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Channel Nine continues to endorse and profit off racism in a reckless and dangerous decision to bring back Sam Newman

Racial and economic justice advocacy organisation Democracy in Colour is appalled by the decision that will see Sam Newman, someone with a long history of racist comments against Black and Indigenous people in Australia, on our screens again and is [calling for advertisers](#) to take a stand against using racism for profit by pulling their ad spends.

National Co-Director, Neha Madhok says, "The fact that Channel Nine has decided to bring back Sam Newman, calling him "the ever unpredictable" is dangerous and completely tone-deaf, as the world is going through a major movement to see justice for Black and Indigenous people of colour.

"Australia's appalling record of racism towards Indigenous people in this country is nothing to be proud of, and certainly not something that should be profited off by shock jock commentators like Sam Newman.

"In what has been a moment of reckoning regarding racism and police brutality against Black and Indigenous people, Channel Nine has made a reckless and dangerous decision to give racism a platform for profit. The decision to bring back commentators who use Black and Indigenous people of colour as material for their racist commentary is a direct insult towards all the strong and powerful First Nations campaigners who are fighting against systemic racism in this country.

"As the Black Lives Matter movement has gained international recognition, this country remains willfully ignorant about the racism experienced by First Nations people. The world is watching and it's an international embarrassment that we are still profiting off racism while other countries are seeing racist commentators, advertising, and organisations being stripped of their platforms.

"Democracy in Colour is calling on advertisers to pull their funding from Channel Nine. It's time that Australian networks know that racism in sport is simply not acceptable anymore and not something to profit off. These are people's lives at stake and giving platforms to people who dehumanise Black and Indigenous people by putting on blackface or insulting victims of police brutality is a national embarrassment," says Ms Madhok.

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Democracy in Colour is a national racial and economic justice organisation led by people of colour. It runs campaigns that tackle structural racism and build the power of people of colour to shape the critical issues that affect our lives.