

RACEBENDING.COM

MEDIA CONSUMERS FOR ENTERTAINMENT EQUALITY

Jeff Robinov
President
Warner Bros. Pictures Group

March 29th, 2011

Dear Mr. Robinov:

The Asian American community was excited to see Warner Bros. pursue three projects based on Japanese properties: *Akira*, *All You Need is Kill*, and *Death Note*. Our organizations are writing to request that Warner Bros give Asian American actors fair and equal consideration for first-billed roles in these three films.

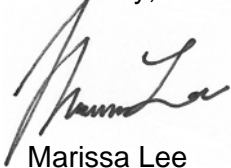
In the United States, Asian Americans represent over 15 million media consumers and counting. Our spending power will grow to more than \$700 billion by the time *AKIRA* is released in 2013. Despite this, our community remains an untapped market. From the silent picture era and even to this day, we continue to face a glass ceiling when it comes to accessing first-billed roles in Hollywood.

Last week, the Asian American community was appalled to see entertainment media outlets report that all of the actors currently being considered for lead roles in *AKIRA* are white. This news was also negatively received by over 6,000 media consumers of all ethnicities. Because Asian Americans are present in every major city in the United States, there is no need to change the ethnicity of the main characters while resetting this story to Manhattan. One out of ten Manhattan residents are Asian American and at 41% of the population, Asian Americans are the largest racial group in Lower Manhattan. Casting white actors for Asian lead characters will reinforce a glass ceiling and reduce opportunities for Asian American actors.

Unlike many other movie studios, Warner Bros. has continually reached out to Asian Pacific Americans by consistently casting American actors of Asian descent in supporting film roles. Warner Bros. will also be distributing the third installment of the successful *Harold and Kumar* franchise that was created by New Line Cinema. We hope that Warner Bros. will continue this dedication to diversity. *Akira*, *Death Note*, and *All You Need is Kill* may be the first Warner Bros. produced action movies since 2003 to feature an American actor of Asian descent in a first-billed role.

We are requesting a meeting, scheduled for some time in April, with Warner Bros. Pictures Group and the producers of these three films, in order to discuss the inclusion of Asian Americans in future Warner Bros. productions.

Sincerely,



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With Support From:

Asian Pacific American Media Coalition
Asian American Justice Center
Media Action Network for Asian Americans
National Korean American Service & Education Consortium
Organization for Chinese Americans - Greater Los Angeles
Taiwanese American Citizens League

Racebending.com is a grassroots organization that represents thousands of media consumers from all backgrounds, who are concerned about fair and equal casting in film and television.
