

# JACL

*Midwest Office*

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Mr. Jim Bell  
Executive Producer  
The Today Show  
NBC News  
30 Rockefeller Plaza  
New York, NY 10112

Dear Mr. Bell,

The Japanese American Citizens League (JACL), the nation's oldest and largest Asian American civil rights organization, is concerned by a recent "Today" show feature highlighting a Vancouver hot dog stand called "Japadog." We have received several complaints since this feature aired at the beginning of NBC's Olympic broadcasts, as the business name contains a racial slur offensive to the Japanese American community.

The term "Jap" has historically been used to defame and demean the Japanese American population. The use of the slur, as well as the underlying prejudice and racism it represents towards Japanese Americans, is a hurtful reminder of the worst eras of Japan-bashing in our country, including the forced incarceration of over 120,000 Japanese Americans during World War II. It is disappointing to see that the "Today" Show would overlook the use of a racial slur in a business they chose to highlight, especially considering one of "Today" show's top anchors, Ann Curry, is of Japanese descent.

We hope that in the future, the "Today" Show will be more sensitive towards all of its viewership, and more vigilant about the content of the stories it decides to air.

Sincerely,

Christine Munteanu  
Midwest Office  
Japanese American Citizens League