



Written by [Elad Hakim](#) on October 20, 2022

## So Long as Fans Acquiesce, Very Little Will Change

The [National Hockey League](#) (NHL) recently joined the “woke train” after an internal review found that the league was “too white.” By “going woke,” the NHL joined the NFL and the NBA, both of which continue to unapologetically promote woke, anti-American policies, as described [here](#), [here](#), and [here](#). Unfortunately, these professional leagues, and others like them, will continue to engage in such conduct because fans are enabling them to do so.

To many Americans, pro sports is a part of life, almost sacrosanct. For example, NFL Sunday is must watch television that is not to be missed under any circumstances. It provides Americans with the opportunity to put on their favorite team’s jersey, invite friends, and sit around the television while eating pizza. Others choose to attend the game(s) in person.

Many who continue to support one or more of these leagues do not feel that they should stop watching/attending the games, or supporting the various leagues, due to the conduct of some players. Why should we stop watching something that brings us happiness due to the conduct of some players, they ask? After all, not all players support the woke policies, so why should we ban a league in its entirety?

These questions, while legitimate, miss the mark. There is a major difference between supporting a league where several players engage in objectionable conduct and supporting a league where the league itself supports/promotes objectional conduct. The former allows fans to boycott those specific players. The latter, on the other hand, does not. The former involves a situation which is specific to those few offenders, while the latter is universal and represents the league as a whole.

From 2016 to roughly 2018, many Americans threatened to [boycott](#) the NFL due to conduct that was deemed unpatriotic and/or improper demonstrations on the field by various players. At the time, in a 2016 article in [Townhall](#), John Hawkins perfectly laid out the reasons for boycotting the league, stating:

Know what the penalty for putting America down in the NFL is right now? Nothing. The same NFL that banned [pro-cop helmet decals](#) and stopped Titans linebacker Avery Williamson from wearing cleats that honored the victims of 9/11, supports players who refuse to stand for the Pledge. Moreover, spoiled mediocre quarterback Colin Kaepernick’s jersey became a best seller AFTER he held the flag in contempt. On a personal note, I wouldn’t even shake someone’s hand who is wearing a Kaepernick jersey, much less hire him. But, when people who hate America will reward you for doing the wrong thing, while the good people just shrug their shoulders, you shouldn’t be surprised when NFL players



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keep flipping off the whole country.

Notwithstanding, many Americans have since forgotten their “pledge.” For example, as reported by [Deadspin](#), referencing a tweet by Ari Meirov:

Per the NFL, the 2021 NFL regular season averaged 17.1 million viewers (TV+Digital) - the highest regular season average since 2015. NFL games accounted for 91 out of [the] top 100 most-watched telecasts on TV. Throughout the season, there were 370 billion total minutes consumed.

According to [Sports Media Watch](#), “Tuesday’s NBA’s Opening Night doubleheader averaged 3.3 million viewers on TNT, up 17% from last year and the highest average since 2017.” NHL viewership also [went up](#) since last year, although it is yet to be seen whether the league’s decision to go woke will have an impact on its overall numbers.

The fact that people continue to support these leagues is not surprising. It is, however, one reason why these leagues feel emboldened to promote “woke” policies. It goes without saying that, without punishment (primarily in the form of lost revenues), there is nothing compelling these leagues to slow down, stop, or reverse course. If people continue to watch/attend games, purchase league merchandise, and/or otherwise support the various leagues, the leagues will continue to push forward, and other businesses/companies will follow their lead.

It is not enough for Americans to voice their discontent with the various policies and practices. Rather, they should stop watching the games, buying merchandise, and supporting the players. Only then will the various leagues learn that decisions have consequences. The consequences, in their case, will mean a significant loss of revenue.



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