javier Iribarren crunches numbers and reports on complexities inherent in deriving appropriate commonalities from discourse. Iribarren is Assistant Director of the CSRC.



Noticias 22 gets a head shot with Nogales while a sound man documents the talk.

## At Autry: Musicologists Rock Oldies

“Music has charms” and all that sprang to mind Sunday afternoon in the atrium of the Autry Museum in Los Angeles’ Griffith Park. The occasion was the second in a three-lecture series on Los Angeles chicana chicano music, 1945 to 1965.