Real homophobes don't Google

By Mark Morford, SF Gate Columnist

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But hey, you can make do, right? Screw those depraved, godless companies. Who needs 'em? At least you have Fox News. And Exxon. And, um, Pilgrim's Pride. They make deep-fried frozen chicken blobs. So you're good for basic protein. Suck down a giant platter of breaded, hormone-injected patriotism while sipping a silver bullet and watching some NASCAR, and all is right with the world, am I right?

Oh dear. Bad news, lovebug. It seems Time Warner owns the broadcast rights to every single NASCAR race nationwide. Time Warner! Dude! They love gays! As if that weren't bad enough, they also own NASCAR.com. WTF?

Would you like to read that again? A clearly pro-gay megacorp basically owns the straightest, manliest, most pseudo-macho sport in the entire known world next to beating things with clubs and skinning buffalo with your teeth. Whatever will you do with your boycott now?

Before you answer, might want to check out what else you're going to do without. Time Warner, for one, is everywhere.


Did I forget to mention CBS? That's right. No more "CSI." No more "Survivor." Damn homos are everywhere.

It's OK, take a moment. I can hear your head imploding in abject confusion. How could this be? How could these powerhouse companies be sucked into the vile gay agenda that's destroying the land, brainwashing our kids and making it OK to order arugula salads and enjoy trance music and the BMW 3-Series?

Don't worry, homophobic American. No one really expects you to boycott all these companies, or even any of them. No one expects you to actually walk your hateful talk. It's not really possible anyway.

Besides, the backwards lug in you and the jaded cynic in me could easily argue that most of these companies couldn't care less about gay rights, per se. They only really care about the money DOMA costs them. They care about health care expenses, administrative overhead, profit and loss. They only care about, you know, capitalism. And everyone knows, capitalism doesn't discriminate. It's an equal opportunity exploiter.
But unfortunately for you, I’m not sure that really matters anymore. Be it for economic, moral, political or cultural reasons -- or more likely, some wondrous combination thereof -- gay rights and gay marriage are gaining on you. Fast. I know it, you know it, even capitalism itself knows it. Your imminent obsolescence is assured.

Not sure what that means? It’s OK. You can Google it.

Mark Morford’s latest book, 'The Daring Spectacle: Adventures in Deviant Journalism,' is available at Amazon, BN.com, and beyond.

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