

THE GRAINS OF RICE

Cincinnati Chapter Japanese American Citizens League

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Cincinnati Radio Station Offends All (Again)

by Chad Yoshikawa

While driving in my car on the way to school one weekday in August, I turned on the radio and heard one of the most racially-offensive radio commercials in my life. I checked the radio -- no, I hadn't accidentally switched the dial to a fringe station broadcasting hate speech. This was 700-WLW, the most popular radio station in the Cincinnati area for the past six years running.

700-WLW, the self-proclaimed "Big One", is a 50,000 watt talk radio station that broadcasts all of the major sporting events in Cincinnati including the Reds, Bengals, and U.C. Bearcats games. The radio station posted a 9.9 Arbitron rating during the most recent ratings period, making it the most-popular station in the Cincinnati area by far. The radio broadcast of 700-WLW reaches roughly 13 states on frequency 700kHz and the entire nation via XM satellite radio channel 173.

Given its stature and popularity, then, one would think that WLW would recognize its responsibility to the community and could not possibly engage in offensive or inflammatory tactics. This could not be further from the truth.

Over the past few months, 700-WLW has engaged in a pattern of racially-insensitive advertising specifically targeting the local Hispanic community. In early April, WLW ran "The Big Juan" advertising campaign -- a play on words of the radio station's "The Big One" slogan. Eighty-two billboards around Cincinnati showed a Caucasian man with a fake mustache, sombrero, and donkey next to a Mexican flag with the phrase 'The Big Juan'.



This campaign drew an immediate negative response from the area's Hispanic Chamber, a group of 250 Latino individuals and businesses. After this response from the community, 700-WLW market manager Chuck Fredrick agreed to take down the billboards and did so in early May, 2007. In addition, Mr. Fredrick agreed to meet with the local Hispanic community at a May 22nd Hispanic Chamber event.

After the sit-down meeting with Mr. Fredrick, the Hispanic Chamber agreed not to continue its protest provided that 700-WLW would attend sensitivity training event and provide sensitivity training to its employees. After all, Mr. Fredrick assured them that "the buck stops here" and there would be no future incidents like this one. To its credit, 700-WLW has to be commended for acting swiftly to take down these offensive billboards.

However, one has to wonder how a large radio station could take such a calculated misstep? After all, each billboard costs more than \$5,000 so this is a half-million dollar mistake by 700-WLW.

Fast forward three months to August, 2007. Even after the public outcry in May, the meeting of Mr. Fredrick with the local Hispanic community members, and the take-down of the 82 billboards, 700-WLW broadcast a series of new ads. These ads, called ‘Useful Phrases’, describe “helpful” phrases to use when conversing with illegal immigrants in the area (with Mariachi music playing in the background). The transcript of one of the least-offensive ads is as follows:

“Illegal aliens...they’re here and they don’t speak English, which makes talking to an illegal alien difficult. So here are a few useful phrases for next time you converse with an illegal alien:

<<Phrase in Spanish >>

If anyone asks tell them you're exchange students from Sweden.

<<Phrase in Spanish>>

Be careful with those hedge clippers around the garden.

Stay tuned for more helpful phrases on 700 WLW, The Big One.”

In my car that day in August, I heard a different version of the ads which was extremely offensive but for which no transcript can be found. This ad that I heard described additional phrases, including one sexually-suggestive phrase indicating how to proposition the relative of an immigrant.

The problem with these ads is that they imply that all illegal immigrants speak Spanish, which is in itself absurd and offensive. In addition, the “helpful phrases” are demeaning, indicating that all illegal immigrants are garden workers. Regardless of their content, the campaign is a slap in the face of the local community since 700-WLW had just three months prior agreed to stop its offensive advertising and had a sit-down meeting with the local Hispanic community.

In light of this, the Cincinnati JACL decided to voice our support for the local Hispanic community and contacted LULAC – the League of United Latin American Citizens. After some discussions, Betsy Sato, Cincinnati JACL President, wrote a letter demanding a stop to the WLW ad

campaign and sent it to Mr. Frederick, market manager at WLW.

In addition, on August 21st, 2007 several members of the Cincinnati JACL attended a protest organized by the United Food and Commercial Workers Union (UFCW). The protest was attended by organizations including: Cincinnati JACL, Cincinnati Inter-faith Workers Center, University of Cincinnati students, NKU LULAC & Latino Affairs Office, Catholic Social Action, and Unite Here. The protest was covered by the local TV stations and media outlets, but resulted in a less-than-positive response from 700-WLW. Mr. Frederick stated that the ad campaigns were ‘old ads’ that were mistakenly run. Also, after the protest, WLW’s Bill Cunningham mockingly said “we’d better be careful, that music has a Latin beat to it” when some music played in the background during his aptly-named ‘Stooge Report’ talk-show segment.

