

International Association of Women Police  
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Mr. Jay Chung  
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Dear Mr. Chung

SUBJECT: Offensive Television Advertisement ( Spectra)

Recently several individuals who are employed in law enforcement have contacted me regarding the KIA Spectra television commercial involving police women in an amorous position in a vehicle with a man. Some of the comments that I am documenting from these individuals include:

-*“totally disgusting”*                      -*“who is their client base”*                      -*“sexist stereotypes”*  
-*“negative impact”*                      -*“diminished perspective”*  
-*“who thinks this commercial was humorous”*

Men, women, civilian and sworn members of the law enforcement family and their relatives who know the challenges associated to maintaining a positive profile have expressed their displeasure to this commercial. In fact a personal example of this relates to a recent visit I had from my 71 year old step mother and 76 year old father. My step mother was appalled at KIA’s pathetic attempt to promote the Spectra. Through her interaction with me (I have 19 years in law enforcement) she has knowledge of the priorities I have in women police issues. When she viewed the commercial she knew immediately the **NEGATIVE impact** it would have on me, my colleagues, friends, associates, members of the Ontario Women In Law Enforcement, International Association of Women Police and all of the affiliates whom I communicate with directly as the Affiliate Liaison for IAWP.

The Ontario Women In Law Enforcement and the International Association of Women Police promote personal growth and development, diversity, equality and recognition. The KIA commercial diminishes the foundation and reputation of their existence (police women). Women in law enforcement have overtly demonstrated their ability to be recognized as exceptional patrol officers, proficient investigators, and effective leaders. **ALL take pride in the positive community profile** developed through personal sacrifice in career management.

Unfortunately KIA cannot reverse the extent of the negative impact this commercial has had on members in law enforcement, their families and friends. **You can however immediately remove the commercial from broadcasting.**

I feel totally victimized by KIA’s commercial!!! You have diminished the reputation of women in law enforcement who have spent years to earn the respect of their colleagues and the communities they serve. I am anxious to learn how your marketing team intends to resolve this matter which has offended thousands of law enforcement members and their families across the nation.

Yours truly,

Myra James

