**What Would You Do?: Muslim Woman Bakery: 2/26/08**

22:01:35 JOHN QUINONES

(OC) Hello, and welcome to the opening show of our 'Primetime" series,

'What Would You Do?" If you see something and you think it's wrong, do

you step in or do you step away? What people say and what they do aren't

always the same. That's why our hidden cameras are so revealing. In our

first scenario, we weren't sure what to expect, when our opinionated man

behind the counter meets the Muslim woman in a head scarf.

22:02:05 JOHN QUINONES

(VO) Deep in the heart of Texas, at this little roadside bakery, bigotry

is being served with the coffee and Danish.

22:02:13 ACTOR

Sir, I had a question.

22:02:14 ACTOR

No, ma'am. We don't serve Muslims here.

22:02:17 ACTOR

I'm sorry?

22:02:18 ACTOR

This is America. We're at war with your people.

22:02:20 ACTOR

I don't know what you think I am. I'm just trying to get an apple.

Just...

22:02:22 ACTOR

Well, you're a terrorist is what you are. So...

22:02:25 ACTOR

Excuse me?

22:02:25 ACTOR

You got to take your business elsewhere. We don't serve your kind here.

22:02:28 JOHN QUINONES

(VO) The other customers at this bakery near Waco seemed to hear

everything. But they barely look at the Muslim woman, even when the

language is tough to take.

22:02:37 ACTOR

Get back on the camel and go back wherever you came from.

22:02:41 ACTOR

Sir, I am an American. I was born and raised in this country.

22:02:43 ACTOR

No, you're not. Americans don't wear towels on their head.

22:02:47 JOHN QUINONES

(VO) Muslim-Americans say these are words they hear all the time in all

parts of the country. But here at the bakery, what the customers don't

know is that this Muslim woman and the man behind the counter are actors.

The bakery is working with us, all part of a 'Primetime" hidden camera

experiment on prejudice and patriotism.

22:03:09 ACTOR

Please take your business elsewhere. Am I asking too much?

22:03:12 JOHN QUINONES

(VO) When no one even tries to help her, she makes a direct appeal.

22:03:16 ACTOR

Sir, would you mind ordering me an apple strudel? That's, that's why I

am here.

22:03:19 CUSTOMER

Well, I don't - this - I mean, I...

22:03:21 ACTOR

I can give you the money. I have no problem with that.

22:03:23 CUSTOMER

That's not a problem with the money, hon. How much?

22:03:26 ACTOR

Please, no, sir. I'm not gonna let you.

22:03:28 CUSTOMER

No. How much do I owe you?

22:03:29 JOHN QUINONES

(OC) But when he gives her the cold shoulder, she finally just leaves.

You could have helped her out. You could have spoken up. Why not?

22:03:37 CUSTOMER

Me speak up for her? Well, if he tried to do some harm to her or

something, then I would have.

22:03:41 JOHN QUINONES

(OC) But why not try to set him straight?

22:03:43 CUSTOMER

I really think that a person that owns his own business should be able to

say who they sell to.

22:03:50 ACTOR

She's not American.

22:03:51 JOHN QUINONES

(VO) Others seem to agree with our actor as to who's an American and

who's not. Is it all based on the way we look?

22:03:59 ACTOR

I'm an American citizen. I just would like an apple strudel, please.

22:04:01 ACTOR

Well, I'm sorry. Then why don't you dress like an American if you're so

American?

22:04:04 ACTOR

This if for religious purposes, sir. I, I don't think you have any right

to say anything about it.

22:04:07 ACTOR

So, I'm religious. And I don't wear, you know, Halloween costumes

around. I mean, am I wrong here, sir?

22:04:13 CUSTOMER

Not me, no.

22:04:13 ACTOR

I run my business the way I wanna run it.

22:04:15 CUSTOMER

That's right. That's right. Don't come in here without shoes or a shirt

on.

22:04:19 JOHN QUINONES

(VO) This customer is adamant that the man behind the counter is doing

the right thing.

22:04:23 CUSTOMER

Hooray for you.

22:04:25 JOHN QUINONES

(VO) But the fact is, it's against the law to deny service to someone

based on their race or religion.

22:04:31 JOHN QUINONES

(OC) My name is John Quinones. And I'm with ABC News. What did you

think of what you heard here?

22:04:36 CUSTOMER

I didn't hear anything racist.

22:04:38 JOHN QUINONES

(OC) He told her he wouldn't serve her?

22:04:40 CUSTOMER

Well, he can say he wouldn't serve you if you come in barefoot or without

a shirt on.

22:04:45 JOHN QUINONES

(OC) But she wasn't barefoot or without a shirt on.

22:04:47 CUSTOMER

Well, she wasn't dressed right.

22:04:48 JOHN QUINONES

(OC) What do you mean?

22:04:49 CUSTOMER

If I was running the place, I'd do the same thing.

22:04:52 JOHN QUINONES

(OC) You wouldn't let Muslims shop at your store?

22:04:54 CUSTOMER

I sure wouldn't.

22:04:55 JOHN QUINONES

(OC) We never expected customers to be so candid.

