

September 12, 2008

Mr. N.J. Burkett  
Correspondent, "Eyewitness News"  
WABC TV  
7 Lincoln Square  
New York, NY 10023-5998

Dear Mr. Burkett:

Thank you for responding to our letter of August 12, 2008, regarding the pronunciation of "Sikh" in your recent broadcast story. This matter was originally brought to our attention through our MediaWatch Committee. Upon receiving your response, I was deeply concerned and asked the committee to do further research.

We indeed have found conflicting responses regarding the pronunciation. The ambiguity is not an excuse however, and I feel that we should have conducted more thorough research before commenting on your pronunciation. I have discussed this with our committee, and changes will be made to ensure such an error would not happen again.

We at AAJA are committed to enhancing the quality, fairness and accuracy of journalism, particularly as it pertains to Asian American and Pacific Islander issues. And that truly was our goal here. And when we miss the mark, I think it's important to own up to that. Your letter and this one has been sent to all parties noted and is posted on our Web site at [www.aaja.org](http://www.aaja.org). On behalf of our MediaWatch Committee and AAJA, please accept our apologies.

Sincerely,

Jeanne Mariani-Belding  
AAJA National President

cc:

Rebecca Campbell, President and General Manager, WABC-TV  
Kenny Plotnik, Vice President and News Director, WABC-TV  
Amardeep Singh, National Executive Director, The Sikh Coalition  
Neha Singh, Western Regional Director, The Sikh Coalition  
Paul Russell, AmeriCorps VISTA, The Sikh Coalition, New York