



October 23, 2006

Dear University Educator,

My name is Mike Tatsugawa and I am the Event Chair of the Pacific Media Association. We are a not-for-profit dedicated to promoting Asian arts and media in the United States. We will be hosting the Pacific Media Expo this upcoming October 28th & 29th of 2006.

This will be our third year hosting this event in Southern California and in the past, we have promoted interests as diverse as anime, origami lessons, martial arts workshops, Asian cinema, student short videos and musical performances.

Our event has been featured in publications like Asian Week, Los Angeles Weekly, Orange County Weekly, Rafu Shimpo, Newtype Magazine and Animerica Magazine.

This year, we will be featuring musical performances by Japanese music stars Olivia and UchuSentai NOIZ. We have a fashion Guest of Honor, Novala Takemoto, who will be discussing his work as both a fashion designer and as the novelist behind the movie Kamikaze Girls. Finally, to discuss the convergence between Eastern influence and Western media, we have Bryan Konietzko and Michael DiMartino attending from Nickelodeon who will talk about their new #1 show, Avatar: The Last Airbender.

This year is a pivotal year for us in determining whether America is really to learn more about Asian culture and how American culture has affected it. We feel that it is very important for us to promote our event through a grassroots effort. We feel that partnering with others who have an interest in understanding Asian American culture and the relationship between our two continents will be critical to our success.

My purpose for writing is we need your support in promoting our event in your Asian American studies class. Included with this letter is a flier and information about our event. If you can please mention our event to your class, we would appreciate it. We need to support all events that celebrate Asian and Asian American pop culture. You also have the option to give your students extra credit if they show up to Pacific Media Expo to write a report on their experience and what they have learned about the convergence of our two cultures. We know of many other Asian American studies professors who do this for their students at California State University Northridge and other universities.

If you have any questions, I can be reached through asianamerican@pacificmediaexpo.com

Sincerely,

Mike Tatsugawa
Event Chair, Pacific Media Expo

**Pacific Media Association dba Pacific Media Expo
914 Westwood Blvd., Suite 586 Los Angeles, CA 90024**

At Pacific Media Expo this October 28-29, 2006 at the Los Angeles Airport (LAX) Hilton...

Experience - a Japanese Lolita tea party,
rock and pop music from Asia and Asian America

Learn - martial arts, origami, hula dancing,
computer drawing, Asian street fashion

Watch - anime, Asian cinema, classic Godzilla
and ULTRAMAN

Find out about all this
at the country's
premiere
Asian and Asian
American pop
culture event of
the century!

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Special rates for
Asian American
Studies educators!
Hurry!

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