

Scott Warrick, JD, MLHR, CEQC, ~~SPHR~~

Scott Warrick Consulting & Employment Law Services

1147 Matterhorn Drive ♣ Reynoldsburg, Ohio 43068

(614) 367-0842: Office ♣ (614) 738-8317: Cell

www.scottwarrick.com

Link Up With Scott On [LinkedIn](#)

Cheerios: Courage Under Fire



Recently, General Mills, the maker of Cheerios, ran a commercial that featured a biracial family, an African American father, a white mother and a biracial daughter. In today's age, you wouldn't think such a scenario would draw much criticism. You would be wrong.

The commercial starts by showing a biracial daughter holding a box of Cheerios while asking her white mother if Cheerios are good for your heart. The white mother says that they are, so the little girl takes the box of Cheerios and runs into the other room where her black father is lying on the couch. The girl then dumps the box of Cheerios onto her father's chest while he is sleeping, presumably to help keep his heart healthy.

Unfortunately, this commercial has sparked a racial controversy that has drawn a flood of ugly remarks from the public. Actually, some of these comments posted online were so offensive that General Mills, disabled the comments section on its YouTube video of the commercial.

However, in spite of the controversy this commercial has generated, General Mills announced it continue airing the commercial.

What do you think of General Mills' decision? Should they have made the commercial? Should they have stopped running it?

It takes courage to keep doing something you know is right, even when you know some will find it offensive.

REMEMBER: "The hottest places in hell are reserved for those who in times of great moral crises maintain their neutrality." ~~ Dante Alighieri