



## 1990 Institute New Asian American Voices “NAAV 2.0” Program Parameters for 2024

The [New Asian American Voices program \(NAAV\)](#) 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.

Please visit our [program website](#) for examples of text and photos (see #3 Images/Video under Information Needed below for requirements). For 2024, we encourage you to include a video of at least 30 seconds and up to 60 seconds.

### Identifying relevant candidates to highlight

- An individual or a group of Asian American heritage who has/had a meaningful impact on American life
- An individual or a group who elevates/elevated Asian American communities
- Living or historical figure(s)
- Can choose a candidate from our list or submit your own name
- The chosen individual has to be a U.S. citizen (native born or naturalized) or holder of a U.S. Permanent Resident card (aka “green card”)

### Information Needed

1. Asian American individual/group
  - Individuals with unique stories and/or impact in the U.S.
  - From all walks of life – both the unsung and celebrated heroes, past and present
  - Non-Asian American organizations or their leaders or individuals who contributed to the fair and equitable treatment of Asian Americans
  - We are a nonpolitical nonprofit. Political figures can be included if presented without featuring anyone’s political party affiliation/bias
  - Some suggested areas (not limited to these): Architecture, Art, Business, Books, Civics, Community Building, Education, Entertainment, Health, Journalism, Law, Media, Military, Music, Politics, Religion, Science, Sports, Style (Food, Fashion, etc.), Technology
2. Narrative text

- Choose the one most relevant of these 5 categories for the highlighted individual/group:  
Activists, Community Heroes, Culture, History Makers, Trailblazers
- Limit to 175-250 words
- 4-6 hashtags plus relevant Instagram tags (person and/or group)
- Write about why you believe this person/group should have a spotlight on his/her/their life or lives
- 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
- Plagiarism is grounds for disqualification
- Optional: relevant quote, especially regarding Asian American issues or something you find inspiring or thought-provoking

### 3. Images/Video

- At least one high resolution photo of the individual/group (ideally at least 1080x1080)
- The person's face must be in the top half to  $\frac{2}{3}$  of the photo
- Must include photo credit(s)
- Original video content of 30-60 seconds (can be a testimony from the creator on why this person is important)
- Animation is allowed
- 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 those for which you have obtained written permission for use in this project, and obtaining release forms for persons appearing in the images or videos (signed by parents or legal guardians for any minors appearing)

### Research

- Cite sources – use at least three sources, at least two of which must be separate sources
- Can choose names from our list or submit your own
- Person(s) can be living or deceased
- Can be a group of people who are in one organization or have a strong connection
- Highlighted person(s) must be of Asian American ethnicity (at least in part) or a significant ally
- Has/had a positive impact on American life
- Highlighted person(s) must be a U.S. citizen (native born or naturalized) or holder of a U.S. Permanent Resident card (aka “green card”)
- Can be a notable ally to Asian Americans, such as [Jesse Jackson](#) or [Frederick Douglass](#) – content should focus on allyship and impact on Asian Americans
- Can use the 1990 Institute's [Reference Library](#) and [Teachers Portal](#) as starting point

- See this instagram article (2023): [Create a successful Instagram post](#)

### **Submissions**

- Can be part of a class project
- Can be submitted by an individual student or group
- Current U.S. middle school or high school student
- All entries will be reviewed by 1990 Institute staff
- Multiple entries are allowed
- Prize awarded only upon successful selection in the NAAV program
- Selected entries could require editorial revisions by the students before inclusion in the program
- Open year-round on a rolling basis
- Maximum of 50 selected entries per calendar year

### **Clearances/Legal**

- Submissions may note names of school, teacher and student names (with written permission of parent or legal guardian)
- Parent or legal guardian must sign on behalf of minors:
  - Intellectual Property (IP) rights in submissions released to The 1990 Institute
  - Waivers of liability
  - 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

### **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 continuously
- 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 four weeks and posted within three months

### **Spread the word:**

- Teachers and students will uplift their selected submissions through social media and other communication

### **Entry Submissions:**

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