

The Black Community Responds to Japanese Prime Minister Yasuhiro Nakasone



ARROGANCE OR IGNORANCE?

Black America is outraged. Outraged and insulted by the negative reference to minorities quoted in major newspapers around the world and attributed to Japan's Prime Minister Yasuhiro Nakasone, stating that the presence of Black Americans, Puerto Rican Americans and Mexican Americans makes our country "intellectually" inferior to Japan, a society of one race.

HEIGHT OF ARROGANCE

Other Japanese officials have also been guilty recently of making equally self-serving, insensitive, and in this instance, racist, remarks for which Mr. Nakasone has been called upon to apologize.

And apologize he has. But rhetoric aside, we believe that greater issues need to be addressed.

LEST YOU FORGET

Immediately after World War II, it was the Black GIs, segregated in the US Army, stationed in Yokohama, Kobe, Nara, Gifu, and many, many other cities who adopted hospitals, orphanages, schools, and the homeless. We fed your people and clothed them, by whatever means possible. We hired and trained Japanese civilians so as to give them some income. Many Japanese survived—because of us.

THE DEPTHS OF IGNORANCE

Mr. Nakasone's remarks attack the very fiber that makes America great. To imply—in any way—that a nation comprised of one people is somehow "better" than one comprised of many smacks of the worst kind of "master racism."

The world has heard this before. We will not tolerate it again.

A NATION OF MINORITIES AND PROUD OF IT

The people of the United States have just spent a summer celebrating the restoration of the Statue of Liberty, the symbol of our uniqueness as a nation whose citizens, including millions of Japanese Americans, all contribute to the cultural, political, social and economic diversity that makes us strong.

WE'RE \$200 BILLION STRONG

Black Americans have often been portrayed negatively in Japan, with the use of the crudest stereotypes. And Japan's primary experience with us has been as consumers. For despite the tired, poor and homeless among us, we 27 million Black men, women and children command a disposable income of over \$200 billion annually. Looked at in terms of a Gross National Product, that makes us the ninth largest country in the world. Comparable to Brazil, larger than Australia, Czechoslovakia, East Germany, India and Mexico.

AND SPEAKING OF ECONOMICS

Approximately \$7 billion of that income goes for the purchase of Japanese-made goods and services, from leading manufacturers, from cars to clothes. However, little, if any, of that patronage has been the result of a direct invitation from Japanese manufacturers.

Little profit from those sales has benefitted either Black distributors, sales representatives, media, educational institutions, communities, or businesses.

This must stop. As a result of a new, economic reciprocity between the Black community and Japanese manufacturers. Or by more selective, discretionary buying by Black consumers.

A CHANGE IS IN THE MAKING

Japan and the Japanese people must reach out for greater understanding of Black people and institutions in America. It is commonly believed that the Japanese intolerance for differences is rooted in that nation's isolation from people of different backgrounds or cultures.

This isolation leads to misperception and erroneous conclusions. And yes, perhaps America's own historical view of minorities has added to those misperceptions. Indeed, during World War II, our own Japanese Americans suffered from this kind of thinking.

Changing that thinking and those attitudes has been crucial to the growth and development of America. Black America seeks new opportuni-

ties to achieve understanding through cultural exchanges, educational programs, partnerships between Black institutions of higher education and Japanese universities.

Economic parity and understanding.

We shall not settle for less.

LET'S SPEAK OUT AS ONE

If you, too, share this same sense of outrage, send this ad or your own letter to each of the following:

Ambassador Nobuo Matsunaga
Embassy of Japan, Washington, DC
2420 Massachusetts Avenue, NW
Washington, DC 20008

Japanese Chamber of Commerce
145 West 57th Street
New York, New York 10019

Chairman
Congressional Black Caucus
House Annex, Number 2
Washington, DC 20515

Your Congressperson or Senator



Mr. and Mrs. E. All
Kent B. Amos
The Triad Group
Anita Arnold
Arthur Ashe
Clarence Avant
Tabu Productions
Chris Bennett
National Newspaper Publishers
Association
Benjamin D. Brown
Robert J. Brown
B & C Associates Inc.
Reuben Cannon
Reuben Cannon & Associates
Topper and Alyce Carew

Shelby L. Coates
Miso Services Corporation
Comer J. Cottrell
Pro-Line Corporation
James H. Dowdy
Commonwealth Holding
Corporation
Sandra Lloyd English
Carl English
Thelma E. Goodrich
Goodrich/Johnson Insurance
Brokerage
Earl and Barbara Graves
Black Enterprise Magazine
Geraldine D. Green
Trans World Enterprises, Ltd.

Mona Head
Jack and Jill, Inc.
Reston Chapter
Eugene and Brenda Jackson
Unity Broadcasting Network, Inc.
Rev. Jesse Jackson
National Rainbow Coalition
Charles and Anne Johnson
George E. Johnson
Johnson Products Company Inc.
John H. Johnson
Ebony & Jet Magazines
Lafayette Jones
American Health & Beauty Aids
Institute

Bertram M. Lee
New England Television
Corporation
Byron Lewis
UniWorld Group, Inc.
Edward Lewis
Clarence Smith
Essence Communications Inc.
Dr. and Mrs. William E.
Lightfoote
Roy Littlejohn
Littlejohn Associates, Inc.
Keith E. Lockhart
Theodore D. Pettus
Lockhart & Pettus

Arthur McZier
Ruby McZier
National Business Services
Enterprises, Inc.
Frank L. Mingo
Caroline R. Jones
Mingo-Jones Advertising Inc.
Albert and Velma Nellum
Jolyn Robichaux
Baldwin Ice Cream Company Inc.
Larry Shaw
Shaw Food Services Company
Barbara Williams-Skinner
Tom Skinner
Tom Skinner Associates

Sydney L. Small
NBN Broadcasting Inc.
Percy and Pierre Sutton
Inner City Broadcasting
Corporation
Arthur E. Teele Jr.
National Business League
Dr. Gloria E. A. Tooté
Trea Estates Enterprises Inc.
Cora T. Walker
Lawrence R. Bailey Jr.
Donald C. Walker
Dollars & Sense Magazine
Blackbook International
Reference Guide