

New Asian American Voices Program Parameters for 2024

The [New Asian American Voices program](#) from the [1990 Institute](#) aims to provide much-needed Asian American visibility and representation in the mainstream by highlighting Asian American individuals and collectives who have made significant strides in all sectors of U.S. society. We highlight those who have a significant impact on their community or on American life, including but not limited to significant accomplishments, innovations, notable deeds, positive influences, valuable efforts, and/or meaningful actions that have purpose and significance for a particular community or the greater good.

For 2024, we are inviting secondary school teachers to engage with their students to submit entries for an Asian American story. We also welcome middle and high school (grades 6 to 12) students to submit a story directly to us.

Please visit our [program on Instagram](#) for examples of stories with text and photos. For 2024, we encourage you to include original work, including a short video of at least 30 seconds and up to 60 seconds. Other ideas for creative expressions are original poetry, music, song lyrics, spoken words, art, animation, etc. We are open to your ideas!

Identifying relevant candidates to highlight

- An individual of Asian American heritage or group (two or more people) who has a strong connection to Asian American causes
- A significant ally: non-Asian American organizations or individuals who contribute to the fair and equitable treatment of Asian Americans
- Unique stories and/or impact on American life or elevates Asian American communities
- Living or historical figures
- From all walks of life – both unsung and celebrated heroes
- The 1990 Institute is a nonpolitical nonprofit. Political figures can be included if presented without featuring the person's political ideology or platform. Focus on this person's breakthrough achievement as an Asian American. See [Patsy Mink](#) as an example
- Highlighted person(s) must be a U.S. citizen or holder of a U.S. Permanent Resident card ("green card")
- Choose names from our [list of suggested candidates](#) or submit a choice of your own. Some suggested areas (not limited to these): Academia, Architecture, Art, Business, Civics, Community Building, Education, Entertainment, Health, Journalism, Law, Literature, Media, Military, Music, Politics, Religion, Science, Sports, Style (Food, Fashion, etc.), or Technology.
- All candidates' names that are submitted on the registration form will be reviewed by the 1990 Institute

Information Needed

1. Narrative text

- Choose the most relevant of these 5 categories for your individual/group: *Activists, Community Heroes, Culture, History Makers, Trailblazers*
- Write about why you believe this person (or group) should have a spotlight on his/her/their life.
- This short description should be 175-250 words
- Provide information on ethnicity, birthplace, and when they or their families came to the U.S., so we can show the wide diversity of the Asian American community
- Add 4-6 social media hashtags plus relevant Instagram tags (person and/or group)
- Optional: relevant quote, especially regarding Asian American issues or something you find inspiring or thought-provoking
- Plagiarism is grounds for disqualification

2. Images/Video

- At least one high resolution photo/image of the individual/group (ideally at least 1080x1080)
- Faces must be in the top half to two-thirds of the photo/image (see examples used in our [program](#))
- Must include photo credit(s)
- Original video content of 30-60 seconds, or art, music and/or animation are encouraged but not required
- Video can include a testimony from the creator on why this person is important
- Maximum of 10 total graphics are allowed on Instagram per post
- Participants must comply with applicable laws and regulations; no images or videos of dangerous or illegal activities
- All images/video must comply with privacy and copyright laws: we require, for example, use of photos that qualify as fair use or are in the public domain or those for which you have obtained written permission for use in this project. We also require signed release forms for persons appearing in the images or videos (signed by parents or legal guardians for anyone under the age of 18 who appears). See “Clearances/Legal” below for information on obtaining the required forms.

Research

- Cite sources – use at least three, at least two of which must be from separate sources
- Notable allies to Asian Americans are allowed, such as [Jesse Jackson](#) or [Frederick Douglass](#) – content should focus on allyship and impact on Asian Americans
- 1990 Institute’s [Reference Library](#) and [Teachers Portal](#) can be used as starting point for your research
- This [article from Hubspot](#) (2022) and from [Meta/Instagram](#) (2023) may be helpful for creating content on Instagram; however, keep in mind they are geared toward promoting

a business and not everything will be applicable. The articles can be reviewed for the general principles offered.

- This [article](#) may be helpful when choosing 4-6 hashtags. Once at the site, scroll down to the section called Additional #TipsandTricks.

Submissions

- Accepted from current U.S. middle school or high school students
- Can be submitted by an individual student or group
- Can be part of a class project (optional)
- Multiple entries are allowed
- All entries will be reviewed by 1990 Institute staff and we reserve the right to exclude submissions that do not meet our criteria
- Please use the [Submission Checklist](#) to make sure your entry is complete
- Prize may be awarded only upon successful selection in the program
- Selected entries may require editorial revisions by students before inclusion in the program
- Participants must comply with applicable laws and regulations; no images or videos of dangerous or illegal activities
- Plagiarism is grounds for disqualification

Clearances/Legal

- Submissions may note names of school and teacher and student names (with written permission of parent or legal guardian)
- Parent or legal guardian must sign on behalf of children under the age of 18:
 - [Nonexclusive Licensing Agreement](#) which grants the 1990 Institute the non exclusive right to use the entry once selected.
 - [Personal Liability Waiver](#) - Participants assume full responsibility of damages and injuries associated with activities related to the production of the submission.
 - [Release Forms](#) - This document contains 4 most common release forms used in video and documentary productions. Explanations of when to use them are included.
 - Attestation that participants have abided by all of the rules of the program; failure to abide by the rules is grounds for disqualification
 - Attestation that images/videos comply with privacy and copyright laws; for example, certifying that photos or videos qualify as fair use or that written permission for use in this project has been obtained
 - Signatures by the parents/guardians of the participants under age 18 means that they have read the forms and agree to abide by the rules of the program
- Required forms can also be downloaded from the [program web page](#).

Selection Criteria

- Please see the [Submission Selection Rubric](#)
- Up to 50 entries will be chosen annually

- Submissions are accepted throughout the year, and the evaluation and selection process occurs year-round
- Entries are assessed in rotating batches, with priority given to those with the highest scores on the rubric. Following periodic evaluations, selected entries will be notified within 4 weeks and posted within 3 months

Spread the word

- Teachers and students are encouraged to uplift their selected submissions through social media and other communication

Entry Submissions:

All submissions should be transmitted **via email** to naav@1990institute.org and adhere to the requirements in the [Submission Checklist](#).

Thank you for your interest in the New Asian American Voices program!