



美洲同源總會

Chinese American Citizens Alliance

~ National ~

1044 Stockton Street, San Francisco, California 94108 • Telephone/Fax (415) 829-9332

National Lodge
ESTABLISHED 1895

2013-2015

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October 30, 2013

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Bob Proffitt, COO

Alpha Broadcasting

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Scott Mahalick, Program Director

Alpha Broadcasting Program Director

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Messrs.' Wilson, Proffitt and Mahalick,

I am writing in response to both the demeaning message displayed on the billboard message that your agency placed at Portland's Old Town Chinatown as well as your response to the outcry among many individuals and groups, including our local affiliate, Chinese American Citizens Alliance—Portland. As the National President of the Alliance (C.A.C.A.), among the nation's oldest civil rights and social advocacy organizations focused on addressing injustices perpetrated upon and inequities that have deprived our citizens of Chinese descent, I would be naïve to think the placement of this phrase from "Full Metal Jacket" wasn't meant to get clever laughs from those who know its origin and context.

And right in the middle of Chinatown? For those who know it and remember it, does the picture of a Vietnamese prostitute uttering those words to a soldier bring anything positive to the inhabitants and merchants of that area? Once again, boneheaded marketing attempts to gain attention and publicity without gauging the potential harmful effects have been met with justifiable outcry. While I do applaud your swift response to make it right by replacing the signage, I concur with our local President Cyrus Lee in strongly urging that there be a prompt effort to establish continuous dialogue with the station's personnel, starting with the Marketing and Programming department, so they can better understand challenges of prejudice and discrimination experienced in Portland's Asian American community.

The Portland Chinese American community has had a long, rich and positive history as productive, contributing and law-abiding citizens. We have been connected to this city for over 100 years. It is time for your station, KXL, to "Stay connected with us, my friends!"

Dr. Lee and I look forward to your serious desire to strengthen relationships that will allow us to help you raise the bar to facilitate racial harmony and understanding. Can we count on your three gentlemen to connect for change?

Sincerely,

Ed Gor

Ed Gor



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President

Chinese American

Citizens Alliance

CC:

Honorable Judy Chu, Chair, Congressional Asian Pacific American Caucus

Honorable Paul Fong, Chair, Asian & Pacific Islander Legislative Caucus

Stewart Kwoh, President & Executive Director, Asian Americans Advancing Justice

Diane Ujiiye, Executive Director, Asian and Pacific Islanders California Action Network

C.C. Yin, Founder and Chairman, Asian Pacific Islander American Public Affairs Association

Nelson Huang, President, Asian Pacific Islander American Public Affairs Association – Southern California

Johng Ho Song, Executive Director, Asian Pacific Policy & Planning Council

Mark Masaoka, Policy Coordinator, Asian Pacific Policy & Planning Council

Hyeon-Ju Rho, Director, Asian Law Caucus

Chris Punongbayan, Director, Asian Law Caucus

Edmond Gor, Grand President, Chinese American Citizens Alliance

John Gee, President, Chinese American Citizens Alliance - Greater San Gabriel Valley

Suellen Chen Kwok, President, Chinese American Citizens Alliance – Los Angeles

Edward Yu, President, Chinese American Citizens Alliance – Oakland

Robert Chang, President, Chinese American Citizens Alliance – Peninsula (Santa Clara, CA)

Robert K Wong, President, Chinese American Citizens Alliance – San Francisco

Chester Chong, President, Chinese Chamber of Commerce of Los Angeles