

POWER OF WORDS IMPLEMENTATION PLAN
12 EASY IDEAS & SUGGESTIONS FOR
JACL CHAPTERS, DISTRICTS, & NATIONAL

You can implement the Power of Words in your local community, district and nationally using the twelve easy ideas and suggestions listed below. Use any of the twelve ideas or make up some of your own! If you have any further suggestions or any questions, please email powerofwords@jacl.org.

1. **DISCUSS THE POWER OF WORDS:** Discuss the Power of Words at your JACL Chapter meetings and others. All chapter members should be educated and be ambassadors for the Power of Words.
2. **INCLUDE SPEAKERS:** At your next member event or luncheon, have a speaker or presentation on the Power of Words. Have brochures available. Create a dialogue.
3. **UPDATE WEBSITES AND MATERIALS:** Review your organization's website and other printed materials for targeted terms. Replace with preferred terminology.
4. **ADD A POWER OF WORDS WEBSITE PAGE:** Consider adding a page dedicated to the Power of Words on your website to promote the use of preferred terminology.
5. **CONTACT THE MEDIA:** Contact local media outlets (API and mainstream print, online, television, blogs, etc.) to adopt a Power of Words policy to utilize the preferred terminology. Consult with chapters of the Asian American Journalists Association and other knowledgeable media friends on how to best make such contacts.
6. **PARTNER WITH EDUCATION GROUPS:** Partner with local schools to educate teachers on the use of the preferred terminology. Campaign for the use of text books and other teaching materials that utilize the preferred terminology and teach accurate portrayal of the WWII experience.
7. **PARTNER WITH CIVIL RIGHTS GROUPS:** Contact other civil rights organizations to adopt a Power of Words resolution to limit the use of targeted terminology.
8. **PARTNER WITH OTHER JA AND API GROUPS:** Contact other JA and API organizations to also adopt a Power of Words resolution. Ask if there can be a presentation on the Power of Words at their next meeting or gathering. Bring brochures. Urge them to revise their website and printed materials to utilize the preferred terminology.
9. **OUTREACH AT DAY OF REMEMBRANCE EVENTS:** Utilize the Day of Remembrance as a teaching opportunity. If your chapter hosts a DOR event, be sure to utilize preferred terminology during the presentation and explain the Power of Words campaign. Use this opportunity to educate others.
10. **HOST A TEACHER TRAINING WORKSHOP:** Consider hosting a teaching workshop on the Power of Words to educate others. Maybe in conjunction with a local university or community college or through an API organization. This may also be combined within a teacher's workshop using the JACL Curriculum Guide.
11. **RESPOND TO MEDIA USE OF EUPHEMISMS:** Provide information about more accurate terms and their importance, as well as the final Power of Words Handbooks to those in the public media who might still be using the old euphemisms. Examples might be newspaper reporters, television, radio, and websites.
12. **RESPOND TO OTHER USES OF EUPHEMISMS:** Likewise, provide information about the Power of Words to others who might still be using the old euphemisms. Government agencies, historical societies, public officials, and other groups might also not be aware of the impact of the old euphemisms.