

Below you will find the original text of the speech I delivered to the American Renaissance Conference last weekend in Nashville, Tennessee.

I'd like for you to read it and then share with me your thoughts by leaving a comment at the bottom of the article.

If you enjoy the speech, please pass it along to your e-mail list or post it to your Facebook page.

Thanks!

James

Thank you, Jared, for that generous introduction, and thank you for inviting me to speak at American Renaissance 2012. The bi-annual AmRen Conference is the premier event in the cause of European-American advocacy. I'm honored to be here among my colleagues and my friends.

Let me first give you fair warning. I don't have a silver bullet to offer you. If you came here today in hopes that any of the speakers will be giving you a previously unknown prescription that will cure what ails America, you will leave disappointed. The best I can do for you is to remind you that the political winds are fickle and can quickly change direction. Our job is to keep the pilot light burning until an opportunity presents itself to stoke the embers into an eternal flame.

Beyond that, I will talk to you about what I've been able to do that works and offer you practical advice that everyone can apply.

When Jared approached me about speaking here, he suggested that I talk about appealing to the mainstream, and about how I stay positive and professional, while at the same time, coming off as a "normal" guy.

Normalcy shouldn't be overlooked. *Obviously*, I'm not talking about *anyone* here, but let's face it, sometimes race realists can come across as either over intellectual and socially awkward, or downright angry and bitter. I'm neither. I'm not overly intellectual and one can usually find me in a good mood.

I'm often called "positive" by many folks who talk with me and email me, and I take that for the high compliment they intend it to be. God knows I've been called a lot worse.

Despite the odds that we currently face as white civil rights activists, I tend to operate with an overall sunny disposition. I think that it stems from the spiritual affirmation that comes from doing ones duty. I am happy to do mine.

When I'm asked what it is that we do that makes [*The Political Cesspool*](#) so popular, I fear I'll find myself in the same position as the centipede who was asked by the grasshopper how he kept all his feet synchronized. The centipede thought about the question for a moment, and then he could never walk again. An analysis of my work might result in a similar paralysis.

Although, I'm proud to say, I'm happy to say that, for whatever reason, *The Political Cesspool* has a large audience, and it's growing. We've been on the AM airwaves for eight years now and became a syndicated broadcast in 2008. My work on the radio has been covered by over 150 newspapers, magazines, and television programs that have helped us develop a reputation that I would never trade.

It has truly been a wonderfully turbulent political career for me thus far.

And, despite the fact that not one of those countless reports have ever offered an objective assessment of my program, the publicity inevitably brings in curious observers. Those with working minds are able to judge for themselves what we're really fighting for. Many of them make the right decision and stick around as fans.

Some folks tell me that they're amazed that Memphis-based show like mine is able to survive at all. And they're right - it is amazing. We're a pro-white broadcast in a town with black-to-white ration of over 2:1. Memphis is now unquestionably one of the most white-hating places in America. And that might explain why we've been a success in Memphis; we're the only media for white people in the city.

With charisma, flair and panache, we present our case to the everyday man on the street who we are going to have to enlist in the struggle to reclaim America's destiny. Thankfully, we don't have to do it alone. To help us articulate our message we regularly feature as guests men like: Jared Taylor, Pat Buchanan, Kevin MacDonald, Richard Spencer, Frank Borzellieri, and so many other guiding lights, many of whom are in this room.

Our formula seems to be working. We're making our issues fashionable again, which is something that has to be done. The general public simply won't back something that isn't en vogue.

I can vividly remember conducting "waiting-in-line market research" with my co-host, Winston, during the early years of our run. While we stood in line at a store, or sat in a busy diner, he would talk about the show - and do so loudly enough that people in the immediate area could hear him. He would then ask a nearby person, "Have you ever listened to those guys?"

