The AACP Newsletter

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Asian Pacific American Heritage Month and TV An Evaluation of Local Broadcasting

By Leonard D. Chan

On a Monday night in May, black and white movie footage of what appears to be a recreation of the May 10, 1869 commemoration of the Transcontinental Railroad in Utah is being shown on NBC. Is this an Asian Pacific American Heritage Month (APAHM) special on the Chinese American workers that helped build the Transcontinental Railroad? No, it's a GE commercial and to make matters worse, much like the original photos taken of the event, there's not a single Chinese worker to be seen in the frame.

A recent study commissioned by the *National Asian Pacific American Legal Consortium* states that the CBS network doesn't even have any regular Asian American cast members in any of its 2004-2005 season's programs. Not surprising then that no special APAHM programming was planned by any of the major networks.

Another APAHM is here and still the only national television network that appears to take notice is PBS. So, just how well is KQED, the local San Francisco PBS station, holding up with their APAHM programming? Upon evaluation of their website page for APAHM programming, you will find approximately 106 "special" programs for the month.

Sounds like a lot, right? But upon closer examination you will discover that only nine programs are in the prime time slot from 7-11 pm and only two can be considered to be about the true Asian Pacific "American" experience. (You could count three if you include a show about the possibility of 15th century Chinese explorers making it to North America.)

In this case, the "American" experience means anything having to do with the experience of Asians in American. This may include Asian Americans interacting with people in other countries or immigrant stories of how they made it to the United States. The list should not include regularly shown programs, programs about Asian cooking, programs about the history or current situation in Asian countries, travel programs, or even a music variety show taking place in China. KQED include all of these types of programs in their list. Although these programs may be of great interest to Asian Pacific Americans and the general public, APAHM was created to honor the achievements of Asian Pacific "Americans" and to recognize their contributions to the "United States."

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Two Special Events

Asian Heritage Spotlight Program

On May 21st, 12:30-4pm, a joint effort by the San Mateo Public Library Foundation, the Organization of Chinese Americans, the Asian Pacific Fund, AACP, and numerous other sponsors will be hosting an *Asian Pacific American Heritage Month Celebration Event* at the San Mateo Library. Authors Rosemary Gong, Kimi Kodani Hill, and Charlie Chin will be in attendance. Plus artist Amy Da-Peng King and a Wushu Martial Arts group will be on hand too. For more information go to http://www.smlibraryfoundation.org.

The California Conference on the Internment of Japanese Americans

On June 2-4 the California Civil Liberties Public Education Program (CCLPEP) and the Japanese Cultural

and Community Center of Northern California (JCCCNC) are holding a conference at the Radisson Miyako Hotel in San Francisco. As a former CCLPEP grant winner, AACP will be in attendance and will be taking an active role in this event. CCLPEP helped fund many interesting projects and many of these grant winners will be in attendance.

The early registration rate (a \$15 discount) has been extended till May 13. Please check the conference website for more information *http://www.cclpepconf.org*.

Note that there will be free documentary screenings all day on June 3rd and 4th. For more information about the films that will be screened, go to http://www.cclpepconf.org/screenings.html.

Give Us Your Feedback

Please feel free to send us your reviews, comments, and book suggestions. You can contact us at - aacpinc@asianamericanbooks.com

Up Coming Events

Here are some events that AACP will soon be attending. Invite us to your events.

us to your events.		
Date/Time	Event	Location
May 19-21	NAAPAE	Marriott Hotel
	Nat. Assoc. for Asian	Burlingame, CA
	and Pac. Am. Educ.	
May 21	Asian Heritage Spotlight	SM Public Library
12:30-4pm	Program	San Mateo, CA
June 2-5	State of CA Conference	Radisson Miyako
	on the Internment of	Hotel
	Japanese Americans	San Francisco, CA
	Sponsored by CCLPEP	
Other Event of Interest that AACP May Not Attend		
June 4-5	Foster City Art and Wine	Foster City, CA
	Festival	
June 18	Japanese Cultural Fair	Mission Plaza Park
11am-6pm	-	Santa Cruz, CA

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In fact, May was chosen to commemorate the completion of the Transcontinental Railroad and the first Japanese to arrive in the US (both of which happened in May).

Here are some of the numbers to be considered -

- 28% of the 106 programs can only be seen on HDTV or digital cable
- 17% of the 106 programs are repeated showing of programs already in the list
- 37% of the programs are about the Asian Pacific "American" experience

Editor's Message

Hello everyone.

Sorry for the delay on this newsletter. We've been working hard on a number of things, including the events highlighted in our "Two Special Events" article.

First of all thank you to Jaime and Philip for contributing to this newsletter.

Second, we need more help. If you have time or if you know of someone that needs valuable work experience for the summer, we'd be very glad to have your help. You can choose to volunteer on a one or multiple time basis or on a regular schedule as an intern.

