

July 31, 2008:

Todd Fisher

General Manager

KSTP Radio

3415 University Ave.

Minneapolis, MN 55415

Dear Mr. Fisher,

I am writing to you on behalf of the Minnesota Chapter of the Asian American Journalists Association to express our grievance with Patrick Reusse's comments that imply all Asians look alike during an interview on KSTP Radio's morning show last month.

Mr. Reusse's remarks, made around 7:38 a.m. on Monday, June 30, referred to the presence of Asian golfers at the U.S. Women's Open golf championship at Interlachen. Specifically, Mr. Reusse stated: "The fact of the matter is that we have these kids named Kim, Park, and Lee out there and...us good old fashioned Anglos have a hard time deciphering one from the other." He later went on to say: "It's hard to tell one of these kids from the other for us who don't follow LPGA golf real closely."

Mr. Reusse's comments are offensive because they reinforce the stereotype that all Asians resemble each other. If Mr. Reusse's confusion is intentional or the result of laziness, then the

remarks take on a racial overtone with the implication being "well, they all look alike anyway, don't they?"

Asia is a large continent with a diverse cross section of cultures, languages, and physical characteristics. One could not imagine a sports columnist implying that all golfers from Europe are identical in appearance.

We hope KSTP Radio will be sensitive to such language in the future, and welcome any discussion on this issue. AAJA Minnesota is always available as a resource for future stories about Asians and Asian Americans. You can also find a style guide compiled by the Asian American Journalists Association at: http://www.aja.org/resources/apa_handbook/.

I look forward to hearing your response.

Sincerely,

Thomas Lee

President

Minnesota Chapter of the Asian American Journalists Association

OUTCOME:

Board scheduled a meeting with the news director, who says he's willing to work with AAJA on future issues and coverage.