More often than not, not only were the random bystanders familiar with the program, they had a favorable opinion of our work. They were the same kinds of people (roofer's with mortgages) who helped us chase Al Sharpton out of Confederate Park, which led to our first claim to fame in 2006, which just so happened to be the same year our program was issued a certificate of recognition from the Memphis City Council for "outstanding contributions to the community."

And I think they are the same kinds of people who hold the key for effective white advocacy. I firmly believe that most European Americans, particularly those in the "Red States," still fundamentally think just like we do.

I am in a unique position in which I'm fortunate enough to receive dozens of letters and emails each week from people who affirm my assessment, but I don't think it's naïve to trust that most European Americans know what's wrong this country, and they know the real problems of multiculturalism.

But they don't know what they can do about it, indeed, they don't know if they can do something about it. For most of us, life is burdensome. We have families to support and we work our jobs to support them. We also have to work to support those who won't work. We have homes to maintain, children to raise, spouses who need and deserve our attention, and a hundred other cares and concerns that prevent us from marching en masse when legislators pass laws that work to decrease the influence of the dispossessed majority.

And, naturally, we're too civilized and law abiding to start riots when a white girl is kidnapped, raped, tortured, and murdered by a gang of diversities. Besides, we're at the point in which it's financially

dangerous to speak out and act on behalf of our people; just ask Pat Buchanan, Jared Taylor and Frank Borzellieri. These folks, and many others, have suffered economic terrorism at the urging of people who hate white people.

And for the average work-a-day white person, it's a huge intimidation factor: they think, "If those gentlemen can get fired for speaking frankly about racial issues, then so can I." So, for most European Americans, visible activism and advocacy is out of the question, for now. But still, they want to do something on behalf of our people.

Pardon me for stating the obvious, but other races have advocacy and pressure groups; they're everywhere, they're visible, their belligerence is applauded and encouraged, they're well-funded, and they're entrenched. But groups that work on behalf of the interests of European-Americans are just plain scarce; it's not difficult for us to get exposure, but national media coverage that correctly portrays our views and activities is a dream.

There's no money in this movement. As I mentioned, we've been operating for nearly a decade and have enjoyed more celebrity than most, but we still have a razor thin operating budget. As organizations, we're constantly fighting for our basic rights to exist and operate.

This very conference had been shut down twice because hateful and dishonest people didn't want it to exist, and if it were not for the fierce defiance and leadership of Jared Taylor, we would not be here today.

When polite and racially-aware folks think of the individual and organizational leaders of white advocacy, you'd be lucky to use all of your fingers and toes. We're fighting a difficult uphill battle, and the hill is very steep and very slippery. If advocating for European Americans was simply a matter of common sense and truth and powerful communication, then our side would have won the battle long ago.

I look out over this crowd, and I see the deepest thinkers, the most honest and clear-sighted observers, and the most eloquent and elegant communicators. But it pains me to say that it just isn't enough. Those among us who are in public eye, those among us who are able to communicate with power and style, those among us who are allowed to make an occasional Viking raid into the establishment media, we are too few, and most of the available forums are hostile to us.

If we're going to advocate for white people, then we're not going to get help from the media at large. I don't mean to say that we shouldn't try to get time in front of TV cameras and behind radio microphones. And I'm not saying that we shouldn't lobby and pressure politicians. We should pursue aggressively any and all avenues to answer our critics, spread our messages, and legislate our principles.

Furthermore, I think we need rethink the focus of our efforts, which for too long have consisted mainly of making a display of the shameful and shameless behavior of so-called "minorities," and exposing the Machiavellian connivings of "dual-citizens." Those efforts have served an important function, and thanks to them, no one can doubt or deny that the typical outrageous, barbaric, and violent Third World cultures are incompatible with European American culture.

As I once said during an interview on CNN, "You can't have a First World nation with a Third World population."

We're very good at observing and analyzing these things. But it seems that the final punctuation of our comments and discussions is something to the effect of "it's disgusting, it's awful, it's unacceptable," and that's the end of it. Our readers and listeners go away with raised blood pressure, and, I fear, a more acute sense of powerlessness.

