

Rebranding the Atom

Charlie Malone

what good is an assault on a history of urban planning
or economic theory, what good is provoking no one
or calling attention to the orange-tagged and abandoned cars
between here and Los Alamos, and the report that the city
is paying a firm in Tennessee \$50,000 to be rebranded
something, anything other than “The Atomic City”
another history we’re done with, and Zinn is dead anyway.
and I’m a well-adjusted person, generally happy
orange-tagged and patiently awaiting removal
or rebranding as anything other than—
the real purpose is to find footing, the traction
in a crumbling, volcanic soil
to push into an alternative future
as a Paralegal, an Office Manager, or College Administrator
the real purpose is to make sense
but only as an unintended consequence of another process
to resist incentives and social norms
to be a bride with a veil, reduced by symbolism and tradition
and repetition, this obviously didn’t happen
is it possible to say *I don’t subscribe to cable* without great vanity