22:04:58 ACTOR

How do I know you don't have a bomb in there?

22:05:00 JOHN QUINONES

(VO) Watch what happens this time when, once again, our Muslim woman is

denied service.

22:05:06 ACTOR

This is not right.

22:05:07 JOHN QUINONES

(VO) And again leaves.

22:05:09 ACTOR

I mean, we reserve the right to not serve certain kinds.

22:05:10 CUSTOMER

Yes, that's right. That's, you know, I appreciate you saying that. I

think that's the first time I've ever seen that.

22:05:17 JOHN QUINONES

(VO) He not only commends the man behind the counter for his

discriminatory behavior, but gives him the thumbs up, not once, but

twice...

22:05:25 CUSTOMER

Good job.

22:05:25 ACTOR

All right.

22:05:26 CUSTOMER

Sure.

22:05:26 JOHN QUINONES

(VO) ...as he leaves.

22:05:27 JOHN QUINONES

(OC) Can I talk to you, sir, for a second? But when I approach, sir,

we're with ABC News. There was no thumbs up for me. We, we staged a

little experiment in there to see how people would react to that kind of

attitude.

22:05:39 CUSTOMER

You're not an American.

22:05:42 JOHN QUINONES

(OC) I am an American. That man took it a bit farther, telling me I'm

not an American.

22:05:48 JACK DOVIDIO, SOCIAL PSYCHOLOGIST

He was threatened.

22:05:49 JOHN QUINONES

(VO) Jack Dovidio is a social psychologist at Yale University.

22:05:53 JACK DOVIDIO

So when we, as Americans, feel threatened from the outside, we're gonna

define ourselves in very rigid fashions, either you're with me, and if

you're not really one of me, then you must be somebody else who's against

me.

22:06:05 JOHN QUINONES

(VO) The young woman in our experiment is an actor. But for this woman,

discrimination is all too real. Nohayia Javed (PH) helped us design our

experiment. Although born in Chicago, she says she's constantly

characterized by fellow Americans as the enemy.

22:06:21 STUDENT, FEMALE

They always start off with, 'You're a terrorist. Osama-lover.

Towel-head. Camel jockey." On and on.

22:06:30 JOHN QUINONES

(VO) While attending college in Texas, she says, she continually

suffered verbal abuse and has even been physically attacked just because

she's Muslim.

22:06:40 STUDENT

They assume I'm not from here. And if I tell them I'm American, they're

like, 'No, you're not. Just because you were born here doesn't make you

American." And I'm like, 'So, what makes you American?"

22:06:48 JOHN QUINONES

(OC) It's a daily battle?

22:06:50 STUDENT

Mm-hmm. And I don't feel like living in America, I should have to fight

this battle.

22:06:55 JOHN QUINONES

(VO) Meanwhile, back at the bakery, our actor is at it again.

22:06:59 ACTOR

But how do I know you're not a terrorist? Terrorists look like you.

22:07:03 JOHN QUINONES

(VO) But this time customers are sympathizing with the Muslim woman.

22:07:07 CUSTOMER

Come on, you are a Christian. Come on. Come on. Leave her alone.

22:07:10 ACTOR

Right. I know. But can you blame me?

22:07:12 CUSTOMER

Yeah, she can blame you actually.

22:07:14 ACTOR

Why, what's the problem?

22:07:15 CUSTOMER

All right, we're getting out of here. You need to go (censored by

network) actually is what you need to do.

22:07:18 ACTOR

Okay, sir.

22:07:19 ACTOR

Thank you, sir.

22:07:19 ACTOR

I'm a good American, all right. We're at war with these people.

22:07:21 CUSTOMER

We all Americans.

22:07:21 CUSTOMER

Well, my dad is a veteran. Go (censored by network) yourself.

22:07:23 ACTOR

So is mine.

22:07:24 JOHN QUINONES

(VO) And he's not the only one who walks out in anger.

22:07:27 CUSTOMER

You need to stop segregating against people. It's wrong.

22:07:29 ACTOR

Excuse me.

22:07:30 CUSTOMER

She's an American just like everybody else.

22:07:31 ACTOR

No, you're a bad American.

22:07:32 JOHN QUINONES

(VO) Time and again, people speak out with their pocketbooks.

22:07:36 CUSTOMER

You lost a couple of customers, just so you know.

22:07:39 JOHN QUINONES

(VO) But look what happens when this man threatens to leave.

22:07:42 ACTOR

You are not a good American, sir.

22:07:44 CUSTOMER

I believe I am a good American. My son just came back from serving in

the army for over a year in Iraq. And that has nothing to do with her

rights.

22:07:53 ACTOR

I understand that.

22:07:54 ACTOR

Thank you, sir.

22:07:54 CUSTOMER

You're welcome.

22:07:55 ACTOR

And I hear what you are saying. But I...

22:07:57 CUSTOMER

I can't believe you would be, you would be so discriminatory. I'm deeply

offended by this.

22:08:04 ACTOR

I'm sorry to offend you, sir. But I've got to live with myself.

