

Latest edition

YOUR COMMENTS on the proposed brochure of the Asians-on-the-Alert

Name _____

Address _____

Zip _____

CONTENT: comprehensive too many facts too few facts incomplete

Dear Friends, generalizations examples well illustrate points

We are thinking of producing a brochure that will be directed primarily to advertising people and agencies and the media (radio, television, newspapers, magazines).

STYLE: too wordy too down lively too intellectual

The enclosed material is a working draft of the content of the brochure. Will you please read it and then send us your reactions and comments?

OTHER:

We await your suggestions, and look forward to hearing from you soon.

Unitedly,

Asians on the Alert
c/o United Asian Communities Center
43 West 28th Street
New York, New York 10001

QUESTIONS:

enclosure

Would you send this pamphlet to any of your friends? Why or why not?

What other pamphlets would you like us to develop?

April 17, 1973

Are there other people who would like to be on our mailing list?

26

Please return this questionnaire, with your comments, by APRIL 15, 1973, to:

Asians on the Alert
c/o United Asian Communities Center
43 West 28th Street
New York, New York 10001

YOUR COMMENTS on the proposed brochure of the Asians-on-the-Alert

Name _____

Address _____

Zip _____

CONTENT: comprehensive too many facts too few facts incomplete
 vague generalizations examples well illustrate points
 examples lead to conclusions

STYLE: sentences too long bogged down lively too intellectual
 readable

OTHER COMMENTS/SUGGESTIONS ON PROPOSED BROCHURE:

GENERAL QUESTIONS:

- . Would you show this pamphlet to many of your friends? Why or why not?
- . What other pamphlets would you like us to develop?
- . Are there other people who would like to be on our mailing list?

Please return this questionnaire, with your comments, by APRIL ²⁶15, 1973, to:

Asians on the Alert
c/o United Asian Communities Center
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New York, New York 10001

STEREOTYPES AND REALITIES

Most people are unaware of the history of racism and oppression which Asian people have experienced in America. Discrimination against Asians began with the arrival of the first Asians in the U.S., the Chinese, in 1848. American educational and public informational institutions have created and reinforced stereotypes and images which foster prejudice and discrimination.

The Asians image in America is a media creation. Mass media, particularly advertising and public relations agencies, has been responsible for projecting much of the imagery that has affected Asian history in this country.

Ethnic groups have a right to determine their own images and to protest the imposition of stereotypes.

The media can be instrumental in helping to correct stereotypes of all ethnic groups. Our country is deeply divided, and the media has the challenge to assist in healing the divisions in the U.S.

Representatives of various Asian organizations prepared the following listing of "Stereotypes and Realities," which come out of the Asian experience in the United States.

BOOKS, MOVIES, TV, AND COMIC BOOKS HAVE LONG CHARACTERIZED ASIANS AS SNEAKY,

This may be due to the fact that the Eastern way of life has a different philosophy and life style. Unfortunately, this stereotyped view was reinforced by the superficial, simplistic accounts of American missionaries and traders.

WHO IS RESPONSIBLE FOR THE HEROIN TRAFFIC IN U.S.?

Europeans fought the opium wars of 1839 to keep the lucrative trade in China. Even today, western powers continue to control and profit by the drug traffic.

Statistics of Heroin (check title and other information on this book)

STEREOTYPES AND REALITIES

ASIANS ARE CARICATURED WITH SLANT EYES, BUCK TEETH, BIG EARS.

Exaggeration of racial and cultural characteristics demeans ethnic groups, and permits the audience to feel they are superior. Ethnocentric humor is derisive and insensitive.

ASIANS HAVE NO SOCIAL PROBLEMS. THEY CAUSE FEW CRIMES AND REQUIRE NO WELFARE BECAUSE THEY HAVE STRONG FAMILY TIES AND ARE MODEL CITIZENS.

That Asians in America take care of their own is a generalization. This notion came about when Asians were forced to organize their community for friendship, protection, and survival. Some facts are:

San Francisco Chinatown

70% of housing is substandard

66% of all adults have less than seventh grade education

Suicide rate is three times the national average

Unemployment rate is three times the national average

New York City Chinatown

Overcrowding is more than 30% higher than the nation as a whole. As of spring 1969, 67% of housing was substandard as compared to 34% for city's non-white occupied housing units labeled substandard. Total proportion of the population, which did not complete high school is 67%.