This controversy has not been resolved. We are calling for the resignation of Mr. Fredrick, since he obviously cannot keep hateful content and advertising from airing on the 700-WLW airwaves.

Timeline of Events

Early April	700-WLW puts up billboards in Spanish which translate to “Radio for Great Americans”
May	700-WLW puts up “Big Juan” billboards around the Cincinnati area
May 3	Hispanic Chamber of Cincinnati asks 700-WLW to remove billboards
May 5-8	700-WLW agrees and takes down the 82 billboards
May 12	700-WLW Market Manager Chuck Fredrick states in a letter that “WLW wants to be part of the solution moving forward. I’m looking forward to working with (the Hispanic Chamber) on future Cincinnati projects”
May 22	Chuck Fredrick speaks at Hispanic Chamber Event
August 14	700-WLW starts airing “Useful Phrases” ad campaign
August 21	LULAC, JACL and other organizations protest outside the WLW offices

Cincinnati JACL Letter to 700-WLW

Mr. Chuck Fredrick
Market Manager
Clear Channel WLW-AM 700
8044 Montgomery Rd., Ste. 650
Cincinnati, Ohio 45236

August 15, 2007

Dear Mr. Fredrick:

As president of the Cincinnati Chapter of the Japanese Americans Citizens League, I am writing to tell you that the day is past when ethnic slurs and jokes about foreign accents can be considered even remotely amusing. The recent “talk to an illegal immigrant” spots WLW ran were tasteless and offensive to more than just the Latin American community. Coupled with the “Big Juan” ad campaign, this recent incident reveals that folks at WLW are just plain insensitive and ignorant of the value immigrants have for this country. When you come right down to it, we are all immigrants so when you demean one group of us, you are demeaning all of us—even yourself.

At the very least, you owe the Latin American community a very big and sincere apology.

As a group of citizens with more than average purchasing power, I can assure you that JACL members will think twice before listening to WLW (despite the fact it carries Reds and Bengals games) and before patronizing businesses who advertise on your station. We will encourage others to do likewise. Since it is clear that the diversity training recommended after the previous incident either wasn’t taken seriously or folks at WLW are slow learners, maybe economic sanctions will reinforce the lesson. Lest you think this is an idle threat, JACL has been successful in collaborating with other civil rights organizations. These efforts have resulted in the dismissal of several DJs and producers across the nation..

I would encourage you to carefully consider the types of promos and ad campaigns you run on WLW and other Clear Channel stations. There is no place for derogatory characterizations of any group or ethnic slurs on the airwaves.

Sincerely,

Elizabeth Sato, President
CC: William Yoshino, Midwest Director, JACL; Jason Riveiro, LULAC, Ohio

Report on the Bi-District Meeting

Washington, D.C. August 9-12, 2007

When we saw that the Bi-District was set for early August in Washington, D.C., we figured that living within the beltway had caused the WDC chapter to lose all perspective. Once we got there, we saw that they had made a smart move. There was very little temptation to leave the hotel and the meetings to sightsee in the 100 degree heat. Even had we been tempted, the panels and meetings held our attention so we didn't even consider cutting out.

There were four panels, three of which focused on JACL's role as a civil rights organization. Aaron Hulse from the DC Legislative office of the ACLU led us in a discussion of "Safe and Free: Security and Civil Liberties in post 9/11." He provided examples of how the government justified the infringement on our civil liberties, the right of *habeas corpus* were for example, using the claim that it was keeping the country safe from terrorism. The second panel featured representatives from two Arab-American associations discussing how they have been confronted with discrimination still six years after 9/11. On Saturday morning the third panel focused on immigration reform and national security. The associate director of the American Immigration Lawyer Association shared her views on the problems involved in trying to change a system that has devolved into a confusing mishmash.

The final panel looked ahead to the future of JACL. Four JACL youths: Leilani Savitt (National Youth Rep), Brandon Mita (Chicago Chapter), Lisa Hanasono (Hoosier), and Brigham Walker (New England) shared their involvement with JACL and why it was important in their lives. With bright, articulate young members like these, JACL certainly can look forward to a great future.



