

Funding the Future

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As [has been widely reported](#), Jimmy Kimmel returned to the air in the USA last night.

Disney, which owns the channel that produces his show, restored it after the attacks on it by Trump and others on the far right. The indefinite suspension they thought they had secured lasted a week.

So what happened?

Disney's stars turned on Disney and made their feelings known publicly.

The media across the world were outraged by Disney's actions.

So were all those who believe in freedom of speech.

And vitally, many of them cancelled their Disney subscriptions.

Disney got the message.

At least on this occasion, in the battle between fascism and freedoms, freedoms won because the consumer had the power to hit Disney hard by withholding their custom, and that is what they did.

We sometimes feel powerless. And sometimes we are. However, this series of events shows that small, individual actions can have significant consequences.

We do not need to give in to fascism. We need to act against it, however, and whenever we can.

I am mildly encouraged. There might just be some hope, after all.