



**Asian American Federation**  
of New York

Committee of Concerned Organizations  
c/o Asian American Federation of New York  
120 Wall Street, 3rd Floor  
New York, NY 10005

January 29, 2007

Mr. Robert A. Iger  
President and Chief Executive Officer  
The Walt Disney Company  
500 South Buena Vista Street  
Burbank, CA 91521-1062

Dear Mr. Iger:

We, the undersigned, write to express our indignation with Rosie O'Donnell's insensitive, derogatory, and racially offensive use of the phrase "ching-chong" in her mockery of Chinese and Asian people on the ABC program *The View* on December 5, 2006. The incident has infuriated Asian Americans across the country, not only because it is a bitter reminder of the bigotry that many Asian Americans have grown up with in this country, but also because of management's apparent condoning of such bigotry and, through its silence, acceptance of such bigotry. Mocking the way people talk is a way of stereotyping, marginalizing, and demeaning an entire race of people. And, so that it is clear, we do not accept Ms. O'Donnell's disingenuous "apology" on December 14th. In the same breath that she apologized she also said "...there is a good chance I'll do something like that again, probably in the next week – not on purpose – only because that's how my brain works...I do accents of everyone." The sad and dangerous fact is that when people see a television personality saying "ching-chong" on a major television network, with a laughing studio audience, the implicit message to the public is that this type of behavior is acceptable, thereby empowering those who mock and marginalizing those who are offended as thin-skinned people with no sense of humor.

We are deeply troubled by Ms. O'Donnell's lack of sensitivity and by the silence of ABC over this matter. We believe ABC must accept responsibility for what was aired on its stations that stereotyped, mocked, and defamed a people. In the welcome letter to your Company's Standards of Business Conduct, you state: "People trust us because of our commitment to them and to the standards to which we hold ourselves. We alone are responsible for upholding our excellence and our integrity. This means acting responsibly in all our professional relationships, in a manner consistent with the high standards we set for

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our business conduct.” ABC management’s continued silence on this matter flies in the face of its stated standards of business conduct.

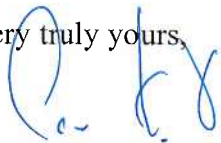
We urge management promptly to take proactive steps if it is to regain the trust of Asians and Asian Americans and to prevent any similar incident from happening again to any people. There are various measures that ABC can and should take to ensure responsible television programming, including the following:

- Unintended mockery due to ignorance is understandable but not acceptable. ABC should explicitly and publicly adopt a policy that it will not condone any business or professional conduct that is racially derogatory or demeaning.
- ABC should make concerted efforts to increase racial sensitivity and understanding among its personnel, including TV personalities.
- ABC should increase the various roles of Asian Americans in its television programming, including writers, producers, and directors, as recommended by the Asian Pacific American Media Coalition in its recent report card on television diversity (December 2006).
- ABC should reach out to the Asian American communities and develop relevant and meaningful philanthropic initiatives.
- ABC should require Ms. O’Donnell to make a “real apology” and commit to not permit a recurrence of such an incident.

We acknowledge that ABC has made good progress over the years to be inclusive of all racial groups, which is reflected in its prime-time line-up. We hope that ABC will take clear and convincing action to correct this unfortunate incident and continue its commitment to diversity and preserve the goodwill it has earned. We look forward to hearing from you and would welcome an opportunity to work with your company in the interest of promoting understanding and respect among peoples as well as responsible journalism and entertainment.

Thank you for your prompt attention to this matter.

Very truly yours,



Cao K. O

Executive Director, Asian American Federation of New York

*Additional signers on following pages*

cc: John E. Pepper, Jr.

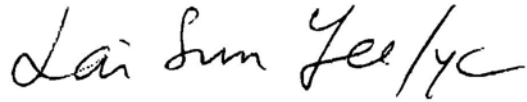
John S. Chen

Anne Sweeney

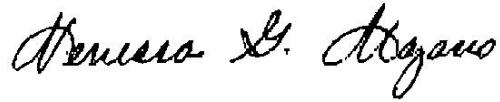
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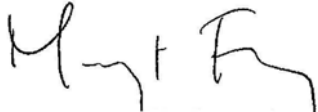
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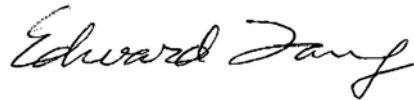
Lai Sun Yee, President  
Asian American Bar Association  
of New York  
New York, NY



Venessa G. Manzano, Executive Director  
Filipino American Human Services, Inc.  
Jamaica, NY



Margaret Fung, Executive Director  
Asian American Legal Defense and  
Education Fund  
New York, NY



Edward Fang, Acting Executive Director  
Greater Chinatown Community Association  
New York, NY



Lai-Wan Wong, Executive Director  
Asian Professional Extension, Inc.  
New York, NY



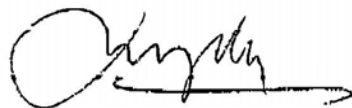
Frank T. Modica, Executive Director  
Hamilton-Madison House, Inc.  
New York, NY



Kyung H. Yoon, President  
Asia America MultiTechnology Association  
Menlo Park, CA



Peter Cheng, Executive Director  
Indochina Sino-American Community Center  
New York, NY



Mey Joy Choy, Executive Director  
Chinese Methodist Center Corp.  
New York, NY



Susan Onuma, President  
Japanese American Association  
of New York  
New York, NY

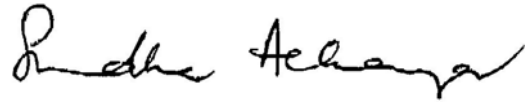
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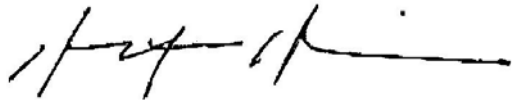
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S. Floyd Mori, National Director  
Japanese American Citizens League  
San Francisco, CA



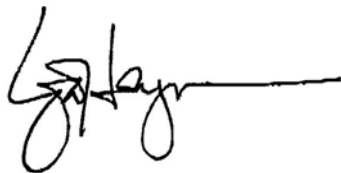
Sudha Acharya, Executive Director  
South Asian Council for Social Services  
Flushing, NY



Kwang S. Kim, President  
Korean Community Services of Metropolitan  
New York  
Flushing, NY



Annetta Seecharran, Executive Director  
South Asian Youth Action  
Elmhurst, NY



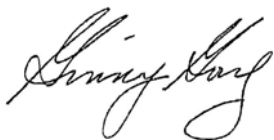
J.D. Hokoyama, President  
Leadership Education for Asian Pacifics, Inc.  
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Yu Soung Mun, Executive Director  
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Tuhina De O'Connor, Executive Director  
New York Asian Women's Center  
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Ginny Gong, National President  
Organization of Chinese Americans  
Washington, DC