In addition to the panels, the Midwest District held its business meeting in two sessions. At the final session new officers elected were:

Governor:	Ron Katsuyama
1 st Vice Governor:	Michael Miyamoto
2 nd Vice Governor:	Sherry Fujihara
Secretary:	Laura Paige
Youth Chair:	Amy Munemoto

At the EDC-MDC bi-district meeting on Sunday morning, Ron Katsuyama gave a presentation on health issues of Asian Americans and a project underway to address them.

Outside of the hotel, docents from the Japanese American Memorial near the Capitol were on duty Saturday afternoon (100 degree heat) to act as guides for the delegates who visited it. It is a quietly impressive memorial to the Japanese American experience in WW II.

Betsy Sato
Cincinnati JACL President

POTLUCK DINNER

August 19, 2007

After days of blistering heat, many welcomed the cool Sunday temperature by wearing kimonos and summer yukatas to the annual potluck dinner. President Betsy Sato welcomed the crowd. The assortment of food tempted everyone to line up without being coaxed. Cathy and Gordon Yoshikawa prepared the hot tea, iced tea and lemonade which lasted throughout the meal and entertainment.



Chisato Fukuda entertained us by playing the “Koto” a 13-string musical instrument. The first song was “Sakura” which means cherry blossom. It is one of the most popular songs in Japan and was specially arranged for Koto. The second song was a traditional Koto music “Rokudan” which means six steps. This song consists of six parts and Chisato played four parts. The last song was “Kojo no tsuki” which means a moon above the abundant castle. This is also a very traditional song and was arranged for Koto.



The Sakura Ladies Chorus, under the direction of Sayuri Jones, sang seven songs ending with the familiar “Sukiyaki.” Sayuri also accompanied the singers on the piano.



Tokie Wade led the bon odori assisted by Tomie Courtney, Kayoko Longbottom, Hiroko Nishiyama and Yoriko Suhr. First dance was the familiar Tokyo Ondo, followed by the new Traffic Safety Ondo. Everyone knew the last one, Tanko Bushi (coal miner’s dance).

Minidoka Pilgrimage

By Emily Hanako Momohara

It was an honor to attend the 5th annual Minidoka Pilgrimage in June. My great-grandparents and grandmother were sent to Minidoka from Seattle, Washington. Returning to the site is always a special and moving experience.

The first day, Friday, we gathered for a Dutch oven cookout and met all the folks on the pilgrimage. Each year many people return with more family members and the event has become a sort of reunion. About half of the 175 pilgrims are Nisei who were incarcerated at Minidoka. The rest are mostly the descendants of those Nisei. In addition, PBS has come to two pilgrimages and several scholars have also attended.

Saturday morning, we board buses for Minidoka and are led on a tour by National Park Service rangers and volunteers. Many Nisei tell stories and point-out the location of their “block.” The canal always brings tears as former internees remember those who drowned there.

Next, we return to the buses and journey to a preserved barrack at the Idaho Farm and Ranch Museum. The barrack is furnished with original potbelly stoves and cots. The walls still show the stains and ground-in dirt of 60 years ago.

That afternoon we all talk about the experience. Many Nisei share personal stories. Sansei and yonsei reflect on our gratefulness to their parents and grandparents. There is not a dry eye. This year my Auntie Ako passed away. Her son, my cousin Keith, was there with his two daughters. He had never brought his daughters to Minidoka before and now wished he had. He spoke to

the group about how his children will not be able to ask Auntie questions, and emphasized how important it is to share Minidoka with the younger generation.

Saturday evening, a local rancher, Roy Prescott, invites the entire pilgrimage and many locals to his ranch. He and his family cook a rib dinner from their own livestock and the Friends of Minidoka brings sushi. Taiko, singing, and a band serve as entertainment.

In the morning, we have a memorial service at the Minidoka Victory garden. George Azumano of Portland, Oregon read the names of the fallen soldiers who were drafted or volunteered from Minidoka. The local Veterans of Foreign Wars performs a gun salute.

As we board the bus again to go to lunch and begin our journey back home. I was reminded of the symbolism of our bus rides to Minidoka. My grandmother rode a train and bus to Minidoka in 1942. However, she was not allowed to look out the window and only had two bags. Although I had two bags with me, it was only for a three-day trip, not three years. As I climbed the stairs of the bus, I also realized another difference, I was on my way home. As much as I take pride in seeing the adversity that my family overcame, after the pilgrimage is over, I am just as pleased to leave Minidoka.

For more information on the pilgrimage and 2008 plans see the Friends of Minidoka web site www.minidoka.org.

Editors' note: Idaho Senators Mike Crapo, Larry Craig and Representative Mike Simpson introduced legislation to expand the Minidoka National Historic Site. The legislation authorizes the expansion so that it includes Hermann Farm.