Well, I'm supposed to talk about a winning mindset for white advocacy, and how such a mindset intersects with my work on the airwaves.

Let me first remind you how important it is to have heroes. Real heroes. I have mine. Being from the South, and more specifically, right here in Tennessee, I tend to gravitate first toward the heroes who have called my state their home.

Men like Andrew Jackson, who won the Battle of New Orleans and killed the bank. Davy Crockett, a man who left Congress to face overwhelming odds and certain death at the Alamo. Nathan Bedford Forrest, a wealthy businessman who enlisted in the Confederate Army as a soldier of the lowest rank and then, with no military training, rose to become one of the greatest tacticians in the history of warfare.

What happened to the nation that used to produce men like that?

Well, we got fat and lazy. We decided that, even though the sacrifices we must make in terms of suffering unfair defamation pales in comparison to the sacrifices made by our ancestors, we'd rather give away our inheritance than be called the "r" word. I wrote an [entire book](#) on this subject.

As a race, despite knowing the truth deep within our souls, we've accepted and become guilt-ridden over the grievances that non-whites pretend to have without demanding gratitude for all of the immeasurable contributions that whites have given to the world; contributions in science and medicine that benefit all of humanity.

But, the good news is that the same genes that animated men like Jackson, Crockett, Forrest, and so many others are still there, lying dormant within our people, just waiting to be stimulated.

I'm not suggesting that it's possible for me or you to leave this place today and go out and accomplish superhuman feats like those men did. Thankfully, you don't have to win battles or give your life in order to be a hero.

Being a hero starts at home. For the men in the audience today, I encourage you to be a hero by being a good husband, father, brother, and son. Walk with your shoulders square. Greet others with a firm handshake. Look people in the eye and tell the truth in love when asked of your opinion. You know your circumstances better than I do. Figure out how to best apply yourself in our righteous cause.

I hope that my work is encouraging others to do just that. I'd like to think that my radio show is about empowering our listeners. We want to give them information, we want to encourage them, we want to point out to them the doors of opportunity in dealing with the attacks on them. *The Political Cesspool* is about the audience. It's about our people. And it works.

Time and time again, we get emails and snail mail from listeners, both in America and abroad, telling us how they've decided to run for local office, to go to law school, to throw away their television sets,

to pull their kids out of public school and to homeschool them, how they've decided to marry their girlfriend or boyfriend and have babies and teach their children to love and be proud of their race.

This is heroism and it's effective white advocacy. Be a hero to your immediate family and to your extended family, keeping in mind that your race is your extended family.

When white people love their race, we can be an effective bunch. I told you about how the white people of Memphis sent Al Sharpton packing. In 2007, the Senate was poised to approve George W. Bush's Comprehensive Immigration Reform Act, an amnesty bill that included a one-block long "road to citizenship" for the millions of illegal aliens in the country.

But the day before the vote, ordinary European Americans, just like those who make my audience, melted down the Senate phone bank. Just this week, we're seeing that advertisers are bailing out of the primetime ABC TV show *Good Christian Bitches*. The advertisers are leaving because average white people are taking quiet and implicitly pro-white action, and you can bet that the people contacting those advertisers are white, because that's what the show depicts; any program that demeans or humiliates European American will not be opposed by non-whites; quite the opposite, in fact.

As I said earlier, the task of white advocacy is too big for just those who are considered the "leaders" or the "guiding lights." And cataloging the outrages against white people isn't enough. Most European Americans, including the self-proclaimed liberals who live in their gated suburban enclaves, know how bad multiculturalism is. We've done a great job in making sure they know it. Nature has done us one better.

Now we need to tell our people how good they are, and that they can and must take on the task of white advocacy. They are the best advocates, and we need them to know that contending for our race, loving our race, is a generational endeavor. For loving our race *is* the winning mindset for effective white advocacy.