



Sobering Up After DEI

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Some universities and companies have been retreating from their obnoxious DEI policies. We can now add Jack Daniel's to the list.

One of the lamentable ideological fads of recent years, DEI ("Diversity, Equity, and Inclusion") programs are a vicious form of race-based and sex-based affirmative action.

All such policies subordinate merit to irrelevant but politically preferred physical characteristics.

So far as I know, old-style affirmative action at least was not normally accompanied by mandatory indoctrination and mandatory testimony by applicants about how they would cherish and uphold the ideology of compensatory racial and sexual discrimination. But such indoctrination and litmus tests are standard features of many contemporary DEI regimes.

Which are now minus one, thankfully, as Jack Daniel's announces that it will be ending DEI initiatives, such as a social credit system and "quantitative workforce and supplier diversity ambitions."

The *Dallas Express* says that the whiskey distiller is decoupling from DEI because it is "[facing backlash](#)." Specifically, thanks to the impending attention of Robby Starbuck, "an activist known for successfully putting a spotlight on companies like Harley-Davidson and John Deere" for their DEI policies.

Starbuck said [on Twitter](#) that he had been "set to expose" Jack Daniel's, which perhaps was tipped off by his visiting of employee LinkedIn pages. "We are winning and one by one we will bring sanity back to corporate America."

He adds that if you want your own workplace's DEI policies exposed, you can email "tips and evidence" to him at EliminateDEI@protonmail.com.

This is Common Sense. I'm Paul Jacob.