Some of the things that we need help on include help with this newsletter, grant writing, publishing projects and functions, miscellaneous special projects, sales (especially at some of the events we go to), and a whole variety of store and office functions. Please write to us, come in to the office, or just call. We'd be happy to talk with you.

To our past interns, we'd be glad to hear from you. Even if you don't have time to help, let us know what you're up to. Perhaps you can write about it and we can place it in a future newsletter.

Leonard Chan **Executive Editor**

- 22% of the 106 programs on the Asian Pacific "American" experience are shown between 9am-7pm
- 12% of the 106 programs on the Asian Pacific "American" experience are shown between 11pm-9am
- 3% of the 106 programs on the Asian Pacific "American" experience are shown between 7pm-11pm
- 0% of the other national networks have any APAHM programming

We invite you to do your own research on your local television channels - let us know how they stack up to KQED. We'd love to hear what you find out.

Links for Asian Pacific American Heritage Month and TV

KQED's APAHM web page

http://www.kqed.org/topics/history/heritage/apa/index.jsp

National Asian Pacific American Legal Consortium (NAPALC)

http://www.napalc.org

Summary Article on the NAPALC Study on Asian In Television

http://news.yahoo.com/s/ap/20050502/ap_en_tv/tv_asian_representation_9

PBS's APAHM website

http://www.pbs.org/aboutpbs/news/20050408_apa2005.html

National Asian American Telecommunications Association (NAATA)

http://www.naatanet.org/heritagemonth/2005/home.html

An Idea for Asian Pacific American Heritage Month Let's Move It

An Editorial by Leonard D. Chan

of Asian Pacific American Heritage does need help. Month (APAHM) and to my surprise the biggest negative response came Here is my proposal - let's move in January, but many of the events from our past intern Jaime Young. Here are some of the points that Jaime January and APAHM to February. made (Jaime, please excuse my paraphrasing) -

- Lots of groups and APAHM. individuals (including myself) do celebrate the month with various activities.
- dearth in TV programming.
- APAHM is not being squeeze out of the school system, because it was never a part of it.
- Accentuate the positives don't sit around complaining about the lack of publicity, get involved and help publicize the events that are taking place.
- It is hard to get the Asian Pacific American community to get involved - partly because the community is so diverse.

First of all I apologize to anyone in the trenches diligently trying to make APAHM more relevant. We did not mean to belittle your efforts and we do not wish to do away with APAHM. Last year's editorial was meant to incite others to take notice of APAHM, join in, and make it work. This year, with this newsletter, we continue a debate that will hopefully help make APAHM better.

Maybe it's just my perception, but I think APAHM may be losing some interest. Our article on the lack of good APAHM TV programming is meant to prove the point that there is a dearth in this area. I'm not sure whether TV programming is a good gauge of the public's interest or whether it is contributor to APAHM's diminishing status.

Last year we had an editorial (see the programming is a reflection of the New Year's celebration is the biggest June 2004 newsletter) that was critical public's interest, then perhaps APAHM cultural event of the year.

African American Heritage Month to surrounding this celebration take place

• There is a thriving interest in May is that good of a month for in February. be carried on, then you need active Hawaii. participation from the youths in the community. For many school age kids, The Lunar New Year is a historical and school term. educators have time for APAHM when Asian heritage. shouldn't we have the full attention of to students and schools?

> Speaking of which, are the historical February is also the anniversary month demographics of the Asian Pacific many American community? Chinese Transcontinental workers the first groups. almost every group in American has a early 1970s. similar "first to come" experience.

> Asian Pacific Americans for a number being taught in most US schools is the of reasons. First of all, February is subject of the Japanese American usually the month in which the Lunar Internment. Why not use this historical New Year is celebrated. For many anniversary in conjunction different Asian ethnic groups the Lunar learning about the total Asian Pacific

The Lunar New Year sometimes falls after the actual Lunar New Year date. The San Francisco Lunar New Year Timing is everything and from an parade is one of the oldest held ethnic educational standpoint, I don't think events in the country and usually falls A Lunar New Year APAHM. If an event or tradition is to parade has even become a tradition in

• There does not appear to be any May is the end or near end of the cultural event that helps to reconnect Do students and many Asian Americans with their There are many they have finals, graduation, and all of schools that spend time in February to the other concerns that go along with learn about the Lunar New Year and the end of the school year? If APAHM Asian American culture. Why not use is meant to be an educational event, the Lunar New Year celebration time also promote Asian American heritage?

