

# Protest Against DETAILS Magazine!

Are we going to stand for this?



**Friday, April 16**  
12:00 noon—1:00 pm  
7 West 34th Street (at 5<sup>th</sup> Avenue)  
New York, NY 10001

Join us in a protest at the offices of Details magazine. Details magazine published a feature in its April 2004 issue titled, "Gay or Asian" that described Asian American men using offensive terms like "bonsai ass" and "sashimi-smooth chest." To view the page, visit [www.asianmediawatchdog.com](http://www.asianmediawatchdog.com) and click on "Details Magazine."

Details plans to publish a statement in their next issue that says in part, "We regret that anyone was offended by the article." They say they will keep our concerns in mind, but that leaves the door wide open for similar features in the future.

## This is not enough!

We demand a full-page public apology in a future issue of the magazine, and we demand that Details magazine fire Whitney McNally, the author of the feature. They cannot continue to do this to Gays, Asians or anyone else!

Please make and bring signs against racism, against homophobia, against Details magazine and against Whitney McNally. New York City prohibits signs on wooden sticks, but you can bring hand held signs or signs on cardboard tubes.

**Let's block 34th Street  
on April 16!**

We have a protest permit and are working with the NYPD. Asian Media Watchdog is a nonprofit organization. Our mission is to promote a fair and balanced portrayal of Asians and Asian Americans in the media.

**Asian Media  
Watchdog**



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