

“Asians Interrupted” Social Media Campaign

https://www.instagram.com/asiansinterrupted/
Instagram: @AsiansInterrupted

Editorial Calendar:

Date	Photo	Caption	Likes	Comments
2/25/19	https://www.instagram.com/p/BuVBO PcAsPH/	⚠️ CAUTION ⚠️ REPRESENTATION IN PROGRESS #AsiansInterrupted	10	0
2/25/19	https://www.instagram.com/p/BuVBP onA0J4/	⚠️ CAUTION ⚠️ REPRESENTATION IN PROGRESS #AsiansInterrupted	9	0
2/25/19	https://www.instagram.com/p/BuVBR EcgwY_/	⚠️ CAUTION ⚠️ REPRESENTATION IN PROGRESS #AsiansInterrupted	9	0
2/25/19	https://www.instagram.com/p/BuVBS q7gOI8/	⚠️ CAUTION ⚠️ REPRESENTATION IN PROGRESS #AsiansInterrupted	10	0
2/25/19	https://www.instagram.com/p/BuVBU ENApRv/	⚠️ CAUTION ⚠️ REPRESENTATION IN PROGRESS #AsiansInterrupted	10	0
2/25/19	https://www.instagram.com/p/BuVBV UnA5ua/	⚠️ CAUTION ⚠️ REPRESENTATION IN PROGRESS #AsiansInterrupted	9	0
2/25/19	https://www.instagram.com/p/BuVBX C2gmFV/	⚠️ CAUTION ⚠️ REPRESENTATION IN PROGRESS #AsiansInterrupted	15	0
2/25/19	https://www.instagram.com/p/BuVBY uzA0zG/	⚠️ CAUTION ⚠️ REPRESENTATION IN PROGRESS #AsiansInterrupted	15	0
2/25/19	https://www.instagram.com/p/BuVB8 rQgo98/	⚠️ CAUTION ⚠️ REPRESENTATION IN PROGRESS #AsiansInterrupted is a space to ignite passion and action for Asian American Pacific Islander visibility in the media. Through stories of real-life	34	8

		<p>experiences, this campaign will show the diverse range of AAPI leaders in our La Verne community.</p> <p>A strong, three-dimensional representation of the AAPI community not only benefits diverse storytelling in the media, but also educates our community on the proper portrayal of those of Asian heritage. This eliminates the notion that all AAPIs are limited to being an emasculated nerd, over-achieving doctor, terrorist, object of fetishization or an obedient member of the model minority.</p> <p>When AAPIs are missing or tokenized in this landscape, it reinforces the idea that they do not belong. Follow our journey to start conversations about stronger representation of our AAPI community !</p>		
4/17/19	https://www.instagram.com/p/BwX2q4jgVnH/	<p>Meet Janeth “Jan” Inatomi 😊 She is a sophomore Public Relations major at the University of La Verne. Jan is half Salvadoran half Japanese 🇸🇻 🇯🇵</p> <p>Growing up in a predominantly Asian American community, Jan felt conflicted by her multiracial identity. “I look more Asian, but I have colored eyes and I grew up speaking Spanish. There’s days when I don’t feel fully apart of either community,” Jan said. She finds that her appearance is fetishized in modern media depictions of Asian women. “Men will defend their comments towards me by saying how they want their kids to look exotic,” Jan said. In reality, she explains how they sexualized racism and bought into the stereotype of Asian women. Her hope is that we look beyond the appearance of the AAPI community and appreciate the diversity within each culture. Learn more about the campaign at AsiansInterrupted.com #AsiansInterrupted</p>	47	6
4/17/19	https://www.instagram.com/p/BwX2u	<p>According to HBR, Asian Americans are the most successful U.S. demographic. The majority are highly educated, for</p>	29	6

