

PUBLIC RELATIONS COMMITTEE

Members of the Committee consisted of the undersigned as chairman and Gijji Mizutani, Percy Masaki and Agnes Miyakawa as general members and Shig Sakamoto, publicity. Shig Sakamoto was primarily responsible in arranging for the pre-convention publicity as well as publicity during the convention with the several newspapers, both English and Japanese.

Method of publicity was highlighting events programmed for the convention supplemented by publicity pictures of the Convention Queen at various locals and photographs of some of the committee members at work.

Just before the convention, Sacramento Bee and Sacramento Union were contacted to give wide coverage of convention activities, in particular with the visitation of Ambassador Matsudaira and Congressman Daniel K. Inouye, who was scheduled as the Convention Banquet's speaker. Several events were further fortified with the announcement of the presence and participation of Lieutenant Glenn Anderson and Governor Pat Brown. Both newspapers ran series of dateline reports of the convention activities, including photographic materials. Arrangements were made with Channel 3 and Channel 10 stations to give convention coverage to certain events, again with greater reference to the Pioneer Banquet with guest speaker in the person of Ambassador Koto Matsudaira and Convention Banquet which schedule the attendance of Congressman Daniel K. Inouye, as speaker and Governor Edmund Brown as special guest. Ambassador Matsudaira's visit to the State Capitol and also his attendance at the Pioneer Banquet were filmed and screened by one or the other TV station.

Through the courtesy of Channel 3, fashion show was given due publicity by Willy Sullivan over a 15-minute period. Similar time was allowed to highlight the convention program on her TV show by the appearance of Mr. Shig Wakamatsu, National JACL President, Mr. Bill Matsumoto, Convention Chairman, Miss Linda Yatabe, Convention Queen, and Mrs. George Takahashi, Chairman of Table decorations for both the Pioneer Banquet and Convention Banquet. On this occasion portraits of Ambassador Matsudaira and Congressman Daniel K. Inouye were reproduced and shown on the TV circuit.

Convention Guide Pamphlet

This novel method of publicizing the convention was largely the brain-child of the undersigned. The materials were gathered with the aid of Shig Sakamoto and Tak Tsujita, Sacramento JACL President. Artistic work was professionally done by Sacramento

Litheograph Company which was assigned to the job of producing the final pamphlet. Five thousand pamphlets were printed in the approximate cost of \$650.00 and distributed to all of the chapters of the JACL by mail or at the district council meetings. They were also made available to all registering delegates in advance of the convention by the registration committee.

Purpose of the pamphlet was twofold and somewhat independent of each other; First would be to give due advertisement to the entire convention program in a simple and brief form to generate interest among the JACL members to attend the 16th Biennial National JACL Convention in Sacramento and to provide some information for their timely registration for the convention and reservations for accommodations. Secondly, the pamphlet was to provide a handy guide sheet for the delegates in attendance. The latter avoided the necessity of duplicating materials by mimeograph or otherwise for the several events, road maps, charges, etc., thus reducing the additional work which would have been otherwise required for the committees involved. It also served as a substitute for the bulkier Convention Booklet throughout the entire convention.

While it is difficult to determine what benefits were realized through the Convention Guide Pamphlet, inasmuch as no effort was made to survey the general delegation, it is the opinion of the undersigned that it has served an useful purpose before and during the convention and has generated greater interest for the convention than if we relied solely on publicity materials published in the several newspapers or mailed to the chapters and potential delegates.

Ambassador Matsudaira's Visit

Considerable work and correspondence were necessitated in finalizing the visit by Ambassador Koto Matsudaira as guest speaker at the Pioneer Banquet. As soon as we were informed that he had accepted our invitation, steps were immediately taken to communicate such fact to the Consul General in San Francisco, California, on the theory that Consul General will be the person responsible for the detailed arrangements of Ambassador's visit; such proved to be the case. With the exception of one or two letters to the Ambassador, all correspondence were carried on with the Consul General as to time of arrival, accompanying parties, apparel, accommodations, etc.

Negotiations were undertaken with the Mayor and arrangements were made for the City of Sacramento to furnish the air-conditioned Cadillac to bring the Ambassador and his party to Sacramento and return them to San Francisco during the following morning. Ambassador, his official secretary Yoshida, and Consul Kawabata, representing the Consul General, were housed separately at Hotel El Dorado. Mr. Soichi Nakatani, representing the Sacramento Convention Board and Sacramento Chapter, accompanied the limousine to bring the Ambassador to Sacramento. Upon his arrival, private

Luncheon was arranged and had at Hotel El Rancho. The JACL was represented in the persons of Mrs. Lily Okura, Secretary to the National Board, and Mr. Akiji Yoshimura, First National Vice President. The Community was represented by Mr. Soichi Nakatani, Ichiji Sugiyama, M. Itano and Peter Osuga. The Public Relations was represented by the undersigned. On this occasion, Mr. Bert Geisreiter, Sacramento Chamber of Commerce, was solicited as our official guide to visit several points of interest.