WASHINGTON D.C. GALA

JACL will be holding a Gala Awards Dinner at the J. W. Marriott Hotel in Washington, D.C. on September 12, 2007. This national event is being called "A Salute to Champions." It is anticipated that each year the JACL will honor some deserving individuals and corporations who have been champions to the causes of the JACL and the greater Asian Pacific American communities.

Among the honorees at this inaugural event will be His Excellency, Ambassador Ryozi Kato, Ambassador Extraordinary and Plenipotentiary of Japan to the USA, who has been instrumental in developing working relations between Japan and Japanese Americans.

Senator Daniel K. Inouye (D-Hawaii) who has championed causes for the JACL will also be honored as well as Karen Narasaki, who is President and Executive Director of the Asian American Justice Center and a former Washington D.C. Representative for the JACL. State Farm Insurance Company which has donated extensively to programs of the JACL will be honored as a corporate partner.

The master of ceremonies and narrator for the event will be George Takei, well-known actor and community advocate.

The Honorable Norman Y. Mineta, formerly Mayor of San Jose, California, U.S. Congressman, Secretary of Commerce under President Clinton, and Secretary of Transportation under President Bush is the honorary chairman of the event.

One of several purposes of the dinner will be to secure funds to establish a Public Policy Fellowship in the name of Senator Daniel K. Inouye. All are invited to participate in this event.

For more information, please visit the JACL web site at www.jacl.org.

MEMBERSHIP

We welcome new members:

Tomoko and Tetsuya Ishiu
506 Lincoln Avenue
Oxford, OH 45066

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Mark's parents, Shiro and Miko, are pictured above

MARK TANAKA WINS KETTLE MORaine 100-MILE RACE

Lifetime JACL member Mark Tanaka, 40, won the Kettle Moraine 100-mile race along part of the Ice Age Trail in southern Wisconsin on June 7, 2007. His winning time of 16 hours, 28 minutes and 25 seconds was the second fastest in the 12-year history of the course. He has run over 35 ultramarathons since his first 50-kilometer race on Chicago's lakefront in 2002. This was his fourth 100-mile race and first overall win. A longer personal narrative can be found on his ultra trailrunning blog at <http://ultrainnaka.blogspot.com>.

Mark works as an emergency physician in the East Bay near San Francisco, is married and has one child, with another coming this fall.

Photograph by Shiro Tamaka



In Memoriam
Fred Morioka
1914-2007

Fred was delivered by a midwife on April 19, 1914 in the back of the Sun Cleaning and Dyeing Works operated by his parents at 1640 Gough Street, San Francisco. He was one of five siblings. He attended Redding Grammar School, Galileo High School in San Francisco and the University of California in Berkeley where he received his bachelor's degree.

About a block away Toki Miho lived with her parents, three sisters and two brothers. Toki and Fred became engaged in 1941. On Sunday, December 7, a dinner was planned for the engaged couple, when news of the attack on Pearl Harbor was heard on the radio. They went ahead with the dinner as planned. Their parents picked February 22 as the auspicious date for Fred and Toki to be married at Christ Church in San Francisco. Fred and Toki celebrated their 66th wedding anniversary in 2007.

Executive Order 9066 was signed on February 19, 1942 by President Franklin Roosevelt which compelled American citizens and alien residents of Japanese ancestry to leave the West Coast on the basis of wartime military necessity.

At the end of April, the Morioka and Miho families gathered at an assembly point a block away at a Japanese school. They boarded a bus which took them about twenty-five miles south of San Francisco to the Tanforan racetracks enclosed by barbed wire fences. This was their home for the next six months along with 8,000 other evacuees from the Bay Area.

In September they were transferred by train to Topaz, Utah, a three-day trip. Barracks to house 8,000 people were already built. Fred got a job as an accountant in the co-op store and Toki worked as secretary to the fire chief. When the government started to encourage evacuees to leave the internment camp, Fred decided to go to Chicago but after several days staying at the YMCA in the Loop, he found the city cold, dirty and not too friendly so he headed to Cincinnati where he had a friend, Dr. Joseph Ogura, a resident at General Hospital. He stayed at the Quakers Hostel on Winslow Avenue run by Kate and Arthur Brinton. Later Toki joined Fred. The Moriokas and Brintons remain life-long friends.

The Cincinnati Chapter of JACL was organized at a meeting held April 5, 1946 at the local YWCA. Fred was elected treasurer. When life memberships were offered in 1988, he became a life member. Fred gave freely of his time and talents. When the Cincinnati Folk Festivals were held yearly, Fred was always asked to be on the Culture Booth Committee because of his creativity and skills with tools.

