

The Mid-South Tribune

“Where there is no vision, the people will perish.”

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AN EDITORIAL

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It is Time for a Whiteout of Coke and the MLB*

By Ms. Arelia J. Mitchell, Publisher/Editor-in-Chief

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A few years back at the dawn of the 21st Century as I recall, I received a call from a Black man who was fighting Coca Cola. This gentleman was leading a fight against Coke in what became a class action lawsuit in which Coke was being accused of not promoting qualified African Americans in any position of significance. In this lawsuit, Blacks who had graduated from Ivy League and other universities of higher note were being so blatantly overlooked that some had either suffered nervous breakdowns or had to seek counseling, because they could not believe in this day and age that with all their credentials and hard work that Coke would not promote them based on their color. As editor of this newspaper and out of curiosity, I asked him why was he calling all the way from Atlanta, Georgia about what I deemed at the time to be a local issue. Besides, we hadn't heard much of anything about the matter. But what we did find out on investigating and further pursuing the story that there was a media blackout because of alleged threats by Coke to pull their advertisement. The grievances of these African American Coke employees had been suffocated. Bottom line, we ended up being the only media (to our knowledge) to carry the story, write editorials, and print in its entirety the whole class action lawsuit. (The internet was neither as prominent nor dominant at the time).

But what was of particular import at that time was that those Blacks fighting Coke called for Blacks to stop drinking Coke. We advocated the same, and I personally did not drink a Coke for over a year until the lawsuit was settled. We editorialized relentlessly that Coke should be muffled until it did right by its Black workers. We are prepared to do the same now regarding its White workers as well.

First of all, when Coke started holding classes for Whites to “be less White,” we found this as much of an abomination as back then when Coke would not promote African Americans for being black. Here, we are in the 21st Century, and Coke is at it again with authentic reversed discrimination: This time, implementing the pomposity of the Critical Race Theory to denigrate our fellow White Americans because it is now the rage (pun intended) to destroy White Americans because they are white. Critical Race Theory in the spirit of ‘Mein Kampf’ is to economically destroy the majority in America (which, incidentally, is White) to advance socialism. Unfortunately, the Black American is being used as the jack hammer to get this done to his own economic detriment which is evident in Major League Baseball’s (MLB) decision to move its All-Star Game to Denver, Colorado to punish Georgia’s White population under the guise of voter suppression.

If it had not been for White American support there would have been no 1964 Civil Rights Bill or 1965 Voting Rights Bill. So, where the hell is the White guilt coming from which Woke uses as a weapon? Even, Dr. Martin Luther King, Jr. knew he needed the majority White American support to get these bills passed. He relied on morality, and morality won.

Coke and over 200 other Big Corporations chose to interfere with Georgia’s new voting regulations which do not re-establish Jim Crow voting laws. Coke and these 200 Big Corporation carpetbaggers have decided with the ‘culture cancellation’ of the MLB All-Star game that Blacks in Georgia are stupid and suppressed, and that all Whites in Georgia are racists and need to ‘be less white’.

Incidentally, Denver is where the Democrats nominated President Barack Obama and Biden to be their ticket.

Mr. Paris Dennard, the Republican National Committee (RNC) spokesman and Director of Black Media Affairs, recently stated: “Democrats and the Biden/Harris administration view Georgia’s Black residents as collateral economic damage in their quest to score political points by intentionally spreading lies about the Georgia election reform law that actually expands voting while protecting the integrity of the vote for all residents in the state. The endorsement of this boycott will undoubtedly hurt Black Americans, and Biden and Democrats simply do not care.”

So, back to Coke’s “Be less White” classes. This phrase presupposes that to be ‘White’ is to be inherently superior anyway. Therefore, to accommodate Black sensitivity, Whites must ‘be less White’. Furthermore, those 200 or so Big Corporation carpetbaggers who jumped on the ‘Woke’ bandwagon to annihilate Atlanta’s economy have sent the message to us peasants that it is now Big Corporations in charge of The Vote—be it black or white.

Now, let’s back up and be real. First all, without white consumer money, these corporations would not exist. This white money pays salaries. Yes, black money does, too, but to be perfectly honest, it is White fans and consumers in this nation which make up the majority. It is mainly white money which is the economic basis of the middle class and nation. It’s a fact. So, we find it astonishing that a White person would put up with the degradation of corporations telling them that they should “be less white” or force them into some classes to make them “less white”. If these companies were to advocate sessions for Blacks to be “less Black” what exactly would that entail? Still, one has to wonder if Coke has classes for its global partners and employees in China to “be less Yellow” or in India to “be less Brown”. God Almighty made us all what He chose to.