	22gJUs/	example, and with higher median incomes than any other racial group. This fact underlies the potential blind spot for many companies. Because Asian Americans are not considered an underrepresented minority, they are given little priority or attention in diversity programs. In many companies throughout the country, Asian-related programs are geared toward cultural inclusion, not management diversity. Learn more about the campaign at AsiansInterrupted.com #AsiansInterrupted		
4/17/19	https://www.instagram.com/p/BwX2x-zgZX9/	An inclusive environment is one in which everyone feels safe, supported, included and encouraged to be themselves. Where each person is recognized as a diverse individual connected to the community. And where equitable access, dignity and safety for all individuals and groups is normative. Learn more about the campaign at AsiansInterrupted.com #AsiansInterrupted	23	5
4/18/19	https://www.instagram.com/p/BwaW8ZWgk5i/	It is time for parents to teach young people early on that in diversity there is beauty and there is strength. We all should know that diversity makes for a rich tapestry, and we must understand that all the threads of that tapestry are equal in value no matter their color 🌈 Learn more about the campaign at AsiansInterrupted.com	24	6
4/18/19	https://www.instagram.com/p/BwaXBvggp0H/	Meet Jeffrey “Jeff” Chun 😊 He is a senior Business Administration major at the University of La Verne. Jeff is Korean American 🇰🇷 He grew up in a predominantly Asian American community and high-achieving school district. Transitioning to college, Jeff was shocked by the difference in values among his peers. “My friends are more focused on each other’s mental health than academic achievement,” Jeff said. Because suicide rates for 15-24 year old AAPIs are 30% higher than the national average according to Mental Health	48	5

		America, Jeff found this refreshing. The one value Jeff holds true to himself is family. "My background tells a story about who I am and where I come from," Jeff said. Learn more about the campaign at AsiansInterrupted.com		
4/18/19	https://www.instagram.com/p/BwaXH--ASvZ/	Mono-racial and multi-racial AAPIs make up less than 7% of TV series regulars. It's not enough to have Asian Americans and Pacific Islanders on just a handful of shows—they need to reflect real life. As much as our society may want to dismiss TV as simple entertainment, it undeniably contributes to our cultural landscape and our understanding of the world. What does it mean when AAPIs are missing or tokenized? It reinforces the idea that they don't belong. Learn more about the campaign at AsiansInterrupted.com	28	6
4/19/19	https://www.instagram.com/p/Bwc8GqMgP_k/	Among 242 TV shows across every television platform—broadcast TV, basic cable, premium cable and streaming TV—155 have no AAPI representation at all. From the TV series with AAPI representation, 87% are on screen for less than half an episode and 17% have the lowest screen time on their show. Additionally, 68% of the shows with AAPI characters have only one series regular. In other words, they have the token Asian 📺 Learn more about the campaign at AsiansInterrupted.com	19	5
4/19/19	https://www.instagram.com/p/Bwc8PQ2gH28/	Constance Wu is a powerhouse actress that continues to lead the change on how Asians are cast in Hollywood and why the industry needs to be more creative. From the ABC sitcom @freshofftheboat to the romantic comedy @crazyrichasians , Constance's perseverance and dedication to her craft makes her a leader for AAPI representation in the media. Learn more about the campaign at AsiansInterrupted.com	29	7
4/19/19	https://www.instagram.com/p/Bwc8PQ2gH28/	Meet Jessika Chani 😊 She is a senior	50	8