22:08:07 JOHN QUINONES

(VO) Seething, the man vows to fight back.

22:08:10 CUSTOMER

I will let people know this. I have stopped here every time I've come by

this place. And I'll never stop here again.

22:08:16 JOHN QUINONES

(OC) Why did folks get so upset?

22:08:18 JACK DOVIDIO

They saw an injustice. It's justice that binds us together. It's

justice that makes us a society. Any threat to that kind of sense of

justice and fairness undermines the entire system.

22:08:30 CUSTOMER

You're really not gonna serve her because of what she's wearing?

22:08:32 ACTOR

No. No, I'm not.

22:08:33 JOHN QUINONES

(VO) Perhaps that's why more customers are outraged by our actor's

hateful behavior than approve of it.

22:08:40 ACTOR

You're not dressed like an American. I don't know if you have...

22:08:41 JOHN QUINONES

(VO) But no one is more persistent than these two, young women who can't

believe what they're hearing.

22:08:47 ACTOR

Take your jihad, take it back out to the parking lot.

22:08:49 ACTOR

Excuse me?

22:08:50 ACTOR

I mean, I've got to protect my customers. Okay?

22:08:52 CUSTOMER

You're really offensive and disgusting.

22:08:54 ACTOR

Well, I'm sorry. I'm just trying to protect you here...

22:08:55 ACTOR

Thank you. Thank you.

22:08:56 CUSTOMER

You're sick.

22:08:56 ACTOR

...because you don't know what's going on...

22:08:56 CUSTOMER

Just because she's dressed like that doesn't mean anything.

22:08:59 CUSTOMER

This is a different culture.

22:09:00 ACTOR

How do you know?

22:09:01 CUSTOMER

You are so ignorant.

22:09:02 ACTOR

These people are trying to kill Americans.

22:09:03 CUSTOMER

It's disgusting.

22:09:04 CUSTOMER

She is my culture. So, you are ready to serve me, but you are not ready

to serve her?

22:09:09 ACTOR

You're obviously dressed like an American.

22:09:11 CUSTOMER

Big deal.

22:09:11 CUSTOMER (FEMALE), CONTINUED

She is Muslim.

22:09:12 ACTOR

Well, obviously.

22:09:12 JOHN QUINONES

(VO) And unlike the others, they don't just leave in anger. They stand

their ground.

22:09:18 CUSTOMER

So, you're gonna regulate what people wear?

22:09:20 ACTOR

Yes, because I believe the degree of...

22:09:21 CUSTOMER

Are you the manager?

22:09:22 ACTOR

No, I am not the manager.

22:09:23 CUSTOMER

Well, please call the manager.

22:09:23 CUSTOMER (FEMALE)

Can I speak to your manager?

22:09:25 JOHN QUINONES

(OC) I'm John Quinones with ABC News.

22:09:27 CUSTOMER

Hi.

22:09:28 JOHN QUINONES

(VO) It's only when we catch up with our heroines that they finally let

their guards down.

22:09:33 CUSTOMER

I'm with my friend who's, you know, Muslim. And it's - I've just seen

how people treat them differently. And it really hurts me.

22:09:46 JOHN QUINONES

(VO) Just watching them stand up for what they believe in touches

Professor Dovidio.

22:09:52 JACK DOVIDIO

In a way, they defended America. And I was impressed by that because

they wanted this to be a just society, a just place, a just bakery.

22:10:00 JOHN QUINONES

(VO) I'm John Quinones. And remember this man whose son served in Iraq?

He's also moved to tears.

22:10:06 CUSTOMER

Every person deserves to be - treated with respect and dignity in every

situation.

22:10:12 JOHN QUINONES

(OC) No matter how they're dressed.

22:10:14 CUSTOMER

No matter how they're dressed.

22:10:17 JOHN QUINONES

(VO) Never have we seen reactions so polarized, from a thumbs up for

prejudice to an emphatic thumbs down.

22:10:25 CUSTOMER

Go (censored by network) yourself.

22:10:26 JOHN QUINONES

(VO) Two different Americas, both convinced they're patriotic. At the

end of the day, 13 people stood up for the Muslim woman while six sided

with the clerk. But the majority of the bystanders, 22, did or said

absolutely nothing. That's what's most frightening to Muslims like

Nohaiya who was watching our experiment. In fact, so frightening that

they often avoid going out by themselves.

22:10:55 STUDENT

It's really sad because I'm old enough to be able to do things by myself.

I shouldn't need a chaperone all the time. But that one time that I'm

alone and something bad might happen, I'd rather be safe than sorry. Hi,

I'm Nohaiya.

22:11:07 JOHN QUINONES

(VO) It's no wonder this young woman was so moved by the people who came

forward to protect a stranger who just happens to be Muslim.

22:11:15 STUDENT

Thank you so much for what you did, and I wish more people would do these

type of things. And...

22:11:21 CUSTOMER

I do too.

22:11:22 STUDENT

It would make my life a lot easier.

22:11:25 STUDENT

God go with you.

22:11:27 STUDENT

Thank you.

22:11:29 ANNOUNCER