From Hotel El Rancho, the Ambassador's party proceeded to observe the deep-water channel in West Sacramento by automobile. From there, they called at El Rancho Bowl as a matter of curiosity. The Ambassador volunteered to throw a ball but was politely stopped by the undersigned for reasons understandable. The party proceeded to Sutter's Fort where the Ambassador and his entourage showed considerable interest in the early history of Sacramento, California and the West. They then proceeded to call upon Lieutenant Glenn Anderson, acting governor of the State of California during the absence of Governor Edmund Brown. Newspaper and TV representatives were present and the materials and films of such interviews were given local publicity or showing. From the Capitol, the Ambassador's party proceeded to Hotel El Dorado for rest and preparation for the Pioneer Banquet.

The undersigned personally called upon the Ambassador immediately preceding the commencement of the Pioneer Banquet. The Ambassador was properly introduced to other guests and dignitaries in the Camelia Room before entering the main banquet room.

That evening Ambassador manifested his interest and curiosity to visit either Stateline or Reno. The undersigned secured the services of Roy Nakaido and Mr. Nakatani, who furnished his Buick Sedan, and the Ambassador and his party and Mike Masaoka were taken to Reno for a short visit, returning to Hotel El Dorado at approximately 5:30 Thursday morning.

Breakfast was delayed from 9:00 to 10:00 A.M. due to inability of Governor Brown to return to Sacramento to receive the Ambassador at the Capitol. Those attending the breakfast with the Ambassador were his secretary Yoshida; Consul Kawabata, Mike Masaoka; President Wakamatsu; Tak Tsujita, President of the local chapter; William Matsunoto, Convention Chairman; Masao Satow, National Executive Secretary; and the undersigned.

Send off took place at Hotel El Dorado with the departure of the Ambassador and his party back to San Francisco via city limousine.

Invitations

The Public Relations Committee extended invitations to all of the guests of the Convention and local Sacramento Chapter outside of the principal speakers attending the Pioneer and

Convention Banquets. These guests were also invited to enjoy the mixer and Sayonara Ball following the respective banquets.

Convention Public Relation Materials and Association

Public Relations Committee in undertaking responsibility of disseminating pre-convention information prepared and mailed out mimeographed sheets to all of the chapters, district councils and national officers highlighting the several events which were of general interest to the delegates at large. Such materials provided for places for accommodations, advisability of early registration, wearing apparels, etc. To a point the correspondence duplicated the materials provided in the Convention Guide Pamphlet; such sheets were prepared and mailed for purpose of emphasis.

Throughout the entire convention, members of the Public Relations Committee worked in close association with and gave assistance to the Pioneer Banquet Committee, Convention Banquet Committee, Convention Luncheon Committee, Hostess Committee and the entire convention board generally.

The Committee acted as a liaison between the guests and the various committees undertaking their respective events. They were alerted to use their best judgment. By and large the members of the Public Relations Committee assumed much more responsibility and work than were delegated to them or anticipated of them.

Recommendations

1. Convention Guide Pamphlets, while experimented for the first time by the Sacramento Chapter in the history of National JACL Conventions, was well received both prior to and during the convention by the delegates at large. Such publication should be utilized by chapters undertaking the preparation of the national Conventions in the future. Much of the materials of interest to the delegates could be gathered well in advance of the convention time; however, due to the fact that guest speakers and details of the convention program cannot be firmed out early, the final draft cannot be completed much more than two or three months prior to the convention itself.

2. As soon as the guide pamphlets are ready, they should be made available to the chapters, district councils, national headquarters, national officers, newspapers, guests, et al, not only for the purpose of informing them of what can be expected at the convention but also to generate interest among other individuals about attending the convention.

3. Vernacular publicity as such may or may not have much value in creating interest about the convention among the JACL members and can be valued only to bring notice that convention is to take place. Emphasis should be placed on social and recreational activities being offered at the convention through

the newspapers, mimeographed materials, etc. Pictures are more effective than reading matters and should be utilized at every opportunity.

