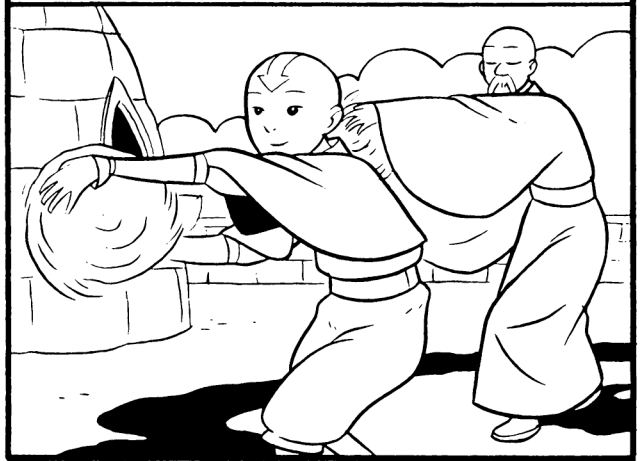


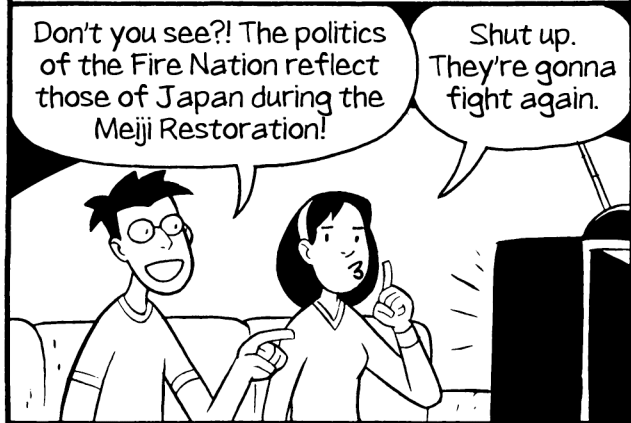
WHY I WON'T BE WATCHING THE LAST AIRBENDER MOVIE



Here was an American cartoon with multi-faceted characters and addictive plot lines, all set in a beautifully-constructed Asian fantasy world.



The writing was not only witty, thoughtful, and clever, it showed a deep respect for and knowledge of Asian cultures. Even my wife loved it, and she usually avoids cartoons like the plague.



When I heard that they were going to make a live-action adaptation, I was *thrilled*--



--until I learned they'd given the roles of the major heroic characters- all of whom were Asian or Inuit in the cartoon- to white actors.



Look, don't you want to live in a color-blind society? Maybe the most qualified actors for those roles just happened to be white!



... but then how do you explain the original casting calls which clearly indicated a preference for white actors from the get-go?

12-15 years-old, Male, Caucasian or any other ethnicity. We are looking for a young man to play the lead role in a motion picture franchise. He must be athletic and

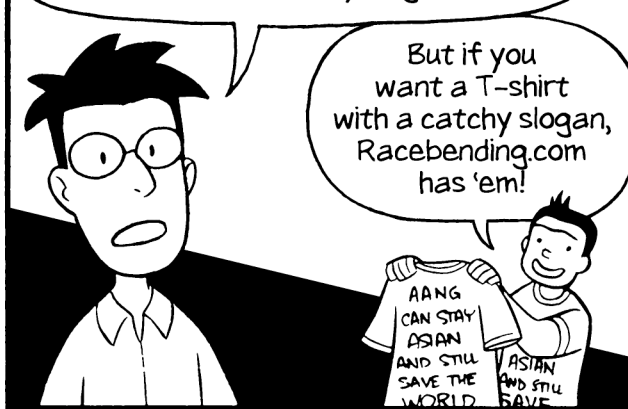


The casting decisions behind *The Last Airbender* movie make a clear, and clearly repugnant, statement:

Asian-American faces are simply inadequate for American audiences, even in a movie that so obviously celebrates our cultural heritage.



And in the grand scheme of things, racism in the casting of a Hollywood popcorn flick, no matter how blatant, really isn't all that important. That's why I'm not asking you to picket or write letters or wear a T-shirt with a catchy slogan.



I'm just asking you, especially on July 2, 2010 and the weekend after, to spend your entertainment dollars on something other than *The Last Airbender* movie.

