

MEDIA COMMITTEE REPORT

November 6, 1981

release

1. PRESS RELEASES - An advanced "canned" press release was mailed to approximately 70 media outlets since October 19. These included small newspapers, radio and TV stations in the metropolitan area. About a dozen of them requested and received background materials.

Another release about ECJAR's reception for Nisei veterans was prepared for and printed by the New York Nichibel.

A follow-up release will be written as soon as we receive additional definitive information from the Commission staff.

A week ago tonight, Ms. Kitty Shore and Toro Hirose of the Commission staff joined our meeting. Ms. Shore reported that Bill Wise of Wise and Wrenn -- the PR firm retained by the Commission -- would mail a press release about the New York hearing to major media outlets in this city over the weekend. When Stanley Kanzaki and I met with Susan Wrenn in Washington, D.C., she informed us that the news release we were expecting was not written -- because the focus of their attention had to be on the Washington hearings, November 2 and 3. She promised to send me a copy of the press release via Federal Express or by courier. To date, I have received nothing.

2. RADIO and TV - The Diane Lacey Show, WBAL, has been definitely set for Tuesday, Nov. 10, 8:15 am.

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Guests will be our co-chairs. Diane Lacy has been furnished background materials.

Ten-second and 30-second spot announcements regarding the Commission hearing in New York were mailed this week to 18 local radio stations that provide public service announcement time.

On Wednesday, Nov. 4, I was invited to The Interchurch Center to meet with the Rev. Arthur Kamitsuka, Executive Secretary of the National Council of Churches, of the United Presbyterian Church; Dr. John Coventry Smith, a former president of the World Council of Churches, and a former vice president of the National Council of the Churches of Christ USA; and June Kushino and Chieko Watanabe, two strong supporters of the R and R movement. Dr. Smith, who will speak and testify at the New York hearing on behalf of the National Council of Churches and its 32 member churches and other agencies -- comprising some 40 million members, was a career missionary in Japan at the outbreak of World War II. Interned by the Japanese for six months and two days, he has a fascinating story to tell. By contrast, theology student Art Kamitsuka of California was interned by Executive Order 9066. He also has a significant story to tell. The point of this narrative is this: the National Council of Churches has "connections" with the McNeil/Lehrer Report, Channel 13 (7:30 a.m.), and with Dan Rather, who replaced Walter Cronkite at CBS. We are currently working to get Dr. Smith and Rev. Kamitsuka on these shows.

In addition, my wife Mary has met Chris Borgen of CBS News three times this past week. Today he assured Mary: "Don't worry, we'll be there" -- meaning at the New York hearings.

I'm also attempting to make a "connection" with NBC's Today Show, which is taping a segment on the 442 vets, Tuesday, 5 p.m., for showing on the following day -- which is Veteran's Day. If given the opportunity, several of us will mention the forthcoming R and R hearings in New York.

We are continuing our efforts to place our community people on other radio and television programs.

3. THEATRE BENEFIT -- "Bullet Headed Birds."

Natsu Ikeda Ifill has done a remarkable job for us. ECJAR has bought out the entire house for Friday, Nov. 20. Already all 95 tickets have been vouched for. These will be distributed at the November 13 community meeting. Please have checks ready then -- made out to Natsu Ifill.

An experienced writer, Natsu is preparing human-interest stories about the play's author Phil Goto and the play's costume designer Zydia Tanji. She hopes to place these stories in local newspapers where she has connections through her regular workplace -- the National Endowment of the Arts. In her two stories, ECJAR and the Commission hearing in New York will be tied-in.

4. PRESS KIT MATERIALS - While in D.C., Stanley Kanzaki and I discussed the matter of press kits with Susan Wrenn. We also spoke to John Tataishi and Bill Yoshino, both PR people of the JAAC. All advised that we go ahead with our own press kit. Our committee is already working with Mike Nakai and Richard Hohri, both professional graphic artists, on the cover design of the kit jacket. We plan to insert background materials such as these. (Show items.)

Regarding items to include, your input and suggestions are welcomed. The Commission, through Wise and Wrenn, will furnish agenda/program sheets; some Xerox copies of testimonies (not all, however); and standard background materials. These will be placed on the press tables -- not in kits.

5. RECEPTION FOR VETERANS, NOV. 11 - I could not report this important event last week because most of the time was taken up with Ms. Kitty Shore and Toro Hirose of the Commission staff. Letters of invitation to the reception were mailed to every known 100/442 veteran living in the New York/New Jersey/Connecticut/Pennsylvania/and Washington, D.C. areas. I have already received a dozen acceptances to attend. Dick Kawamoto and George Yuzawa are helping us to inform MIS-ers. The reception is a media event - and we expect some press coverage. Gov. Ariyoshi and his wife may attend, as well as U.S. senator

Spark Matsunaga of Hawaii. We are asking every member of the Coordinating Committee to help host the affair, and request that each of us, as well as community friends, contribute soda, beer, wine or hard liquor, along with "munchies."

ECTAC's tie-in is recognition of the achievements made by Nisei servicemen, whose exploits helped to win public acceptance in the United States for Japanese Americans when wartime feelings were at its peak against them.

6. T-SHIRT — The Coordinating Committee okayed the design last month. Production of the T-shirts began early this week — and here it is. (Unveil shirt.) These are selling for \$8.00 each.

7. MISCELLANEOUS NOTES — Japanese media here is showing increased interest in R and R. We have received requests for background materials from: Kyodo News Service — the AP of Japan; Tokyo Broadcasting System; and free-lance Japanese writers.

The members of the Media Committee have been disturbed by criticisms directed at us by persons unknown. We do not fear criticism when it is upfront — ^{by} not behind our backs. If any one of you on the Coordinating Committee think our efforts are feeble — speak up now, or forever hold your peace. Thank you. Bill Kochiyama
Chairperson

MEDIA COMMITTEE REPORT
TUESDAY, NOV. 10

~~3~~ MAILED 10-SECOND + 30 SECOND SPOT ANNOUNCEMENTS
TO 18 LOCAL RADIO STATIONS RE - VETERANS
RECEPTION.

ALSO - HAND DELIVERED PRESS RELEASE RE RECEPTION
TO: NY TIMES; ASSOCIATED PRESS; NY DAILY NEWS;
FRANK WOLANO, CBS NEWS; KYODO PRESS;
UNITED PRESS INTERNATIONAL; AND ASAHI
SHIMBUN.

WILL WRITE ANOTHER PRESS RELEASE AS SOON AS
WE GET MORE INFO FROM D.C. - RE COMMISSIONERS
AND VIP TESTIFYING.