

DECEMBER 26 1997

Dear Paul,

Enclosed one copy of the MICH I DAY script in progress. You have Hohri's three minute remarks. Art Hansen is writing his own but the content is suggested here. He promises to write his remarks to time. Cliff Uyeda's are set. Please let Toshiko Kawamoto know she can fill up to another minute twenty or thirty seconds. Her remarks can be two to two and half times as long as indicated here. She might quote from Dr. Caret's remarks and also recap a little of what she said at Dave's graduation ceremony.

Frank Emi's exact remarks have yet to be negotiated. I'm working with Frank.

Next biz is the press kit. As I see it, this is NCCR's responsibility. This is what I suggest:

The press kit should contain.

1-program of Sat and Sun events honoring Michi Weglyn.

1- 8x10 glossy portrait of Michi Nishiura Weglyn.

1- 1 1/2 page double spaced, release on the event and a short Michi bio.

1-2 page double spaced release with short quotes from various Nikkei about the greater L.A. area on significance of Michi's example and book. (this to give the news a hint of where to go for their own stories of Michi and the community)

1- color reproduction of the cover of YEARS OF INFAMY

1-copy of U of Washington Press -release on UW reissue of YEARS OF INFAMY (enclosed)

1-1 1/2 page double spaced release on NCCR & Friends of Michi and history of the Day of Remembrance. Uniqueness of this Day of Remembrance.

1- 1 1/2 page double spaced release on NCCR history of camp and redress.

1-8x10 glossy of co-hosts Ayakako Hagihara and Frank Emi. (a date should be set for all to be snapped to meet with a photographer at JACC for a shoot. Soon.)

1-1 1/2 page double spaced release on bios of co hosts.

1 - 1 1/2 page on NCCR Fighting Spirit Award to Michi Weglyn and why-(Here is where NCCR can pitch directly for their causes)

1-reproduction of City Council proclamation-

BUNDLED TOGETHER - MICH I WEGLYN'S CONTINUING CONCERNS: THE WORKSHOPS

1-1 1/2 page double spaced release on contents and participants in each workshop.

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1-8x10 glossy of Art Hansen, Wm. Hohri, Kaoru Oguri, Kenji Taguma (if available) posing with a poster at JACC (call them all together with Frank Emi and Ayako Hagihara and a photographer for a shoot at JACC soon.)

Too many items. Break it up into three kits, handed out a week or so apart. Time to develop a professional relationship.

Note that several of the releases use, essentially the same information. That is purposeful. By repeating what you want to say in many and various ways, you hope to direct what the press will say.

The reps hand delivering should mention the bookmark being passed out at bookstores to use Michi's book to promote event. Some stuff you don't write about, and talk about only. It's called chumming the waters. You are not the fish. You are not the water. You are not the fisherman. You are the bait. Don't know too much. Don't talk too much. Make them ask for help.

~~So much for now.~~

Chip

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