

# MINETA LEGACY PROJECT



***"When you're in close quarters...people will sort of give you the once over. And so, I always wear this (flag pin). It's something you feel when you're doing things. Am I really being fully accepted as an American citizen? I want to make sure everyone knows I am."***

**- Secretary Norman Y. Mineta,  
in response to why he wears an American flag pin on his lapel.**

The **Mineta Legacy Project** is comprised of a one-hour TV documentary and educational curriculum profiling the life and career of Secretary Norman Y. Mineta. The story of Secretary Mineta is a relevant and timely reminder of the parallels between his experience during World War II to today's issues. His life is a rare constellation of bipartisanship, civic engagement, social justice and patriotism that serves as lessons for all Americans.

## **An American Story: Norman Mineta and His Legacy**

### **Documentary**

*An American Story: Norman Mineta and His Legacy* is a PBS-targeted documentary film on the life and career of the pre-eminent Japanese American leader and public servant.

A son of immigrants and forced into a U.S. World War II concentration camp as a child with 120,000 people of Japanese descent, Secretary Mineta rose to the highest levels of success. He became the first Asian American mayor of a major American city (San Jose, California); the first Japanese American Congressman in the 48-contiguous states leading to a distinguished 20-year career in Congress; and the first Asian American Cabinet member, in two cabinets serving Democratic and Republican U.S. Presidents.

Yet, despite his successes, he never forgot his roots or the shame and humiliation he and his family felt during WWII when they were removed from their San Jose home, housed at the Santa Anita racetrack, and then to Heart Mountain, Wyoming. Secretary Mineta led the way in the fight for an apology from the U.S. government and redress for Japanese Americans. On September 11, 2001, his leadership as U.S. Secretary of Transportation, would ensure that what happened to Japanese Americans during WWII did not happen to any other group based on ethnicity or religion.

## **What Does It Mean to Be an American? — The Mineta Legacy**

### **Educational Curriculum**

The curriculum is a free online resource that will be available to social studies educators and consists of six independent learning modules created for high school and college students.

Each module examines a key theme from Secretary Mineta's life and career: immigration, civil liberties & equity, civic engagement, justice & reconciliation, leadership & decision-making, and U.S.–Japan relations. The themes provide different perspectives for students to answer the curriculum's central question: *What does it mean to be an American?*

Currently in development at the Stanford Program on International and Cross-Cultural Education (SPICE) at Stanford University, offers educators a collection of teaching tools that tie the film's themes to core social studies topics. Topics are brought to life and connected to students' own lives through standards-aligned lesson plans, primary source documents, interactive classroom activities, and custom-created video vignettes showcasing a diverse range of American voices—from high school youth to former U.S. Presidents.

### **Project Status**

This is the first project of its kind with the full support and participation of Secretary Mineta. Documentary is in production. Educational curriculum will be completed in June 2018.

**Donations are tax-deductible. Make payable to Media Bridges, Inc., 444 4th St. #22, Davis, CA 95616 or online.**

**[www.MinetaLegacyProject.com](http://www.MinetaLegacyProject.com)**

### *An American Story: Norman Mineta and His Legacy* Documentary

<b>PRESENTING SPONSOR</b> <b>\$250,000 or more</b>	<ul style="list-style-type: none"> <li>• Presenting Sponsorship credit and logo at TV documentary intro</li> <li>• Logo placement on website homepage and sponsor page</li> <li>• Logo placement on front jacket of DVD cover and label</li> <li>• Logo placement in TV credits and DVD credits</li> <li>• 200 copies of DVD</li> <li>• Complimentary screening</li> <li>• 20 tickets to screening and reception in California or Washington, D.C.</li> </ul>
<b>DIAMOND</b> <b>\$100,000 or more</b>	<ul style="list-style-type: none"> <li>• Logo placement on front jacket of DVD cover and label</li> <li>• Logo placement on website homepage and sponsor page</li> <li>• Logo placement in TV credits and DVD credits</li> <li>• 100 copies of DVD</li> <li>• Complimentary screening</li> <li>• 10 tickets to screening and reception in California or Washington, D.C.</li> </ul>
<b>PLATINUM</b> <b>\$50,000 or more</b>	<ul style="list-style-type: none"> <li>• Logo placement on website sponsor page and back cover of DVD</li> <li>• Listing in TV credits and DVD credits</li> <li>• 50 copies of DVD</li> <li>• 6 tickets to screening and reception in California or Washington, D.C.</li> </ul>
<b>GOLD</b> <b>\$25,000 or more</b>	<ul style="list-style-type: none"> <li>• Logo placement on website sponsor page and back cover of DVD</li> <li>• Listing in TV credits and DVD credits</li> <li>• 25 copies of DVD</li> <li>• 4 tickets to screening and reception in California or Washington, D.C.</li> </ul>
<b>SILVER</b> <b>\$10,000 or more</b>	<ul style="list-style-type: none"> <li>• Logo placement on website sponsor page</li> <li>• Listing in TV credits and DVD credits</li> <li>• 10 copies of DVD</li> <li>• 4 tickets to screening and reception in California or Washington, D.C.</li> </ul>
<b>LEGACY LEADER</b> <b>\$5,000 or more</b>	<ul style="list-style-type: none"> <li>• Listing on website sponsor page and DVD credits</li> <li>• 5 copies of DVD</li> <li>• 4 tickets to screening and reception in California or Washington, D.C.</li> </ul>
<b>FOUNDING CIRCLE</b> <b>\$1,000 or more</b>	<ul style="list-style-type: none"> <li>• Listing on website sponsor page and DVD credits</li> <li>• 1 copy of DVD</li> <li>• 2 tickets to screening and reception in California or Washington, D.C.</li> </ul>

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**For further information, contact Mineta Legacy Project co-producers:**

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### *What Does It Mean to Be an American? —The Mineta Legacy* Educational Curriculum

<b>PRESENTING SPONSOR</b> <b>\$250,000 or more</b>	<ul style="list-style-type: none"> <li>• Presenting Sponsor logo placement on educational website homepage &amp; sponsor page</li> <li>• Presenting Sponsor logo placement on front cover of printed educational curriculum materials</li> <li>• Presenting Sponsor logo placement on front of educational DVD cover and in credits</li> </ul>
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