	ram.com/p/Bwc8ZtRAm3v/	Business Administration major at the University of La Verne. Jessika is Indian American 🇮🇳 As a child, she was convinced she was African American. "No one stereotypes Indians as Asian. I felt more connected to African culture because of my darker skin," Jessika said. As a first generation Indian American, she didn't have a traditional upbringing. "My parents got an arranged marriage in India when they were 18 and 19, and neither went to college. I love and appreciate my culture, but we don't have a strict religious household," Jessika said. Her hope is that we show Indians appreciation for not just their clothing and parties, but also as a loving and accepting culture within the AAPI community. Learn more about the campaign at AsiansInterrupted.com		
4/22/19	https://www.instagram.com/p/BwY1CpAKh7/	(3/3) Get your FREE ticket today at AsiansInterrupted.com or scan the QR code on the poster #AsiansInterrupted	29	4
4/22/19	https://www.instagram.com/p/BwY2iXAIYN/	(2/3) Get your FREE ticket today at AsiansInterrupted.com or scan the QR code on the poster #AsiansInterrupted	26	4
4/22/19	https://www.instagram.com/p/BwY4c4Asew/	(1/3) To kick off AAPI month, Founder and Creative Director Joshua Bay will host "Crazy Inspiring Asians" to showcase the amazing Asian American Pacific Islander leaders from our La Verne community. They will discuss their experience as an AAPI, and how this identity has shaped their personal and professional career. Our panel includes Wendy Lau, Mary Anne Mendoza, Adam Wong, Paul Alvarez, Mariel Cornel, Katherine Bay and Ian Lising. Stay tuned to learn more about each speaker! Get your FREE ticket today at AsiansInterrupted.com or scan the QR code on the poster #AsiansInterrupted	53	5
4/23/19	https://www.instagram.com/p/BwnjtXDA-ZZ/	Meet our Speakers 🥳 Katherine Bay is a rising fourth-year Organic Chemistry PhD student in the laboratory of Professor Ken Houk at @UCLA . She obtained her	38	5

		<p>B.S. in Chemistry from the University of La Verne. As an undergraduate student, she performed synthetic organic chemistry research with Professor Brian Stoltz at @CalTechEDU and with Professor Matthew Gaunt at @CambridgeUniversity. Now as a PhD student, she moved towards the computational side of organic chemistry and is involved in several collaborations through the Center for Selective C-H Functionalization (CCHF) with @ScrippsCollege Research Institute. Katherine is Filipino-American and proud of her heritage 🇵🇭 Get to know her better during our panel showcase "Crazy Inspiring Asians"</p>		
4/23/19	https://www.instagram.com/p/Bwnjvqbg5b6/	<p>Meet our Speakers 😊 Dr. Paul Hajime Alvarez is a Professor of Kinesiology and Athletic Training Program Clinical Coordinator at the University of La Verne. Now in his 32nd year at the University, Dr. Alvarez also served for 24 years in a dual appointment role as Athletic Trainer to the Athletic Department, tending to sports medicine needs of La Verne student athletes. His work as an athletic trainer has taken him far beyond that role, having also been part of the medical staff for the United States Universiade Delegation to the @TheWorldGames in Belgrade, Serbia 🇷🇸 Shenzhen, China 🇨🇳 Kazan, Russia 🇷🇺 Gwanju, Korea 🇰🇷 and Taipei City, Taipei 🇹🇼 Dr. Alvarez is of Mexican-American and Japanese-American heritage, and is proud of both cultural backgrounds 🇲🇽 🇯🇵 Get to know him better during our panel showcase "Crazy Inspiring Asians"</p>	39	4
4/23/19	https://www.instagram.com/p/BwnjxATgpcG/	<p>Meet our Speakers 😊 Wendy Lau is a knowledgeable litigator with over 16 years of experience in business transactions, contracts, construction, labor and employment, and general liability. From her role as a partner at Wood Smith Henning & Berman LLP, a national law firm with 24 offices across the country, to her new position as Risk</p>	42	7

		<p>Management Lead - West Region for @AECOM, a @Forbes Fortune 500 company, Wendy's professional expertise includes strategic planning, team-building, fiscal accountability, onboarding and professional development, as well as talent management and pipelining. Additionally, Wendy's various volunteer responsibilities include serving on @PhiSigmaSigma Supreme Council for 10 years as a Director and as Grand Vice Archon – Finance, a Trustee for the University of La Verne, and a Planning Commissioner for the City of La Verne. Wendy is Chinese-American and proud of her heritage 🇨🇳 Get to know her better during our panel showcase "Crazy Inspiring Asians"</p>		
4/24/19	https://www.instagram.com/p/Bwp3zv2Ai8P/	<p>Meet our Speakers 😊 Ian T. Lising is an author, professor of speech communication and the Associate Dean of Arts and Sciences at the University of La Verne. He received his B.A. in Political Science from the @itsateneoladyeagles in the Philippines and his M.A. in Education from the University of La Verne. The University appointed him Speech Communication Department Chair in 2009. In January 2016, he was appointed as Associate Dean of the College of Arts and Sciences. Lising has served on the International Studies Institute, CAS Curriculum committee, and on the University Faculty Senate. In 2017, to commemorate the University of La Verne's sesquicentennial, he was honored as one of its 125 Influential Individuals. He has written two books; Across the House: The Art and Science of World Universities Championship Debating (2010) and The Spin Doctrine: Communicating Belief, Truth and Fact (2019) through Kendall Hunt Publishing. Ian is Filipino-American and proud of his cultural background 🇵🇭 Get to know him better during our panel showcase "Crazy Inspiring Asians"</p>	36	4

