

FOR IMMEDIATE RELEASE

Dog Meat Soup Hoax Exposed

Contact: Kim Yung Soo, President (aka Joey Skaggs, Media Satirist)

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On Monday, May 16, 1994, artist and socio-political satirist Joey Skaggs mailed over 1,500 letters to dog shelters around the country announcing that his company Kea So Joo, Inc. (which translates into Dog Meat Soup, Inc. in Korean) was seeking to purchase dogs at \$.10 per pound to be consumed by Asians as food. (See attached letter).

The response was overwhelming. Calls were received from people willing to sell dogs (most likely attempts at entrapment); from people outraged at the concept of eating dogs; from people who were outright hostile and racist; and from people who threatened to kill the proprietor of this business as well as other Asians indiscriminately. (See attached sampling of letters received).

Representatives of various governmental and animal rights organizations including the ASPCA police as well as other law enforcement agencies were pressured by outraged citizens to do something about this. And the American and Korean media were called to arms.

Although thousands of phone calls, faxes and letters were received and logged by Skaggs over the first week alone, he did not speak with or respond to any callers throughout the course of this media hoax. No callers nor any representatives of the media made physical or voice contact with any member of the alleged Kea So Joo organization, other than with the outgoing message of an answering machine spoken by a Korean woman in English and Korean.

None-the-less, radio, newspapers and television news reporters around the country reported on this story. Several reports detailed verbatim conversations that individuals claim to have had with a representative of the company. None of these conversations ever took place. In addition, most journalists appear to have taken information from an ASPCA press release announcing that this was a "cruel" hoax with racist overtones and reported this as news. None of these reporters verified the information they reported. Nor did they look beneath the surface to find out what this story was all about.