

DOR 2026 poster campaign

On **February 19, 2026** Tsuru for Solidarity will deploy an art activation poster campaign in various Japantowns using an updated version of "Instructions to All Persons of Japanese Ancestry" as a mass mobilization strategy. The purpose of this campaign is to engage the legacy community of JAs who are survivors and descendants of the wartime incarceration, and ask them to think critically about the unique role that our community can play in this current moment.

We are seeking collaborators who can print, post, and photograph these posters in their respective communities. Tsuru will reimburse any printing costs you incur, with proof of receipt. Once the posters have been placed, you would then need to take photos of them to be used in Tsuru social media posts, showing their placement as it might appear to passerbys.

If you are interested in supporting this action, **please confirm your participation no later than Monday, February 9** by emailing rbuscher@tsuruforsolidarity.org

Timeline for action:

All posters should be posted on Thursday, February 19. If you are planning to use paste, and anticipate requiring a longer time to do this you might consider starting early in the morning if possible. We want people to be able to see the posters as the neighborhood businesses begin to open and pedestrian traffic.

Please email your photographs the same day to rbuscher@tsuruforsolidarity.org as soon as you have finished with the posters. Tsuru will be integrating your photos into our social media posts over the following week, and the sooner you send them, the better we can prepare our communications plan.

Priority Locations:

- Publicly visible electric posts, message boards, and other street locations

In 1942, the original "Instructions" poster was posted widely throughout the various Japantowns and other residential neighborhoods where Japanese Americans lived. Try to identify areas in your Japantown that are highly trafficked and visible to pedestrians.

For maximum optics value, place posters in locations with easily identifiable landmarks that read as Japantown so that you can photograph your poster in context. If possible, try to find locations near designated assembly points where original posters were affixed.



1st Street, Little Tokyo



Bush Street, SF Japantown

- Community businesses

A secondary target within Japantowns and other Japanese American business corridors are local business owners with street-facing windows.

Start with business owners you may already have a relationship with, or otherwise know to be in alignment with the immigrant justice movement and other progressive causes. Some restaurants and other retail businesses may already have “Know Your Rights” or other pro-immigrant signage - suggesting they might also be open to displaying this poster.



Ask the restaurant host or shop clerk if you can speak to the manager. Share the poster with them and ask if they would be willing to display it in the window. Offer to hang it yourself and bring tape to do so. If they decline, politely thank them for their consideration.

If they allow you to hang the poster yourself, take a photo afterwards showing the poster and storefront branding in the same frame.

Printing instructions:

If you are planning to affix posters using staple guns, tape, or other means of adhesive, print the poster using the PRINTING instructions below.

If you are planning to paste the poster, see MIXING and PASTING instructions below.

Poster pasting instructions:

- PRINTING:
 - Print 11x17 PDF file using laser printing (liquid ink plotter) – and not ink jet. Ink jet will smear to varying degrees (sometimes it works, but the print just becomes a bit blurred).
 - Print on regular bond weight paper. Don't go too heavy – thin is better!

- MIXING:
 - Mix a medium-thick and smooth paste using [Zinsser](#) SureGrip powdered adhesive and water. Start mixing water into power bit by bit – Zinsser tends to be lumpy. But if there are some lumps, don't worry. Just try to work out the big chunks.
 - You can add clear acrylic matte medium if budget allows. This gives the piece longer life.
 - If you can't find Zinsser, any commercial wallpaper paste will do – some are premixed.
 - If you have the time, you can also make your own actual wheat paste ... the bugs love it. : /

- PASTING:
 - Using a large housepainting brush, paste your surface.
 - Place the print down as evenly as possible.
 - Paste over the top of the surface.
 - Smooth down air bubbles with hands or a flat object.
 - Be generous with the paste – it'll dry clear, and you want enough adhesion, especially around the edges and corners.
 - Bring an extension pole and ladder if you wanna paste high!

- It's drippy and messy, so wear gloves, along with clothes + shoes you don't care about.

Photo instructions:

Please take photos of each poster from a variety of focal lengths including wide shot, medium shot, and close up. Make sure that the poster text is clearly legible, and not blurry in your photo. If photographing in the context of a community business, try to photograph it with the restaurant signage visible.

Please email your photographs the same day to rbuscher@tsuruforsolidarity.org as soon as you have finished with the posters. Include notes on the location and names of any businesses included in the photos.

Instructions to All Persons of Japanese Ancestry

As survivors and descendants of the mass removals, detention, deportation, and family separation targeting our community during WWII, we refuse to stand idly by while our friends and neighbors are violently disappeared, forcibly removed, mass incarcerated, and separated from family members.

We decry the murders of community members and at least 37 people in ICE custody and enforcement in 2025.

We reject false narratives that state violence is “unavoidable,” a “justifiable military action,” necessary for “national security” — the same arguments used as they forced our parents, grandparents, aunties, and uncles into U.S. concentration camps in 1942.

On this Day of Remembrance, we call on Japanese Americans, and all people who believe in “Never Again,” to demand justice for those we have lost — on the streets and hidden away in ICE detention centers. To break this cycle of state violence. To rise up and resist, together.

We bravely commit to being the allies our families needed during WWII.

Stop Repeating History.

#TsuruforSolidarity #FreeFamilies #FreeThemAll

February 19, 2026

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