



Ted P. Nguyen
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Dear ANA Alliance for Inclusive and Multicultural Marketing,

As a public relations, marketing communications and diversity outreach professional for the past 30 years, I've worked with numerous news outlets. But I'm especially proud to share this letter as a recommendation of Little Saigon TV (LSTV) for its commitments and tangible actions to increase equitable representation of diversity and inclusion as well as its effectiveness in reaching multicultural stakeholders and audiences. In closely working with LSTV for more than 15 years, I can professionally attest to the LSTV team's dedication to promoting AsianAmerican diversity, equity, and inclusion in both its programming and operations.

Little Saigon TV has consistently demonstrated its commitment to showcasing a wide range of voices and perspectives from different generations, taking the time where few other stations or news outlets have in order to highlight stories of under-represented and marginalized communities. This was especially true during the COVID-19 pandemic with disproportionate impacts on communities of color. LSTV was on the frontlines of covering those unfolding issues but more importantly hosting roundtables on air with resources to help those vulnerable and isolated people. LSTV also was the first TV station in Southern California to offer meaningful coverage of the rising spate of hate crimes.

I also have witnessed LSTV's team in championing the causes of small businesses, ethnic communities, minority faith organizations, LGBTQ+ and many other disadvantaged communities. The news organization's quality programming portfolio includes content that addresses social and cultural issues impacting disadvantaged communities with a cast and crew that reflects the diversity of its audiences.

It's with enthusiasm that I can unequivocally state that LSTV is deserving as a partner to create the critically needed change this world so desperately needs: A more inclusive, more welcoming and more positive community where all may be their true selves.

Thank you for the opportunity to share my experience with LSTV. Please let me know if you need specific and tangible examples to support my recommendation.

Sincerely,

A handwritten signature in black ink that reads "Ted P. Nguyen". The signature is written in a cursive, flowing style.

Ted P. Nguyen
Senior Manager | Orange County Transportation Authority