4/24/19	https://www.instagram.com/p/Bwp31ZggA3B/	"Crazy Inspiring Asians" will be on Wednesday, May 1st from 8:00 PM to 10:00 PM at the University of La Verne Campus Center Ballroom A. Get your FREE ticket at AsiansInterrupted.com or scan the QR code on the poster #AsiansInterrupted	25	4
4/24/19	https://www.instagram.com/p/Bwp32QTgmqZ/	Meet our Speakers 🤗 Adam Wong is the Director of Student Life, Development and Leadership at the University of La Verne. He previously worked as an Associate Director at @nyuniversity and Program Coordinator at @dukeuniversity . Adam received his B.A. in Business Administration and M.A. in Postsecondary Administration and Student Affairs at @uscedu . He was heavily involved as a student at USC, involved in orientation programs, student government, PASA Network and Phi Kappa Phi Honor Society. At New York University, Adam initiated the first Asian American and Pacific Islander commencement ceremony. Adam is Chinese-American and proud of his cultural background 🇨🇳 Get to know him better during our panel showcase "Crazy Inspiring Asians"	43	4
4/25/19	https://www.instagram.com/p/BwsiZ-wAsxS/	Meet our Speakers 🤗 Mary Anne Mendoza is a PhD student of Political Science and Senior Pedagogical Fellow at @UCIrvine . Her research focuses on colonial education policies, and nationalist rebellion in the Philippines and Burma. Mary Anne is currently an Adjunct Professor at the University of La Verne and @CalPolyPomona . She is a La Verne alumna of the History and Political Science Department. During her time at La Verne, Mary Anne was a part of the Honors Program, Debate Team, Model UN Delegation and Co-Founder of SPARK Women Leadership Conference. Mary Anne is Filipino-American and proud of her cultural background 🇵🇭 Get to know her better during our panel showcase "Crazy Inspiring Asians"	28	7

4/25/19	https://www.instagram.com/p/BwsibdhAwjh/	<p>Meet our Speakers 🥰 Joshua “Josh” Bay is the Founder and Creative Director of Asians Interrupted. As an ambitious public relations practitioner, Josh is currently an Ambassador for @adobecreativecloud and the Clubs & Organizations Coordinator for the University of La Verne Office of Student Life. Experienced in graphic design, social media management and digital marketing, Josh has created visuals for @inventery.co, @tydollasign, @iamtravisporter and @gameofthrones. As a senior Public Relations major at the University of La Verne, Josh has been involved with @leofmradio, @campustimes, @asuly_laverne and is a proud fraternity man for @phidelt_uly. Josh is Filipino-American and proud of his cultural background 🇵🇭 Get to know him better at our panel showcase “Crazy Inspiring Asians”</p>	46	7
4/25/19	https://www.instagram.com/p/BwsidCRANKF/	<p>Meet our Speakers 🥰 Mariel Cornel is a Copywriter and Digital Strategist for brands, such as @aveclesfilles, @ayf.media, @agahi_store and @forever21. Experienced in social media marketing, copywriting and e-commerce, Mariel is the Founder and Creative Director of @polydeux, a fashion and lifestyle blog based in Los Angeles. Mariel collaborates with brands by taking versatile roles as a model, brand ambassador, product influencer and content creator. She has established her strong presence in the fashion industry with her trademark contemporary and high-end street-influenced style, combined with an engaging and active voice with creative visuals by photographer @justinquebral. As an alumna of the University of La Verne, Mariel is a proud @phisig_laverne sorority member, and double major in Public Relations and Creative Writing. Mariel is Filipino-American and proud of her cultural background 🇵🇭 Get to know her better during our panel showcase “Crazy Inspiring Asians”</p>	38	7

