

Japan Advertisers Told 'To Show Respect' To Blacks

by Chester A. Higgins, Sr.
NNPA News Editor

Washington, DC—The Japan Advertisers Association, Inc., was admonished to "approach differentiating races and ethnic groups with respect and understanding" and avoid "use of stereotypical portrayals or caricatures (of them) in product development and commercial advertising."

The admonition was directed at the association, which is the equivalent of the U.S. Association of National Advertisers, in a letter dated October 27, 1988. It was sent jointly from the offices of Japan's Ministry of International Trade & Industry and the Ministry of Foreign Affairs.

The letter is a direct result of the rage expressed by American Blacks Japanese-Americans and other supportive groups over a series of degrading racist insults emanating in Japan in the past several years. These include former Japan Prime Minister Takasone's remark that the U.S. intelligence level is lowered by the presence of Blacks and Hispanics; and Liberal leader Michio Watanabe's assertion that

Blacks are deadbeats, running up credit card purchases and invoking Chapter 11 bankruptcy proceedings to avoid paying. The portrayal of grotesquely exaggerated Black featured mannequins and Black Sambo dolls in Japanese department stores also raised Black ire.

Each week since late summer, NNPA has faithfully presented stories expressing Black anger over these and other manifestations of Japan racism. For example, the Japanese auto industry is expanding in this country, but the manufacturing plants are placed in U.S. areas not easily accessible to potential Black workers. In addition, Japanese auto dealerships have not been offered to Black entrepreneurs. Those acquired by Blacks have been buys from other franchisers.

NNPA has had several meetings with Japan public affairs officials at the Japanese Embassy in Washington, and most recently at lunch. NNPA Executive Director Steve G. Davis has not bitten his tongue in expressing the rage Blacks feel concerning Japan's racism. He has emphasized NNPA's determination to not only inform our

millions of readers of transpiring events weekly, but urge them this Christmas and until further notice to Buy (only) American until we are satisfied Japan racism is curbed. Col. Davis also wants to meet with Ambassador Nobuo Matsunaga who has been traveling recently.

Washington Japan Embassy officials have, in addition to producing a copy of the letter to the Japan Advertisers Assn., shown NNPA a list of initiatives, governmental and commercial, Japan reportedly has effected to staunch racist wounds. Many of these need documentation. And NNPA awaits these. In addition, NNPA discovered the Washington Japanese Embassy has no Black employees. Black members of the Hotel and Restaurant Workers Union were also picketing the embassy complaining of unfair Japanese practices in dealing with working men and women's attempts to organize.

So while recent NNPA-Japanese official exchanges have been encouraging. Col. Davis said much yet is to be done. In the meantime, readers, for pride and self respect *Buy Only American!*

Won't Take Drug Czar's Post

Jesse Jackson Returns To Nation's Capital In Swirl; Lunches With Bush

by Chester A. Higgins, Sr.
NNPA News Editor

Washington, DC — Although Sen. George J. Mitchell, the liberal ex-Federal Judge from Maine, was top of the news following his elevation to Senate Majority Leadership, it was Jesse L. Jackson's return to Capitol Hill and lunch with President-elect George Bush that made banner headlines.

Jackson, however, let it be known right away that he was not interested in becoming U.S. Drug czar as rumored, or in acquiring any job with the administration. It was noted, however, that Jackson pressed Bush, whose transition team had named no Blacks or Hispanics up to this point to his incoming administration, to make some Black and Hispanic appointments. Jackson refused to tell NNPA, however, what Blacks he had suggested for Bush's consideration.

The 1988 Democratic Presidential candidate who fought Gov. Michael Dukakis head-to-head up to the July convention in Atlanta, returned to Capitol Hill in a post-election swirl of popping camera flashes and media blitzing the equivalent of the medieval blaring of trumpets. Indeed, he was a visiting potentate of enormous power, taking the nation's Capital by storm.

And if there was ever any question about who is the ex-officio leader of America without portfolio, that was dispelled by the Jackson triumphal return to the seat of national and world power.

It all began with Jackson's phone call to Bush requesting a meeting. The President-elect responded enthusiastically,

reportedly declaring in a jocular manner, "Well, it's about time you stopped kicking my butt." During the often bitter campaign, Bush called Jackson "a Chicago hustler," and Jackson questioned Bush's moral fitness for the job of President.



Jesse Jackson

But both men agreed that the campaign was over, and it was time to bury the hatchet (not in each other's head) and to get on with the serious business at hand.

Jackson and Bush held a private one-and-one half hour luncheon in Bush's office in the Executive Office Building, while the accompanying Jackson children, daughter, Santita, and sons, Jonathan and Yousef, lunched with Bush's son, George W. Bush, in the White House mess. Later, Jackson had a tete-a-tete with Sen. Mitchell on Capitol Hill, thus touching the main power bases.

Jackson told NNPA that at

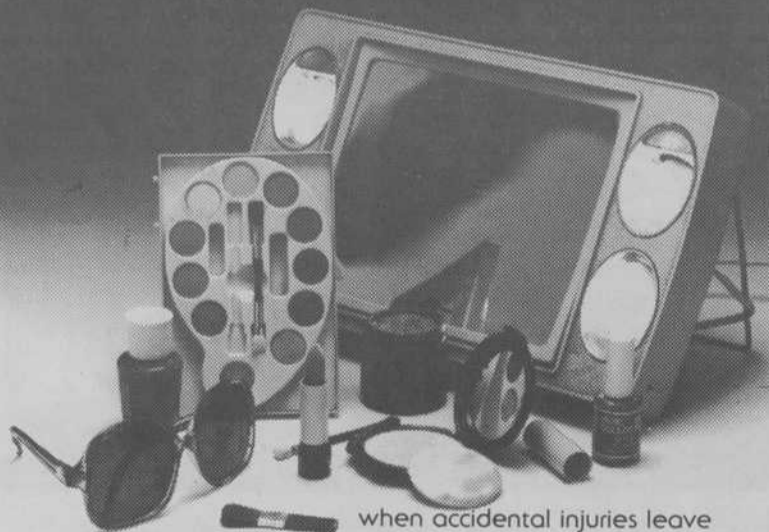
the luncheon "we discussed a range of things." These included appointments to the Civil Rights Commission that will make that body truly a watchdog for civil rights once more. I urged him to strengthen sanctions against South Africa, to oppose the rumored attempts to furlough Martin Luther King Jr.'s convicted killer, James Earl Ray who is scheduled for a parole hearing in January, and to help ameliorate the plight of the 90,000 farmers "who were put on notice by the Reagan administration right after the elections that they will lose their land."

Jackson told NNPA he was "impressed with the vice president's openness and willingness to discuss a wide range of issues, to agree or to agree not to agree." He noted that during the entire Reagan administration tenure, Reagan never met once with traditional Black leaders—the Congressional Black Caucus, etc.

Seasoned observers note: Jackson's triumphal visit to Washington; the elevation of a certified White liberal, Mitchell, to Senate Majority Leadership, and the possible selection of former Chairman of the House Budget Committee Rep. William Gray III (D-PA) to chairman of the House Democratic Caucus, coupled with President-elect Bush's seeming readiness to meet with all sides, is lifting the gloom that fell like a blanket on Blacks, liberals and moderates in this capital city following the election.

Perhaps racist/terrorist South Africa which reportedly "breathed a little easier" after Bush's election, will now gasp a bit in the future.

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