BOOKS, MOVIES, TV, AND COMIC BOOKS HAVE LONG CHARACTERIZED ASIANS AS SNEAKY, INSCRUTABLE, CUNNING.

This may be due to the fact that the Eastern way of life has a different philosophy and life style. Unfortunately, this stereotyped view was reinforced by the superficial, simplistic accounts of American missionaries and traders.

WHO IS RESPONSIBLE FOR THE HEROIN TRAFFIC IN U.S.?

Europeans fought the opium wars of 1830 to keep the lucrative trade in China. Even today, western powers continue to control and profit by the drug traffic.¹

¹ Politics of Heroin (check title and other information on this book)

WHY DOES MEDIA CONTINUE TO PORTRAY ASIAN WOMEN AS QUIET AND MEEK, AND HARD-WORKING, OR EXOTIC SEX OBJECTS?

Asian women are people. Human characteristics are universal. Labels "box" and oppress people.

(Quote from Earl Wilson column re exotic Asians)
(Arpege ad from Fortune magazine re hard-working, sexless Asian women)

WHY DO NON-ASIANS PORTRAY ASIAN ROLES?

Almost every major Asian role in American theater has been played by non-Asians. Meanwhile, Asian American actors and actresses do not have access to opportunities.²

STEREOTYPES ARE ENGENDERED BY MADE-IN-AMERICA TERMS SUCH AS FU MANCHU, CHARLIE CHAN, ETC.

These terms are fabrications of the western mind, created for the purpose of selling products and movies.

USE OF WORDS LIKE JAPS, CHINKS, GOOKS, SLANTS, ETC.

Use of derogatory terms causes harmful divisions between people and creates hostility.

USE OF PHRASES LIKE "ROTS OF RUCK" AND "FLIED LICE"

Ridiculing language differences is demeaning and harmful.

ASIAN AMERICANS ARE ASKED -- WHERE DO YOU COME FROM? HOW LONG HAVE YOU BEEN HERE? YOU SPEAK PRETTY GOOD ENGLISH.

The assumption is that all Asians are foreign born. Most Asian Americans have not been outside the U.S.A.

ASIAN LIVES ARE WORTHLESS AND EXPENDABLE?

Expansion of European powers into China caused the slaughter of millions of Chinese during the Opium War, Boxer Rebellion, Taiping Rebellion, etc. Recent history shows that this kind of mentality still exists, e.g., use of atom bombs on Hiroshima and Nagasaki; use of napalm in the Korean and Vietnam Wars. This assumption fosters a kind of racist mentality that resulted in the injustice of 1942, when 110,000 Japanese Americans were incarcerated in concentration camps.

ASIANS ARE HARD-WORKING, UNCOMPLAINING, AND WILL ACCEPT LOWER WAGES.

The Chinese, the first Asian immigrant group in the U.S. were forced to accept cheaper wages for survival. They were discriminated against by white laborers, employers, and labor leaders.

² Get information on Ramparts article

Does this historical discrimination still exist?
 Yes. Recent Asian immigrants are being exploited in increasing number of sweatshops.

ASIANS REPRESENT AN ECONOMIC YELLOW PERIL

A major automobile industrialist said, "In South Korea, Taiwan, and Indonesia, we see promising markets and we see an attractive supply of cheap labor."³

Multinational corporations transfer productions and export capital abroad for purposes of obtaining cheap labor. They thus exploit workers overseas, but also undermine American workers and their job security. This has significant effects on U.S. employment and production. The multinational corporations are not accountable to any public authority in the U.S. or even in the overseas countries which are being exploited for profit.

