

**Event Name:** Your Voice is Your Vote

**Event Type:** Panel Discussion

**(Short) Focus:** increasing political participation and representation in our Asian-American communities

**Focus:** discussing the current low rate of Asian-American voter turnout and political participation, and how we can make the StopAsianHate movement sustainable by increasing political involvement and voter registration and turnout

**First Panel (4-5pm):**

1. Moderator: Bing Wei (CEO of The Word International, Inc.)
2. Panelist: Mike Honda (former Congress Member)
3. Panelist: Fiona Ma (State Treasurer for the State of California)
4. Panelist: Greg Tanaka (Palo Alto City Councilmember)
5. Panelist: Tyler Ratcliffe (8by8 Co-Founder)

**Second Panel (5-6pm):**

1. Moderator: Keith Koo (Founder and Managing Partner of Guardian Insight Group, Host of Silicon Valley Inside)
2. Panelist: William Tong (Attorney General of Connecticut)
3. Panelist: Anthony Ng (Executive Director of CLUSA)
4. Panelist: Joel Wong (President of National Asian American United)
5. Panelist: Sato Bon (Founder of Asians Are Visible)

**Event Organizers:** Ding Ding TV\* and the 8by8 Foundation

\*note the Ding Ding TV website is currently down, but you can access it here:

<https://web.archive.org/web/20210501072447/http://www.dingdingtv.com/> to grab their logo

**Other Partners:** [Civic Leadership USA](#), National Asian American United, [Asians Are Visible](#)

**Date:** July 20th, 2021

**Time:** 4-6pm PDT

**Location:** Zoom, <https://us02web.zoom.us/j/83464286646>

**Quote(s):** "I'm excited to talk with other elected and community leaders about how we can give Asian-Americans a bigger voice in politics, and make the StopAsianHate movement sustainable." - Greg Tanaka, Palo Alto City Councilmember

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**Poster Guidelines**

- Needs to include (in this rough order, from top to bottom of the page):
  - Name of the event
  - Event type
  - Event organizers (and their logos)
  - Panel members
  - Date and Time

- Location
  - Some version of the focus or shortened focus at the very bottom, depending on how much space we have
  - In the corners, make sure to include our website link (8by8.us) and Ding Ding TV's link (dingdingtv.com)
  - If space permits, also include our Instagram handle, @8by8vote
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## IG CONTENT

Would like all of the graphics to tie together by having the event name - **Your Voice is Your Vote** - and both organization's logos in a consistent size and placement across each post.

### 7/13 - Announcement!

- POST

- Timing:

- Due for Review: 7/9
- Graphic Designer: Emily Lin
- Copywriter:

- Graphic should contain:

- 8BY8 Logo + Ding Ding TV Logo
- Event Name
- Event Details

- Caption should touch on:

- Event name: Your Voice is Your Vote
- Announcement:
  - *Example - 8BY8 is excited to partner with Ding Ding TV to present a panel of exciting speakers to discuss the current reality of AAPI voter turnout and political participation, and how we can make the StopAsianHate movement sustainable by increasing political involvement and voter registration and turnout*
- Event Details
  - **Date:** July 20th, 2021
  - **Time:** 4-5pm PDT
  - **Location:** Clubhouse, Zoom, and livestream on Youtube

### 7/15 - Key Speakers

- POST

- Timing:

- Due for Review: 7/12
- Graphic Designer: Audrey Lin
- Copywriter:

- **Graphic should contain:**
  - 8BY8 Logo + Ding Ding TV Logo
  - Event Name
  - Panelist headshots
    - Mike Honda (former Congress Member)
    - Fiona Ma (State Treasurer for the State of California)
    - Greg Tanaka (Palo Alto City Councilmember)
- **Caption should touch on:**
  - Event name: Your Voice is Your Vote
  - Description of panelists
  - Event Details
- **STORY (optional)**
  - **Timing:**
    - **Due for Review: 7/12**
    - **Graphic Designer: Rahul Gulati**
    - **Copywriter:**
  - 6-slide story with deeper dive on each panelist + visual of headshot (1 intro slide, 1 closing slide with event details)

#### 7/17 - Purpose/Focus of Panel

- **POST**
  - **Timing:**
    - **Due for Review: 7/14**
    - **Graphic Designer: Audrey Lin**
    - **Copywriter:**
  - **Graphic suggestion:**
    - 8BY8 Logo + Ding Ding TV Logo
    - Event Name
    - STATISTIC: % of current voter turnout / political participation
      - ☰ Data to post about
  - **Caption should touch on:**
    - Event name: Your Voice is Your Vote
    - Description of panelists
    - Event Details
- **STORY (optional)**
- **Graphic Designer : Rahul Gulati**
  - Multi-slide story with various statistics on voter turnout and political participation