4. People of the local community and of the surrounding areas should be called upon to participate and have a part in the preparation in and carrying out the details of the convention program; such was lacking in the case of the Sacramento chapter.

5. The committees for various events should be diversified in membership so that very little or no duplication will be allowed. The convention committee should by and large be composed only of the committee chairman of the various events. Above that, there should be a steering board of 4 or 5 individuals who will be acting in an advisory capacity to the several committees. Members of the steering board should meet with the committees within their jurisdiction from time to time not only to guide the committee members but also to act as a liaison between the individual committees and the general convention committee and the general chairman.

6. The policies for the convention should be formulated well in advance as much as possible by the steering board and passed down to the individual event committees. This will give a greater control and long-range approach to the over-all convention planning and will assist the individual event committees to carry out their responsibilities in a businesslike manner.

7. The chapter assuming the convention should first lay out a plan of its organization to attack the problems and details of the convention. This approach will assist the chapter in utilizing the available man power with the chapter and community and possibly others who are residing in the surrounding areas. It gives no satisfaction of purpose and intent to those who are given duplicated responsibilities when there are others capable of having joined in the work of putting the convention over.

8. The steering board should satisfy itself before and throughout the convention that each committee chairman has the details of the particular function or event fully outlined, responsibilities delegated, and problems under control at all times.

9. Wherever possible, duplication of assignment or responsibilities should be avoided. As an example, once the work is delegated to a given committee, the general chairman, assistant chairman and others should not interject themselves, save and except to see that the job is being properly done. This will avoid embarrassment and congestion and give greater faith to the individual chairman of the committee and its members to do their work without hesitation.

10. There has been evidence of lack of communication between the individual committees and those of the higher echelon, par-

ticularly in matters of policies to be carried out before and during the convention. Policies should be formulated at the higher level at the very outset of convention planning and should be pyramided down to the chairmans of the individual committees for execution or adherence.

11. General chairman and his assistants should carefully resolve their position in the over-all convention planning and organization. Their job is to delegate responsibilities and work, give assistance, make policies, and generally supervise the progress of work. They should help in coordinating functions of the several committees to minimize duplication. Once delegated they should not meddle in the work of an individual committee but to give assistance and observing that the job is properly performed.

Pictorial Biography

Toyo Studio and Higaki Studio were hired to take pictures of the high points of the convention and its events and for pictorial biography. Public Relations Committee made this decision and on the basis that if photographs became desirable at a latter date, they would not be available unless undertaken during the convention time. Furthermore, requests have been made by Mike Masaoka and National Headquarters for series of Convention pictures. Expenses could be minimized if some profit could be made on the part of the two studios. Suggestion would be for them to select representative pictures or photographs, perhaps 25 or 30 in number, and they send postcards to all of the delegates who attended the convention informing them that a package of convention pictures would be available to them for a set price. If sufficient number of people would ask for the pictures, it is possible that the pictorial biography could be had by the convention board at a nominal price. If this scheme is to be carried out, names and address should be made available to the two studios for possible solicitation of orders from the delegates.

Appreciation and Acknowledgments

The Public Relations Committee has mailed out letters of appreciation to the guests of the Convention and Sacramento Chapter and to the newspapers and TV stations in every instance where the committee had the responsibility of making the invitation or original contact to arrange for their participation. This responsibility should largely be undertaken by the Convention Committee under the direction of its chairman; however, the problem of assembling the necessary details and arranging for the preparation of the letters of appreciation cannot be formulated unless the chairman of the various committees are brought together in a session immediately after adjournment of the convention to discuss this and other problems preparatory to winding up the convention matters. I would assume that there has been some duplication and I would further speculate that some pertinent correspondences have not been written or mailed

as of date. Late acknowledgment is better than none at all; however, belated correspondence may impress one with the lack of organization and businesslike procedures.

Winding Up

Chairmen of the several committees and convention officers should be convened at once after the adjournment of the convention to formulate plans and policies to wind up the convention affairs, pay its bills promptly, give recognition to those where such is due, assemble all records, reports, etc., in a businesslike and chronological order, and make report to the chapter on all pertinent matters.

To be of some assistance to other chapters sponsoring national conventions in the future, reports of the individual committees should not only provide reviews of the events and activities but should, if possible, make recommendations which may facilitate their undertaking. Our mistakes should be avoided by others. Having sponsored the convention ourselves, we certainly must realize the magnitude of the project and giving them the benefit of our experience is not only necessary but warranted.

Expenses

Total expenses	\$ 123.06
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HENRY TAKETA
Chairman, Public Relations