



FOR IMMEDIATE RELEASE
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NOW-NYC Protests Racism and Sexism of Don Imus and NBC *Women's Group calls for CBS and MSNBC to Fire Imus*

April 10, 2007 – NY, New York – The National Organization for Women in New York City and the NAACP of New York gathered in front of NBC in Rockefeller Center this morning to call for the firing of Radio Shock Jock Don Imus from CBS Radio and MSNBC.

His show has a long history of racism, sexism and homophobia. In the wake of his most recent comments disparaging members of the Rutgers women's basketball team, NOW-NYC believes his 30-year career on the airwaves is long enough and calls on his employer to search for a replacement that doesn't belittle African-Americans and insult women. Imus referred to the players as "nappy-headed hos" on his nationally syndicated radio program on April 4th.

"That "joke" was a shockingly concise sexist and racist insult," said Sonia Ossorio, President of NOW-NYC. "There is a long tradition in American culture of demeaning African-American women through the mass media. It's time to break that tradition. It's time for NBC and CBS to take a stand against racism and sexism, rather than support it by paying a racist and sexist millions of dollars a year."

NOW-NYC's Women, Girls & Media Committee is dedicated to combating the sexist and misogynistic messages that are regularly disseminated by the media. The committee has launched a campaign to change the culture of disrespect that exists in popular culture today.

"This low brow entertainment is dangerous because it reinforces a racist and sexist way of living," Ossorio said. "A lot of people are simply sick and tired of this cheap offensive humor and want to tune into something different, something fresh."

The National Organization for Women is the nation's largest organization working to advance women's rights and improve women's lives. The New York City Chapter of NOW, founded in 1966, is the largest chapter in the country with 7,000 members locally and 35,000 statewide. NOW-NYC works to protect women's reproductive choices, end violence against women and eliminate sex discrimination in our schools, workplaces, and the justice system in New York.

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