Yep, the MLB is taking the All-Star Game to Denver where the voting laws are stricter than in Georgia and you need a voter's ID. Coke and the 200 or more Big Corporations fell for the Woke propaganda that Georgia's new voting law has such nonsense as voters not being able to get water or food--and the usual-- voter suppression. We know having just put out an editorial to vote NO on HR-1 that this move against Georgia is another rung in nationalizing voting rights and supplanting state legislators. To reiterate, Blacks are being used to execute HR-1 and advance this nation to a level of having a one-party rule and that party will be the Democrat Socialist Party (formerly known as the Democrat Party, the party Blacks support with blind loyalty).

Coke, the MLB, Joe Biden, and those 200 Big Corporations are sending the message that all 'peckerwoods and N-words in Georgia' will be whipped into submission to Woke. Besides, Biden allegedly won the state of Georgia with The Black Vote, so he in the Democrat Party fashion can go on his merry way because if you're not Democrat, 'you ain't black.'

Governor Kemp must not let the MLB renege on its contract without penalty. Athletes' and executives' salaries could not be paid without the fans. Black-owned businesses, small businesses, minority businesses, entrepreneurs, vendors, and the City of Atlanta itself have put in tons of money, energy, and time to have the All-Star Game which the MLB promised the city two years ago. The MLB should be sued for a couple of billions for breach of contract and for violating Good Faith with a host of other legalities. Also, it is time-out for southern states to continue to let themselves be used as the whipping boy for the by-gone era of Jim Crow. How long must the South pay for the M.F. Civil War?

By the way, the MLB has no problem in carrying out its contract with China. Remember that, White and Black Georgians.

These corporations are getting away with degrading others, because those who are being degraded will not fight back. This now includes every day, hard-working Whites who just want to drink a Coke or go to a baseball game.

Any White person who lets himself or herself be bullied by anybody calling him or her a 'racist' or 'white supremacist' deserves to be treated like a fool and degraded to the point of no return. Why? Because there comes that same historical time as it was in Black America to fight back, to stand up, and to kick proverbial ass.

Just as we advocated that Blacks should give up their Cokes to get a justifiable class action lawsuit settled, Whites should now target Coke and do that same. Blacks should do the same. Georgia should do the same. The South should do the same. Georgians made Coke and Georgians can break Coke.

We must not drink Coke. We must boycott Coke and all Coke products. Drink Pepsi or any other brand.

On top of that, there should be a WHITEOUT on certain days in MLB cities when our fellow White Americans must NOT buy tickets to baseball games. Let's see if the MLB can make the payroll. Let us inflict the same economic pain they have inflicted on small businesses, Black-owned businesses, and other businesses and see if they can take the brunt of what so many small businesses and restaurants have gone through during the COVID-19 Pandemic—and now these businesses are to be punished again by billionaires and multi-millionaire athletes and MLB executives? It is up to White Americans to stand

up to this crap to end it—to cancel ‘Cancel Culture’. Must you spend 40 years in the desert before you get it done!

It’s a downright dirty shame that Big Corporations and sports leagues continue to kowtow to Antifa (White spoiled brats) and BLM (Black spoiled brats who are avowed Marxists) both of which have not created one job. These little bastards have not built anything in Georgia or any other state. These little bastardized groups serve as no more than a front to advance socialism, communism, and Marxism in the United States of America. Furthermore, the little Black bastards in BLM have destroyed Black-owned businesses, property, killed Black lives and maimed Black lives aided and abetted by the little White bastards of Antifa. BLM can bet their black asses that white Antifa has not invited them to their lily-white neighborhoods to tear down their homes and businesses. This shows one how stupid BLM is!

Besides, if anyone thinks that Antifa and BLM have this much power, then the Brooklyn Bridge is up for sale. You can bet your bottom dollar that calls from powerful billionaires and Tech socialists were made to intimidate and/or threatened weak corporate leaders to jump on this bandwagon of WOKE.

Now that Coke, MLB, and Big Corporations have declared war on the consumers—us peasants—we shall declare war on them.

Yes, the citizens of Georgia and especially every southern state should target MLB, Coke and Coke products to send the message of ‘We shall overcome WOKE’. Batter up!

End

*This Editorial is on the Editorial Lane on The Mid-South Tribune and the Black Information Highway at www.blackinformationhighway.com or link to <https://themidsouthtribuneblog.wordpress.com/2021/04/07/it-is-time-for-a-whiteout-of-coke-and-the-mlb/>

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