



JAPANESE AMERICAN CITIZENS LEAGUE / JACL

Headquarters: 1765 Sutter Street, San Francisco, CA 94115
DC Office: 1828 L Street NW, Suite 802 • Washington, DC • 20036
Phone: (202) 223-1240 • Fax: (202) 296-8082 • E-mail: natdir@jacl.org

PRESS RELEASE

For immediate release

Contact: Floyd Mori, JACL National Executive Director

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natdir@jacl.org

JACL MEETS WITH PARAMOUNT PICTURES EXECUTIVES

Los Angeles, CA – The Japanese American Citizens League (JACL), the nation’s oldest and largest Asian American civil and human rights organization, was represented at a meeting with Paramount Pictures by Floyd Mori, National Executive Director, and Craig Ishii, Regional Director of the Pacific Southwest District. Paramount Pictures President and CEO, Adam Goodman had invited Mori to meet to discuss problems of racial stereotyping and racial casting by Paramount. Bill Imada, CEO of the IW Group (formerly Imada Wong Communications Group), and Guy Aoki, co-founder of MAANA (Media Action Network for Asian Americans), also attended the meeting that included Paramount executives, Sharon Keyser and Katie Martinelli. The meeting was a result of a letter Mori wrote to Goodman condemning the negative stereotype portrayed in the Paramount movie, *The Goods: Live Hard, Sell Hard*.

Goodman, who became the CEO of Paramount after the filming of the movie, had apologized for the racially demeaning scene and with this meeting had made good on his promise to meet with Mori and other community leaders. In the meeting Goodman committed to further dialog and requested that ongoing meetings be held to monitor and evaluate Paramount’s performance in providing a diverse platform in their productions.

Mori was pleased with the outcome of the meeting and stated, “Adam Goodman was receptive to our concerns and expressed an attitude of further cooperation to make Paramount a model for reflecting the diversity that exists in contemporary society. We look forward to a close working relationship with the studio in eliminating the perpetuation of negative stereotyping of ethnic minorities. Through this dialog, we hope to avoid the type of debacle which resulted from *The Goods*.”

The JACL belongs to a coalition of Asian American organizations which meet with the television networks in trying to bring more diversity and more opportunity for Asian American actors. Because the visual media provides a particular view of society, the goal is for a truer reflection within all media of the role of all ethnicities in the American mainstream.

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The Japanese American Citizens League (JACL), established in 1929, is the nation’s oldest and largest Asian American civil and human rights organization. To learn more about the JACL or to join the JACL, please visit www.jacl.org.

