

Anti-Racism Resource Guide

May 2021 Edition

Ketchum

Read

[Paper: Hate Crimes Against Asian American Situation Brief](#)

By Gur Tsabar and Maxine Encsico

This Ketchum backgrounder provides a situation overview on the rise in hate crimes against Asian Americans, including information on how brands have responded to-date and links to relevant coverage.

[Paper: A Rising Tide of Hate and Violence against Asian Americans in New York](#)

By the Asian American Bar Association in New York

This paper discusses the data showing that anti-Asian hate and violence have skyrocketed in 2020, focusing on the New York City region. What are the contributing factors and causes?

[Article: On Anti-Asian Hate Crimes: Who Is Our Real Enemy?](#)

By Michelle Kim, Awaken

An article on the importance of Asian and Black solidarity.

[Article: “Model Minority” Myth Again Used As A Racial Wedge Between Asians And Blacks](#)

By Kat Chow, NPR’s Code Switch

Read up on the model minority myth, why it exists, and why it’s harmful to other marginalized communities.

[Article: America’s long history of scapegoating its Asian citizens](#)

By Nina Storchlic, National Geographic

Learn how calling COVID-19 the “China virus” harkens back to decades of state-sanctioned discrimination against Asian Americans.

[Article: The Real Reasons the U.S. Became Less Racist Toward Asian Americans](#)

By Jeff Guo, Washington Post

Explore the history of Asians in America being portrayed as the villains, and how they became a “model minority.”

[Article: “My People Are Dying in Silence — and I’m Here With a Megaphone”](#)

By Eric Today, Adweek

The global head of social at Facebook reveals his family’s history with anti-Asian hate and implores communicators to act.

[Article: Ignoring Anti-Asian History is Another Form of Violence](#)

By Connie Wun, Elle

A look at the history of anti-AAPI violence and how it feeds into our current moment.

Read

Book: Strangers from a Different Shore: A History of Asian Americans

By Ronald Takaki

In an extraordinary blend of narrative history, personal recollection, and oral testimony, the author presents a sweeping history of Asian Americans.

Book: Minor Feelings: An Asian American Reckoning

By Cathy Park Hong

A blend of memoir, cultural criticism and history that exposes fresh truths about racialized consciousness in America.

Book: The Chinese in America: A Narrative History

By Iris Chang

A chronicle of the many accomplishments in America of Chinese immigrants and their descendants that offers a bracing view not only of what it means to be Chinese American, but also of what it is to be American.

Book: Breaking the Bamboo Ceiling: Career Strategies for Asians

By Jane Hyun

This book by a leading executive coach explains how companies will benefit from discovering and supporting the talents of their Asian employees and shows Asians how to leverage their strengths to break through the “bamboo ceiling.”

Book: Stuck: Why Asian Americans Don't Reach the Top of the Corporate Ladder

By Margaret Chin

A behind-the-scenes examination of Asian Americans in the workplace, providing insight into and a framework of who is and isn't granted access into the upper echelons of American society, and why.

Book: Interior Chinatown

By Charles Yu

A National Book Award-winning novel that uses an imaginative fictional format to tackle topics related to the Asian American experience and stereotypical portrayals of Asians in popular culture.

Watch & Listen

[Video: Adweek DEI Town Hall: The Asian American Community](#)

[Video: Ad Age Town Hall: Giving a Voice to the Asian Community](#)

Watch these two roundtables sponsored by industry trade publications for frank discussions with Asian and AAPI industry leaders about how the industry needs to change to make their voices heard.

[Series: Asian-Americans](#)

Told through individual lives and personal histories, this three-part PBS mini-series explores the impact of this group on the country's past, present, and future.

[Movie: The Joy Luck Club](#)

An American drama film, based on of author [Amy Tan's book](#), about the relationships between Chinese-American women and their Chinese immigrant mothers.

[News: NBC Asian America](#)

Stories, issues and opinions from the Asian American perspective.

[Podcast Episode: Hear Us Roar — The Invisible Women](#)

Hosted by Omnicom Media Group Chief DE&I Officer Sara Porritt, this episode features Soon Mee Kim, OPRG's Global DE&I Officer, for a conversation about the model minority myth, and the feeling of invisibility amongst AAPI women.

[Podcast: Rock the Boat](#)

A narrative podcast about Asian American founders, pioneers, and leaders in their fields. Join host Lucia Liu as she uncovers the triumph and trials of top Asian leaders.

