

News

Dodge Criticized for Using King Voiceover in Super Bowl Ad

Super Bowl Ad Using Dr. Martin Luther King, Jr. to Sell Trucks Gets Negative Reaction

By Lauren Victoria Burke
NNPA Newswire

There were ads with Morgan Freeman rapping and ads with babies from around the world and fast cars with singer Steven Tyler. There were ads with medieval themes, magic and song. Then there was the ad using the words and voice of Dr. Martin Luther King, Jr. to sell Dodge Ram sell trucks. "Everybody can be great," Dr. King said in a speech in 1968, two months before he was murdered. "You only need a heart full of grace; soul generated by love." The advertisement fea-

tured images of football players, cowboys, U.S. troops and first responders as a backdrop to King's voiceover. The advertisement ended with an image of a soldier, a Dodge truck, and the words "Built to Serve." The commercial for Dodge trucks provoked protest on social media shortly after it aired from many Super Bowl LII viewers. It also induced a reaction tweet from the The King Center and Bernice King, the daughter of the late civil rights leader. "Neither @TheKingCenter nor @BerniceKing is the entity that approves the use of #MLK's words or imagery for use in merchandise, enter-

tainment (movies, music, artwork, etc) or advertisement, including tonight's @Dodge #SuperBowl commercial," The King Center tweet stated not long after the ad was broadcast. April 4, 2018 was the 50th anniversary of the assassination of Dr. Martin Luther King, Jr. in Memphis, Tennessee, at the hands of James Earl Ray. "The worst commercials are those that use icons like Martin Luther King Jr to sell things like a Dodge Ram truck," tweeted Boston Globe Deputy Bureau Chief Matt Viser. He wasn't the only one who noticed. "So, Ram Truck appropriated Martin Luther King Jr. and used an all white cast + 1 token black to sell trucks to Trump supporters as if we're back in the 1950s. #SuperBowl," stated Lucy Amato on Twitter. "Using a "Martin Luther King" speech and completely taking it OUT OF CONTEXT for a truck commercial is a disgrace," another Twitter user reacted in a typical statement. Super Bowl advertisements have become an annual ob-



Some Super Bowl watchers were dismayed by the use of a Martin Luther King, Jr. voiceover in the Dodge truck commercial.

OBITUARY:

Rev. Dr. W. G. Hardy Jr.

April 13, 1957 - February 2, 2018



Rev. W.G. Hardy Jr. passed away February 2. There will be a homegoing service from 11 a.m. to 1 p.m. February 9 at Highland Christian Center, 7600 NE Glisan St. The committal service will take place from 12:30 p.m. to 1 p.m. Feb. 12 at Willamette National Cemetery, 11800 SE Mt. Scott Blvd.

My Father's House Ministries

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session as the expensive and targeted marketing to a huge audience has become a place where products are debuted for the first time. Super Bowl ads have also become an annual time to analyze and study the many marketing strategy, as well as the "hits and misses" of the ads seen during the game. It's likely that the ad featuring King's voice and words will likely be the source of analysis over the coming days. The ad might also reignite discussion on some of the decisions being made by Dexter King and Martin Luther King III regarding the use of their father's image and words. Lauren Victoria Burke is an independent journalist, political analyst and a frequent contributor to the NNPA Newswire and BlackPressUSA.com. She can be contacted at LBurke007@gmail.com and on Twitter at @LVBurke.

SUB-BIDS REQUESTED

Portland International Airport (PDX)
Parking Additions and Consolidated
Rental Car Facility (PACR)

82nd Ave U-Turn Lane Addition

Bids Due: Feb. 16, 2018, 2:00pm PST

JE Dunn Construction invites written and sealed Bids from qualified Trade Partners to provide construction services for the 82nd Ave U-Turn Lane Addition on the PACR project.

A non-mandatory pre-bid meeting will be held on February 2, 2018 at 2:00pm, located at the Portland International Airport, 7000 Airport Way Portland, OR 97218 in the Conference Center, St. Helens B Conference Room.

Bids may be delivered to JE Dunn Construction via email to Robert Means at Robert.Means@jedunn.com.

Any Bid received after the specified date and time will not be considered.

A complete copy of the documents can be obtained by emailing Robert Means at Robert.Means@jedunn.com.

424 NW 14th Ave
Portland, OR 97209
Phone: 503-978-0800

JE Dunn Construction reserves the right to select the best value response, negotiate with multiple bidders, or reject all responses. This is an Equal Opportunity and encourages Minority, Woman, Veteran, and Emerging Small Business participation.

2-7-18

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