

It is my pleasure to  
be here today and  
have a opportunity to  
get acquainted with you.

Before I go on,  
there are certain things  
I would like you to understand



One of them is that  
my English is poor.

Altho, I was born in  
this country, I was  
raised and educated  
in Japan.

Even I returned here,  
my profession required  
more of Japanese than  
English.



So I am sad to  
say that I have neglected

to improve my English,  
especially in conversation.

~~While I am talking~~

During my talk,

I might make many

mistakes in grammar,

pronunciation and

might even make

ambiguous statements.



You might have had  
time in understanding  
me. But please bear with  
me.

The title I was given  
was "Ethnic Publication as  
a business"

Altho, I am not able  
to talk on other such  
publications I would like  
to talk on the Japanese  
newspaper of which  
I am the editor.



This paper is published here in Seattle and it is called The North American Post or in Japanese "HOKUBEI HOCHI".

IT IS LITTLE LARGER than tabloid size and have 8 pages.

It is published 5 days a week.

It circulation is about 2000.

We have subscribers in WASH. Oreg. Idaho,



British Columbia, Canada  
and few other states

This paper started  
June 19, 1946 as a weekly,  
and later on, <sup>it increased</sup> ~~published~~  
to 3 days a week, and finally,  
April 2, 1954 it became  
daily newspaper.

Since then we are  
struggling to keep this paper  
as a daily paper, since  
number of readers are getting  
fewer.



I don't think most of you have seen a Japanese paper. I have brought some sample copies here. I am going to pass them out to you.

I wish to explain about how this paper is made. In order to do that I must go a little ~~bit~~ into its language and sentence construction.



Because it is quite different  
from English paper and  
I don't think just looking  
it won't make neither head  
nor tail of it.



Written Japanese  
language is formed  
by Chinese characters  
and Japanese syllables.

What we call Chinese  
character is a word in  
itself and has a various  
meaning.



Japanese syllabary,  
which is equivalent to English  
alphabet, is formed by  
50 syllables.

Japanese sentences  
are written with these Chinese  
character mixed with  
Japanese syllables.

Sentence is written  
Vertically instead of horizontally  
like English sentence.

<sup>So</sup>  
~~And~~ start writing from  
upper right hand side  
of the paper and goes



downward, when you like  
to change the line you  
have to go toward left

So Japanese news-  
paper's column runs  
horizontally instead of  
vertically like English paper.

Because of this writing  
method, pages must turn  
from left to right.



News and various  
story's arrangement in each  
pages are traditional method  
of Japanese paper <sup>published</sup> in  
this country.

1st page —

2nd page

3rd page

4th

5th

6th

7th

8th



So there are variety of news and article in this small tabloid newspaper.

Our purpose of this arrangement is ~~to inform~~ <sup>to let</sup> Japanese ~~speaking~~ <sup>speaking</sup> people ~~various~~ know important national and international events and at the same time they can enjoy local ~~&~~ out of town news, novels, fictions and literature. ~~and~~ <sup>Especially</sup> through general news from Japan.



~~more people will~~  
~~let them satisfied~~ their  
strong nostalgia.

In order to make up  
this paper 14 people are  
working.

3 in Editorial staff, they  
also do the reporting reporters  
role. 4 Type Pickers,  
3 type setters, 3 type sorters  
and a press man.

There are two person working  
at the business office



To run this type of small  
japanese publication successfully  
you have to have a strong  
financial backing from  
the community ~~itself~~ itself.

For instant, most of  
the advertisement in this  
paper are <sup>on</sup> monthly bases.  
It is "tomb stone ads".  
Perhaps, they may not  
need this ~~ad~~ type of ad  
to promote their business,  
but in order to support  
our paper, they gave



this to us.

This makes our important  
income.

Our ~~Purpose~~ <sup>object</sup> of keep

publishing this paper is to  
give various news and  
information to Japanese  
speaking people who  
can not read or understand  
English.

So majority of our  
readers are what we  
call it "Issei" or  
first generation Japanese.



These people's age are already in 70 or over.

It is my guess but average age make <sup>between</sup> 75 to 80. **So**, ISSOBI's population is decreasing fast.

Other readers are consist of POST WAR IMMIGRANT and war bride. But these numbers are rather small.

Japanese population in the state are,



little over 20,000.

Among this about 14,000  
are living in Seattle-  
Everet area. Tacoma  
has about 2500 and Spokane  
1300.

But most of these  
people are English speaking  
Japanese, that is NISEI,  
SANSEI or YONSEI.

Therefore they don't  
speak Japanese and  
they don't need Japanese  
papers for themselves



Perhaps Japanese speaking  
 population in the state ~~may~~  
 be <sup>is something around</sup> @ 3, 4 thousand or so.

Only these 3 to 4 thousand  
 Japanese is potential  
 subscriber of our paper.

By from these figures  
 I am quite sure  
 you can guess what will  
 be the future of this type  
 of the publication.



maybe

北米報知原稿用紙

Business wise there ~~is~~  
no future.

Then why are we continuing  
this publication. The answer

for this <sup>the publication of</sup> ~~is~~ "as a community  
service"

We are not just aiming  
for profit only. Our  
main object is to serve to  
the Japanese community,  
especially to the ISSEI,  
~~who~~ who became very  
old.

( )



These people came to  
 this country at the turn of century  
 and fought discrimination  
 language barrier and with  
 their blood and sweat  
 they established themselves  
 as a good American *in*  
*this country.*

We feel ~~we~~ we have  
 obligation to serve them

at least try to keep publishing  
 this paper as long as possible  
 and through this paper  
 try to make their remaining



life ~~informative~~ and  
a ~~informative~~ and  
a enjoyable one.

This is the main purpose  
why we are working hard  
to continue this paper

If some of you have  
ambition to get into  
this type of ethnic publication  
business, you must  
know it is not a glamorous  
profession. Unless you  
have guts enough to sacrifice  
your income pleasure.



even your family life for  
community service, I advise  
you not to go in. you have  
to be dedicated person to  
do this kind of business.

Otherwise you will be  
disappointed,

~~Well,~~ ~~As a closing word~~  
a person

But if you are aiming  
for spiritual satisfaction  
rather than material one  
~~you~~ ~~I want you to~~  
and go into this business.  
your satisfaction will be  
great. and It is my sincere  
hope that many of such



~~dedicated person go on~~  
~~to this~~

dedicated person become  
publisher of Chinese publications  
and serve serve their own  
community.

~~Thank you for listening~~  
~~to my~~. Finally I wish you  
lots of luck and success  
in your future venture what  
ever that <sup>it</sup> may be

Thank you