[Podcast: They Call Us Bruce](#)

Hosts Jeff Yang and Phil Yu present an unfiltered conversation about what's happening in Asian America.

Follow

Diversify your feeds by following and amplifying these AAPI community leaders, activists and influencers.

- Amanda Nguyễn, activist and founder of risenow.us: [Twitter](#) | [Instagram](#) | [Facebook](#)
- Bianca Mabute-Louie, writer, teacher and activist: [Twitter](#) | [Instagram](#) | [Facebook](#)
- Daniel Dae Kim: American actor, voice actor, and producer: [Twitter](#) | [Instagram](#) | [Facebook](#)
- Daniel Wu, actor and activist: [Twitter](#) | [Instagram](#) | [Facebook](#)
- Hasan Minhaj, comedian, actor, political commentator and TV host: [Twitter](#) | [Instagram](#) | [Facebook](#)
- Jeremy Lin, professional basketball player: [Twitter](#) | [Instagram](#) | [Facebook](#)
- Kalaya'an Mendoza, activist: [Twitter](#) | [Instagram](#) | [Facebook](#)
- Kim Saira, designer and activist: [Instagram](#)
- Michelle Kim, activist and co-founder of [Awaken](#): [Twitter](#) | [Instagram](#) | [Facebook](#)
- NextShark, leading source for Asian American news: [Twitter](#) | [Instagram](#) | [Facebook](#)
- Olivia Munn, actress: [Twitter](#) | [Instagram](#)
- Ronny Chieng, comedian: [Twitter](#) | [Instagram](#) | [Facebook](#)

Follow

Explore these organizations doing important work in racial equality and social justice.

- AAPI Women Lead, social and political advocacy organization: [Twitter](#) | [Instagram](#) | [Facebook](#)
- Asian American Federation, New York-based advocacy organization: [Twitter](#) | [Instagram](#) | [Facebook](#)
- Chinatown Community for Equitable Development (CCED), LA-based mutual aid: [Twitter](#) | [Instagram](#) | [Facebook](#)
- Gold House: Multicultural leaders fighting for authentic representation and societal equity: [Twitter](#) | [Instagram](#) | [Facebook](#)
- National Association of Asian American Professionals, professional organization with local affiliates: [Twitter](#) | [Instagram](#) | [Facebook](#)
- OCA – Asian Pacific American Advocates, national nonprofit with local affiliates: [Twitter](#) | [Instagram](#) | [Facebook](#)
- San Francisco Chinatown Merchant Association: [Twitter](#) | [Instagram](#) | [Facebook](#)
- StopAAPIHate, a coalition addressing anti-Asian hate amid the pandemic: [Twitter](#) | [Instagram](#) | [Facebook](#)

Act

- Join Ketchum, Omnicom and OPRG in supporting local community groups fighting anti-Asian hate by contributing to [GoFundMe.com/aapi](https://www.gofundme.com/aapi).
- Visit the [Asian Mental Health Collective](#) to share resources for how AAPI employees or those affected at this time can seek assistance.
- Report anti-Asian hate crimes and harassment at [StopAAPIHate.org](https://www.stopaapihate.org) or [StandAgainstHated.org](https://www.standagainsthated.org).
- Visit the [Asian Pacific Policy & Planning Council](#) to learn how to advocate the rights and needs for the Asian and Pacific Islander American community.
- Visit the [Asian Americans Advancing Justice – Asian Law Caucus](#) to help advance, promote and represent the legal and civil rights of Asian Pacific Islander communities.
- Attend [Bystander Intervention Training](#) to learn how to help identify incidents and take action safely and effectively (link for Chicago, but search for local opportunities).
- Sign [End Hate Crimes Against Asian Americans](#), a petition asking for the recent violent incidents towards the AAPI community to be treated and acknowledged as hate crimes.
- Local opportunities:
 - New York: Volunteer with [Heart of Dinner](#) to delivering meals to the elderly Asian community, or with [SafeWalx](#), to escort someone.
 - San Francisco: Volunteer with [Compassion in Oakland](#) and chaperone an Asian American, or request a chaperone, in the Bay Area.
 - Los Angeles: Support [Little Tokyo](#) through donating a meal, shopping online or buying takeout.
 - Dallas: Volunteer with [Japan America Society](#) and help create greater connectivity between cultures.



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