* * * * *

The media -- newspapers, magazines, TV, Hollywood, films, radio, advertising agencies and public relation firms -- must bear a major responsibility in having perpetuated the myths and stereotypes about racial and ethnic groups that have so deeply divided this country, and which have ultimately resulted in the polarization that exists today. We appeal to your inherent decency in helping to correct these wrongs of the past which have led to the schisms of the present by respecting our sensibilities as Asians and by regarding us as human beings -- not as grotesqueries or as objects of ridicule or tasteless humor. In fact, we Asians insist on our dignity and will not longer tolerate misrepresentations that are so destructive to us and to the community at large. We have prepared and present this brochure to you in an effort to elicit your understanding and cooperation.

We call upon the media to provide the following:

1. Training programs in media for Asian Americans, and other ethnic groups, in video and electronic production and direction.
2. Accessibility of the media to Asians; need for media to become more responsive to the needs of Asian Americans.
3. Employ more Asians on staffs of major radio, television, film studios; newspapers, magazines.
4. Seek counsel of a community review board which can monitor and advise on questionable advertising and program content.
5. End all degrading racial stereotypes.

³"Three Resolutions of 23rd Constitutional Convention of United Automobile, Aerospace, Agricultural Implement Workers of America, April, 1972."

SIGNIFICANT DATES IN ASIAN-AMERICAN HISTORY

Chinese

- 1848-52 Chinese, fleeing the chaos of the Taipei¹⁸⁹⁵ Rebellion, arrives in time to serve as indentured servant during the California gold rush.
- 1856 Passage of Foreign Miner's Tax to prevent Chinese from panning for gold.
- 1859 Exclusion of Chinese from public schools in San Francisco.
- 1870 Naturalization Act excludes Chinese from citizenship.
- 1871- Anti-Chinese riots in which white mobs burned & looted for several weeks with little interference from law enforcement agencies, Martinez, Calif.;
- 1878-----Truckee, California
- 1880-----Denver, Colorado
- 1885-----Tacoma, Wash. (every home and business burned to the ground)
- " -----Seattle, Wash.
- " -----Rock Springs, Wyo. (28 murdered)
- " -----Gold Hill: Virginia City, Nevada
- 1885 Chinese Exclusion Act "suspends" immigration of Chinese laborers for 10 yrs. and forbids the entry of wives of Chinese laborers.

- 1892 Geary Act prohibits Chinese immigration for another 10 years and denies bail for writs of habeas corpus.
- 1902 Congress "indefinitely extends the prohibition against Chinese immigration and the denial of naturalization."
- 1943 Repeal of Chinese Exclusion Act.

Korean

- 1903 Korean contract laborers arrive in Hawaii. In 1904 movement to the mainland began.

All Asians

- 1906 California's antimiscegenation law amended to bar marriage between white and "Mongolian."
- 1910 United States Supreme Court upheld the 1870 Naturalization Act's being extended to other Asians.
- 1913, 1920 California Alien Land Act prevents Asians from purchasing land.
- 1924 Exclusionary Immigration Act completely ends Asian immigration, except for Filipinos who are "subjects" of U.S.
- 1948 California antimiscegenation laws repealed
- 1950 McCarran-Walter Act conferred the right of naturalization on Asians not born in the U.S. and set a quota of 100 immigrants per year for Asian countries.
- 1965 National Origins Act raises Asian immigration quota to 20,000 per year for Asian countries --the same as for European countries-- thereby causing tremendous strains in the Chinese ghetto.

Japanese

- 1868 Japanese contract laborers arrive in Hawaii.
- 1883 Japanese replaces Chinese as source of cheap labor after Chinese Exclusion Act.
- 1905 Japanese children in California ordered to attend segregated schools.
- 1909-24 "Gentlemen's Agreement" restricts Japanese immigration.
- 1925-52 Exclusion of Japanese immigration all together.
- 1942-45 Executive Order #9066 puts 110,000 Japanese (including citizens) in ten concentration camps. Millions of dollars lost in property and possession

Pilipinos

- 1906 Beginnings of Pilipino farm labor in Hawaii.
- 1925 Legislative Act made Pilipinos ineligible for U.S. citizenship unless they served three years in the U.S. Navy.
- 1934 Tydings-McDuffie Act gave the Philippine Islands independence and a U.S. immigration quota of fifty persons per year.

Unitedly,

Asians on the Alert
c/o United Asian Communities Center
45 West 20th Street
New York, New York 10011

April 17, 1975