

TRANSADVOCATE

KRXQ Morning Show Apologizes

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Abstract

GLAAD recently put out a “Call to Action” against KRXQ’s “Rob, Arnie, and Dawn” show after they went on a nasty verbal tirade against transgender children. Since the outburst, show sponsors Snapple, Sonic, Chipotle, Bank of America, Verizon, Carl’s Jr (CKE Restaurants), Wells Fargo, Nissan North America, AT&T, and McDonald’s have all pulled advertisements on [...]

Article

GLAAD recently put out a “Call to Action” against KRXQ’s “Rob, Arnie, and Dawn” show after they went on a nasty verbal tirade against transgender children. Since the outburst, show sponsors Snapple, Sonic, Chipotle, Bank of America, Verizon, Carl’s Jr (CKE Restaurants), Wells Fargo, Nissan North America, AT&T, and McDonald’s have all pulled advertisements on the show. I asked on twitter how many sponsors had to pull out before they apologized, and it looks like these were enough. This comes from their website:

UPDATED JUNE 7TH, 2009, 11:50AM

TO OUR LOYAL ROB, ARNIE AND DAWN FOLLOWERS,

WE HAVE FAILED YOU. AS A SHOW, AS PEOPLE, AS BROADCASTERS, WE HAVE SIMPLY FAILED ON ALMOST EVERY LEVEL.

WE PRESENTED OUR OPINIONS ON A VERY SENSITIVE SUBJECT IN A HATEFUL, CHILDISH AND CRUDE FASHION; AND THEN, GIVEN THE OPPORTUNITY TO RETRACT THOSE REMARKS, WE DEFENDED THEM.

SINCE THEN, YOU, OUR LOYAL LISTENERS, HAVE MADE IT CLEAR TO US THAT WE WENT TOO FAR. THE RESPONSE HAS BEEN OVERWHELMING. NONE OF YOU SAID THAT WE COULDN’T HAVE OPINIONS, YET SO MANY OF YOU SAID THAT THE WAY WE GAVE THEM CROSSED THE LINE. FURTHER, YOU SAID THAT OUR ATTEMPT TO MASK OUR COMMENTS AS “JOKES THAT WOULD BE UNDERSTOOD BY OUR AUDIENCE,” WAS UNACCEPTABLE. I WOULD SAY NOW THAT IT WAS WORSE THAN THAT, IT WAS COWARDLY. YOU HAVE MADE THAT CLEAR.

WE HAVE REACHED OUT TO VARIOUS GROUPS AND ASKED FOR A CHANCE TO MAKE THIS RIGHT; TO RESPOND, WITH THEIR PARTICIPATION, TO THE EDUCATION THAT OUR AUDIENCE HAS PROVIDED US. THAT OPPORTUNITY HAS BEEN GRACIOUSLY GRANTED THIS THURSDAY MORNING, JUNE 11TH. AT 7:30 A.M.

THE WORD APOLOGY APPEARS NO WHERE IN THIS LETTER FOR A REASON. WE ALREADY HID FROM DOING THE RIGHT THING ONCE AND WE’RE NOT GOING TO MAKE THAT MISTAKE AGAIN. APOLOGIZING IN A WRITTEN, POSTED STATEMENT IS A FORM OF COWARDICE. WE WILL SAY WHAT NEEDS TO BE SAID THIS THURSDAY.

ON A FINAL, PERSONAL NOTE, AS THE LEADER AND OWNER OF THE SHOW, I HAVE MADE THE DECISION THAT WE NEED TO REFRAIN FROM BROADCASTING NEW EPISODES UNTIL WE CAN ADDRESS THIS ON THURSDAY . WE WILL RETURN TO THE AIR AT 7:30 A.M. JUNE 11TH.

ROB WILLIAMS

ROB, ARNIE AND DAWN

I've been critical of GLAAD in the past, but they really came through this time! THANK YOU, GREAT JOB GLAAD!

Suggested citation

Marti Abernathey. "KRXQ Morning Show Apologizes." TransAdvocate, June 7, 2009.

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