Fred will be remembered for his leadership with a group of Japanese Issei (first-generation immigrants) who called themselves the Pioneers. They met to recognize birthdays, socialize, play games and eat Japanese food and pick home-grown vegetables at George Buyo's farm in Osgood, Indiana.

PERSONALS

Births

Norika Grace Oya was born on June 30, 2007. She weighed 7 lbs. 6 oz and measured 20.5" long. Her parents are Yoko and Ken Oya of Cincinnati, Ohio.

Condolences

Shigeya Tsuneda, father of Kazuko Platt, passed away July 10 in Kyoto, Japan, at the age of 85. Kazuko was with him at the time of death. Bill will join the bereaved family in early August.

Joseph L. Cloyd, 74, a long-time life member of the Cincinnati JACL passed away on August 4, 2007, in Hamilton, Ohio. His funeral was held at the Ivey Funeral Home at Rose Hill Burial Park, Hamilton, Ohio, on August 8. Joe attended Cumberland College prior to joining the United States Air Force. Upon graduation from radio school in Texas, he landed in Korea during the Korean War. He was a radio operator with the 5th Air Force Security Group and served 41 years in the Air Force and Reserve retiring at the rank of SMSGT. He worked 38 years with Ford Motor Co. as an inspector. He enjoyed a bowling average of 198. Joe is survived by his wife of 52 years, Kimiko of Nagoya, Japan, and children Beth Stapleton, Anthony and Terry, five grandchildren and one great-grandchild.

DONATIONS

Cincinnati Chapter gratefully acknowledges the following donations:

General Fund

In memory of Joseph Cloyd
Kono Naegele, Cincinnati OH

In memory of Fred Morioka
Shiro and Fumiko Tanaka, Cincinnati OH
June J. Kajioka, Chevy Chase, MD
Hiroshi and Hiroko Nishiyama, Cincinnati OH
Frances Tojo, Cincinnati OH
Sally Jo Krisel & Thomas Jackson, Cincinnati
Yoshio & Mary Adachi, Cincinnati OH
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Gordon & Cathy Yoshikawa, Cincinnati OH
Judy Ibarra, Cincinnati OH
Jinny Fisher, Cincinnati OH
Jacqui Vidourek, Cincinnati OH
Mr. & Mrs. Harman Ferris, Cincinnati OH
Setsuko LeCroix, Cincinnati OH
Betsy Sato, Cincinnati OH

To the James Takeuchi Scholarship Fund

Ruth Takeuchi in memory of Fred Morioka.

To the Grains of Rice

Mary and Charles Matsumoto, Indianapolis, Indiana, in honor of Cathy and Gordon Yoshikawa's 50th wedding anniversary.

Midwest Culinary Institute

On April 29, 2007, local professional chefs teamed up to present the signature recipe collection from **1 Night, 12 Kitchens**, an event hosted by *Cincinnati Magazine*. In the July issue of the magazine, Gordon Morioka is credited with 28 photographs of the chefs creating their specialties.

AWARDS PROGRAM

The National JACL awards college scholarships ranging from \$5,000 to \$1,000. Presently, there are:
Eleven (11) Freshman scholarships
Eight (8) Undergraduate scholarships
Eight (8) Graduate Scholarships
Three (3) Law scholarships
Two (2) Creative & Performing Arts
One (1) Financial Aid scholarships

The updated information brochure and applications are posted on the JACL's website www.jacl.org each October.

2007 JACL National Youth Conference

Cincinnati Chapter JACL received this thank-you letter: "On behalf of the JACL National Youth student council, we would like to thank you for purchasing an ad for our 2007 JACL National Youth Conference program booklet. The conference could not have been a success without your chapter's contribution. We are grateful for all that you do for our leaders of tomorrow."

Reds Raffle Winners

Many thanks to Toyota Motor Manufacturing, North America, for its generous support to the Cincinnati Chapter of JACL with 12 box suite seats to the Reds/Arizona Diamondbacks game in August. JACL raffled off five pairs of seats next to the Toyota suite. The winners were invited to go early to enjoy a pre-game lunch with drinks. Betsy and Kazuya Sato hosted the winners: Lisa Nack, Shiro Tanaka, John McDaniel, Nicolle Rauch, Setsuko LeCroix and their guests.



Cincinnati Chapter
Japanese American Citizens League
7761 Gwenwyn Drive
Cincinnati, OH 45236