> reasons for why May was chosen for of Executive Order 9066, which was APAHM significant to the current the presidential command, that sent Japanese Americans May was internment camps during World War chosen to highlight achievements of the II. Although February 19th is a sad Railroad historical date for the Japanese Japanese community and all civil liberty loving immigrant to America. Although I am Americans, this is a date that is proud of my ancestors' participation in commemorated every year with Day of the building the railroads, perhaps this Remembrance events. In a way, the achievement is not that important to Japanese internment of World War II other Asian Pacific American ethnic and the fight to gain reparations aided The settling of the first in the galvanization of the Japanese Japanese immigrants in the US and Asian American communities, and definitely seems to have limited appeal started the yellow power and Asian and relatively minor significance - American studies movements of the

> As Jaime had pointed out in her February would be a better month for rebuttal to me, the one thing that is

American experience in the United as an interesting metaphor for what reasons, that I don't know of, for why States?

of Remembrance are events that are diversity. Perhaps a vibrant APAHM major groups. Perhaps I am wrong unlikely to diminish with time.

An interesting side note to this is the Marysville Bok Kai Festival in Okay, here's the hard part - can we get be so hard for us to make this move? Chinese community had dwindled the misinformed. non-Chinese members of the traditions of this event. I saw this another month. There may be many

Both the Lunar New Year and the Day all of us can learn to celebrate its January is not being used by any other cause.

Northern California. It's an event that the African American community to takes place approximately one month agree with this move? I picked January Let me know what you think and after the Lunar New Year and brags of for their new month because the maybe we can pass the ideas on to our having the longest continuously held apparent fit with the celebration of legislators and other Chinese parade in America. Two years Martin Luther King, Jr.'s birthday and leaders. Let's carry on this debate ago when I went to this event, I the end of Kwanzaa on January 1st, but every year so that we can make some discovered that even though the perhaps my thoughts are faulty and positive changes for APAHM. I'll try the American community really prefers us for part three next year. community actively helped to carry on February or may even like to choose

was great about America - America African American Heritage Month is was not ethnically monolithic and that best in February. As far as I know, month in February can further this about this. If a pope can arbitrarily change our whole calendar system a few hundred years ago, why should it

> community Perhaps the African to do my part and I hope you stay with

Links for An Idea for Asian Pacific American Heritage Month

AACP's June 2004 Newsletter article on APAHM

http://asianamericanbooks.com/newslets/nl0604.htm#apahm

Good article on the history of APAHM by The University of Kansas Medical Center

http://www3.kumc.edu/diversity/ethnic_relig/apahm.html

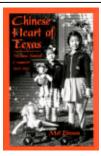
Marysville Bok Kai Festival

http://www.bokkaifestival.com/

U.S. Census Bureau's APAHM fact sheet

http://www.census.gov/Press-Release/www/releases/archives/facts_for_features/001627.html

The following books are discounted an additional 20% from the listed price for subscribers to our newsletter. The discounts on these books end June 7, 2005.

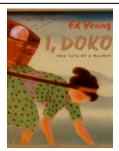


Chinese Heart of Texas

The San Antonio Community 1875-1975 By Mel Brown 2005, 222 pages, Paperback.

This book is well illustrated with fascinating pictures of the Chinese community of San Antonio, Texas from 1875 through 1975. The text covers aspects of a community whose history isn't very well known, such as the story of Chinese American air-mail pilots during the 1930s. That story among many others traces the course of immigration, discrimination, struggle, and finally acceptance, is told in this well-recieved book.

Item #3291, Price \$10.95 - for newsletter subscribers \$8.76

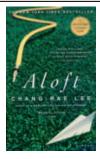


I, Doko

The Tale of a Basket By Ed Young Illustrated by Ed Young 2004, 32 pages, Hardback.

Based upon a traditional Nepalese fairy tale, this story emphasizes the point that every generation owes a duty of care to the elderly because one day, if they are lucky, they too will be elderly and will depend on the care of others. This is an excellent book for intergenerational lessons and discussions through the simple text and attractive illustrations.

Item #3279, Price \$15.95 - for newsletter subscribers \$12.76



Aloft

By Chang-rae Lee 2005, 384 pages, Paperback.

This is award winning author Chang-Rae Lee's new book about a middle-aged man and his ethnically mixed Asian American family. The main character ruminates over family history, contemporary culture, and family problems as he regularly escapes into the air in his small plane. In the process he becomes closer to his family as they all struggle to deal with their flaws.

Item #3297, Price \$14.00 - for newsletter subscribers \$11.20



Kaleidoscope

A Multicultural Booklist for Grades K-8 Fourth Edition

Edited by Nancy Hansen-Krening and the National Council of Teachers of English 2003, 118 pages, Paperback.

This updated 4th edition of *Kaleidoscope* is a valuable resource guide to fiction and non-fiction books highlighting issues of diversity and multiculturalism for K-8 educators and librarians.

Item #3299, Price \$30.95 - for newsletter subscribers \$24.76



The Love Wife

By Gish Jen 2004, 379 pages, Hardback.

Author Gish Jen tells the often-humorous story of an ethnically mixed Asian American family that receives a new addition to the family - a nanny from China. Or wait, is she to become a second wife? Read this book to find out what happens.

Item #3296, Price \$24.95 - for newsletter subscribers \$19.96