#### 7/19 - Reminder to join, day before

- **POST**
  - **Timing:**
    - **Due for Review: 7/14**

- **Graphic Designer: ALISHA JAVED**
- **Copywriter:**

- **Graphic should contain:**
  - 8BY8 Logo + Ding Ding TV Logo
  - Event Name
  - Quote to stir Excitement - WIP, Tyler
- **Caption should touch on:**
  - Event name: Your Voice is Your Vote
  - Description of panelists
  - Event Details
    - Tomorrow!

### 7/20 - Reminder to join, day of

- **Link in Bio to direct people to the panel - linktree**
- **POST (~1 hour before live)**
  - **Timing:**
    - **Due for Review: 7/14**
    - **Graphic Designer: Kaylie Cornillez**
    - **Copywriter:**
  - **Graphic should contain:**
    - 8BY8 Logo + Ding Ding TV Logo
    - Event Name
    - TODAY!
  - **Caption should touch on:**
    - Reminder to tune in....
    - Link in linktree under 'xyz'
- **STORY (~4pm, once live)**
  - **Timing:**
    - **Due for Review: 7/14**
    - **Graphic Designer:**
    - **Copywriter:**
  - Swipe up to watch **Your Voice is Your Vote: increasing political participation and representation in our Asian-American communities**
  - Panelist headshots?
  - 8BY8 Logo + Ding Ding TV Logo
  - **\*\*SWIPE UP LINK\*\***

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## POST-PANEL NOTES + RESEARCH

Notes by F. Hardono

## Initiatives/Goals

7:26 - 8:05 "One of the things that we could do to move the needle from just pure awareness--which is what most voter registration programs are about--is use a bit of the social pressure plus incentives, like free food, to motivate Asian-Americans to register to vote. The other thing that this program does, which is nice, is that it also gives some of the Asian-owned businesses, the restaurants, a chance to also get some promotion, and also supporting a good cause." - Greg Tanaka

- *Free food, restaurant/business promotion, support a good cause*

21:37 - 22:16 "I think what's important is to expose Asian Americans to this other side, to the more civic engagement area... Probably at this point in time, I've had maybe 70-80 interns through my program and one thing that makes me really happy is that a lot of them--after going through my program--they're like, 'hey, I'm going to be a poli-sci major' or 'I'm going to work for elected office one day'." - Greg Tanaka

- *More exposure to the inner-workings of political or non-political communities*

## Fun Facts

4:16 Out of 6.7 million AAPI in California, there are over 4 million eligible to vote with the largest being 1.8m Chinese and 1.6m Filipino. (presentation)

14:00 - 14:17 "With the total population, 23 million, in the United States AAPI community, we only have 3% of national Congress who are Asians. And in California itself, 7% in the state political office." - Bing Wei

## Notes

12:07 - 13:44 Mike Honda directed the conversation towards the who and why AAPIs aren't coming out to vote. More effective communication strategies are needed in order to get everyone on the same page. There's a certain procedure to adding languages to the ballot, so he instead spotlight social media and its wide-range accessibility and potential.

17:27 - 18:50 Methods to increase Asian American representation? Organizations within the community aren't a new thing. Everyone has their own sub-community within the Asian American community. It's a matter of exposing those same communities to one another and joining forces, and reassuring them that it's still the same organization, only that they're casting a wider net. Unite with similar values, such as social justice and affirmative action. - Mike Honda (not word for word)

25:12 - 25:37 "It really wasn't until 28 years old, when I became president of the Asian Business Association, that I started to understand how important it is to be at the table. *[That people who] are making decisions don't look like us, they don't think like us, they don't think about us unless we are at the table--both for policy and for funding.*" - Fiona Ma

42:25 - 42:38 "When you're 16 years old--which is when in California you become eligible to pre-register--it's that time when habits are being formed. It's those habits that, more often than not, are going to stick with you into your adult life. *So if you can start voting by 18, start pre-registering at 16, you're probably going to keep voting in the future.*" - Tyler Ratcliffe

42:45 - 42:57 "*Voter registration is really just the first step in the process of getting involved politically.* So if you get that done when you're young, it's more likely that you're going to volunteer on a campaign or join an organization or even run for office yourself." - Tyler Ratcliffe