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SURFING THE WAVES OF POPULAR CULTURE
BY MICHAEL GILTZ & FRIENDS

MONDAY, APRIL 10, 2006

"Brokeback Mountain": Wal-Mart Says Yes, Prisons Say No

Brokeback Mountain continues to make news. [The New York Times](#) reports that the lovable American Family Association is calling for a boycott of Wal-Mart over *Brokeback Mountain*. To show how weak the AFA has become, they're not even trying to stop Wal-Mart from carrying the DVD. No, what they object to is the fact that Wal-Mart has put posters promoting the DVD in the front of its stores "where children can see them." The AFA spokesperson also says since he doesn't consider the movie a blockbuster that Wal-mart's agenda must be to "normalize" homosexuality. Wal-Mart is ignoring them, which is nice. But how sad they can't even pretend that anyone objects to the movie itself. All they want is Wal-Mart to take down those posters, because obviously any kid who sees Jake Gyllenhaal and Heath Ledger on a poster would turn gay or might forget to mock and belittle gay kids at their school the next day. Meanwhile, Reuters reports a correctional officer in Massachusetts will be disciplined for showing *Brokeback* to inmates. They don't object to the content; they simply try to avoid movies with sexually explicit scenes. I wonder if the prison also avoids movies with violence. I doubt it; but if they do, those prisoners must have seen *The Little Mermaid* a thousand times by now.

POSTED BY MICHAEL IN NEW YORK AT 5:38 PM



2 COMMENTS:

Bon said...

This is really good, I wonder what Sam Walton would say. Personally, I think the sun shines out of Jake Gyllenhaal's rear end.

10:55 PM

Michael in New York said...

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