

DELTA DROPS JON STEWART

Within a few weeks of Jon Stewart's "vagina manger" stunt, Delta Air Lines, one of "The Daily Show's" biggest sponsors, pulled its advertising from the program. According to a public relations official, Delta claimed, "We just weren't comfortable with the graphic nature of their image that was used on the show."

Following this announcement, we encouraged everyone to choose Delta the next time they fly: it is important to support advertisers who act responsibly.

We also encouraged everyone to continue to pressure Kellogg's to pivot because of their refusal to criticize Stewart for his April 16 assault. Indeed Kellogg's acted irresponsibly when it offered a lame response to our serious concerns.

Professors take note: The corporate arrogance of Kellogg's is suitable for classroom discussion in courses on business ethics. Also recommended for discussion is the corporate responsibility of Delta Air Lines.