

MEDIA COMMITTEE REPORT

NOVEMBER 13, 1981

MAILED

AS SOON AS
WE RECEIVE
ADDITIONAL
DEFINITIVE
INFORMATION
FROM THE
COMMISSION
ABOUT THE
NY HEARING,
WE WILL
MAIL A
FINAL
PRESS
RELEASE
TO ALL
MEDIA
IN THE
METROPOLITAN
AREA.

1) PRESS RELEASES — SINCE OCTOBER 19, OUR COMMITTEE
AN ADVANCE "CANNED" PRESS RELEASE TO APPROXIMATELY
70 MEDIA OUTLETS — INCLUDING SMALL NEWSPAPERS,
RADIO & TV STATIONS IN THE METROPOLITAN AREA.
SUBSEQUENTLY, ABOUT A DOZEN OF THEM REQUESTED
BACKGROUND MATERIALS.

ANOTHER RELEASE ABOUT ECTARS RECEPTION FOR
NISEI VETERANS WAS PREPARED FOR SELECT
NEWSPAPERS AND NEWS SYNDICATES. AS A RESULT,
THE NEW YORK TIMES, ASSOCIATED PRESS, THE
WESTSIDER, AND KYODO PRESS (THE AP OF JAPAN)
COVERED THE EVENT.

2) RADIO & TV — SOME OF YOU MAY HAVE HEARD
OUR CO-CHAIRS ON WBAI RADIO — ON THE DIANE
LACY SHOW, NOV. 10. MICHIE AND SASHA
PERFORMED SUPERLATIVELY — PARTICULARLY
IN THEIR RESPONSE TO RACIST CALLERS. WE
UNDERSTAND THAT WBAI WAS GREATLY IMPRESSED
BY THE INTEREST CREATED BY OUR CO-CHAIRS
AND WOULD LIKE TO INVITE OTHER MEMBERS OF
OUR COMMUNITY TO SPEAK ON OTHER WBAI
"TALK" SHOWS.

WE HAVE ALSO MAILED 10-SECOND AND 30-SECOND
SPOT ANNOUNCEMENTS REGARDING THE COMMISSION
HEARING IN NEW YORK TO 64 LOCAL RADIO
STATIONS THAT PROVIDE PUBLIC SERVICE ANNOUNCEMENTS.
IN ADDITION, WE ARE CONTINUING OUR EFFORTS
TO PLACE PEOPLE ON TELEVISION NEWS PROGRAMS.

3) THEATRE BENEFIT - NATSU IKEDA IFILL HAS DONE A REMARKABLE JOB FOR US. SHE WILL FILL YOU IN ON ALL THE PARTICULARS AFTER MY REPORT.

4) PRESS KIT MATERIALS - ECJAR WILL HAVE ITS OWN PRESS KIT TO DISTRIBUTE TO PRESS PEOPLE ON NN. 23. WE ARE AGAIN FORTUNATE TO HAVE THE SERVICES OF TWO PROFESSIONAL GRAPHIC ARTISTS -- MIKE NAKAI AND RICHARD HORI -- WHO DESIGNED THE KIT COVER, WHICH IS NOW ON PRESS.

5) VETERANS RECEPTION - THIS WAS A MEDIA COMMITTEE EVENT. AS REPORTED A FEW MINUTES AGO, WE HAD SURPRISING PRESS COVERAGE -- NY TIMES, ASSOCIATED PRESS, WESTSIDE, AND ICHODO PRESS. AGAIN - ECJAR IS INDEBTED TO NATSU IFILL WHO HOSTED THE AFFAIR AT HER RESIDENCE. IN PREPARATION FOR THIS EVENT, LETTERS OF INVITATION WERE MAILED TO ALL 442 AND MIS VETS IN NY/NJ/CONN./PA./AND WASHINGTON, D.C.

6) T-SHIRT - THIS DEVELOPED OUT OF THE MEDIA COMMITTEE AND THE DESIGN WAS APPROVED BY ECJAR'S COORDINATING COMMITTEE. WE HAVE THEM HERE TO SELL. SEE MIKE NAKAI AFTER TONIGHT'S MEETING IS OVER.

7) JAPAN PRESS - I'M HAPPY TO ANNOUNCE THAT THE JAPANESE MEDIA IS SHOWING INCREASED INTEREST IN OUR STRUGGLE TO OBTAIN REDRESS AND

REPARATION. THEIR SUPPORT IS WELCOME.

AND FINALLY —

8) AS CHAIRMAN OF THE MEDIA COMMITTEE,
ALLOW ME TO SAY THAT WE ARE LOADED WITH
TALENT — BUT FEW OF US POSSESS THE GOD-
GIVEN TALENT OF BYRON GOTO, WHOSE WORK
I'LL SHOW YOU NOW. THESE ~~WE~~ ~~THESE~~ WILL
BE DISPLAYED AT THE HEARING SITE FOR
ALL TO SEE AND TO REFLECT UPON.

THANK YOU.