

# WHAT'S HAPPENED TO KELLOGG'S?

We don't mean the quality of its products—they're quite good.

We don't mean the good people who work there.

**WE MEAN THE SENIOR MANAGEMENT.**

To be specific, Kellogg's is one of the big sponsors of Jon Stewart's "The Daily Show." On April 16, an offensive picture was flashed on the screen: it showed a naked woman with her legs spread and a nativity scene ornament in between. Stewart called it the "vagina manger." We call it hate speech.

We did not call for Stewart to be fired, but we did ask for an apology. After all, 80 percent of Americans are Christian. He refused. So we asked the major sponsors to pressure Stewart to apologize. What we got from Kellogg's was nothing short of amazing—we were told by senior management that if we don't like the show, just "change the channel or turn off the TV."

This kind of dismissive attitude smacks of corporate arrogance. Maybe those who believe this nonsense should envision a picture of their own mother in that spot and see if that might jolt them.

What Stewart did is inexcusable. What Kellogg's did is indefensible. We cannot let this stand, and that is why we are appealing to those who work there to speak up and let senior management know that Kellogg's is better than this—Kellogg's cannot be associated with such an obscene attack on Christianity. All we want is for Kellogg's to contact Comedy Central, which carries Stewart's show, and ask for an apology. If they do, we'll drop our campaign. If they do not, we'll expand it.



**Bill Donohue**  
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