

FIGHT STEREOTYPING: WHAT YOU CAN DO

1. ACT

- When you see a stereotype, jot down a complete, objective description of what you saw [i.e. “Ad showed two dark haired men speaking with Italian accents and threatening to break people’s legs.”]
- Be sure to include the source [newspaper, TV program, radio station], the date, city, state, and time.
- When you write or call, speak to **the top person in charge ...** not just customer relations or pr man but the president, ceo, station manager, publisher...the person in authority who can make the change.

2. ACCENT THE POSITIVE

- When you protest, briefly describe the offending event but **accent the positive**. Put in some facts about Italian Americans: sculpted the Lincoln Memorial; fought in Civil War; founded Bank of America and Planters Peanuts; founded the FBI, etc.

3. KEEP IT SHORT - ONE PAGE MAXIMUM!

- Realize that people are busy. Your letter should be only two or three paragraphs long and definitely only one page in length. If you e-mail, keep it even shorter. Under no circumstances send an e-mail that fills one screen.

4. NOTIFY THE SONS OF ITALY and OTHER ORGANIZATIONS

- Send a copy of your letter or e-mail to the Sons of Italy, to other important Italian American organizations and to the attached [e-mail networks](#).
- If your letter to the Sons of Italy contains the name, address, telephone number and possibly the e-mail address of the head person, we will send out a letter in

support within 24 hours of receiving your letter.

- If the Sons of Italy has to do the research, however, the letter will take longer, given the volume of similar complaints we receive daily. So help us to help you by doing some of the research for us.

5. EDUCATE - DON'T ALIENATE

- It is important to realize that some people do not agree with you. Use this opportunity to CONVERT and EDUCATE rather than to ALIENATE.
- NEVER, EVER attack a journalist, television commentator or anyone in the media. Remember, THEY have the power, not us. If you get angry, you make an enemy and then we all lose. You must convince the newspaper editor, TV producer, radio station manager, or advertiser that it is only right for them to drop the offending stereotype. Appeal to their sense of fair play and justice. Ask for their help.