4/29/19	https://www.instagram.com/p/Bw2dQ3GA7pR/	Editor in Chief of @allure Michelle Lee made history last year by putting 3 Asian models on the cover of the magazine. Before this, only 2 models of Asian descent have been featured on the publication's cover in its almost 3 decades of existence. Featuring Asians as cover models was a groundbreaking move in itself considering a cultural landscape that's been hesitant to paint Asians as stars. A 2017 study of more than 3,700 magazine covers from the U.K. and U.S. found that Asians made up less than 1% of cover models. Learn more about the campaign at AsiansInterrupted.com	31	4
4/29/19	https://www.instagram.com/p/Bw2dW-GgM7P/	Shows set in diverse cities like New York and Los Angeles should not be completely white, but according to TV they are. From a study of 242 TV shows across all platforms, 70% of shows set in New York and 53% of shows set in Los Angeles have no AAPI regulars. Learn more about the campaign at AsiansInterrupted.com	22	4
4/29/19	https://www.instagram.com/p/Bw2dbq4gfMe/	If a demand for unlimited tolerance suggests that we need to tolerate the most awful ideas and acts that occur within society (specifically those that oppress others), we're providing an implied endorsement of those policies. Learn more about the campaign at AsiansInterrupted.com	26	4
4/30/19	https://www.instagram.com/p/Bw5vg7xBSwC/	Meet Deborah "Deb" Lee 😊 She is a senior business marketing major at the University of La Verne. Deb is Chinese American 🇨🇳 Growing up in a high-achieving school district, Deb felt constant pressure to always be perfectly put together. "It was such a competitive environment to be part of all the socially acceptable niches expected of me," Deb said. Transitioning to college, Deb pursued a more creative career in creative branding and marketing. "I	47	11

		wanted to follow my passion. Being constrained by societal stigmas pushed me towards a creative way of thinking,” Deb said. Her hope is that we de-stigmatize our view on how AAPIs can contribute to society. Learn more about the campaign at AsiansInterrupted.com		
4/30/19	https://www.instagram.com/p/Bw5vil mBJix/	Actor John Cho boldly touches on the reality of Asian American Pacific Islander visibility in Western media. Filmmakers often fall back on the same argument that minorities, especially in the AAPI community, are gambles. However, this argument is circular. Asian American actors are not cast in major films because few have strong box office track records. But how can they build the necessary box office clout if they aren’t given the chance? Learn more about the campaign at AsiansInterrupted.com	29	5
4/30/19	https://www.instagram.com/p/Bw5vil qBGij/	Meet Micah Madrid 😊 He is a senior biology major at the University of La Verne. Micah is Latin, Korean and Pacific Islander 🇪🇸🇰🇷. His multiracial background comes from being raised by parents who were both adopted. “My dad was adopted by his grandma and they lived in El Paso close to the Mexican border. My mom was adopted in Korea by my grandparents who are full Chinese and lived in Hawaii,” Micah said. As he got older, Micah’s dad joined the military and was deployed in Hawaii. “That’s where he met my mom, and they stayed there and raised my sister and I,” Micah said. Because his dad was in the military, they travelled and lived in several places. “My mom would teach me about Korean culture, my grandparents Chinese culture and then I lived in Japan for a part of my life,” Micah said. Through his diverse cultural background, Micah hopes for a future with narrative plentitude so that one story doesn’t have to represent all AAPIs. Learn more about the campaign at AsiansInterrupted.com	51	8

5/6/19	https://www.instagram.com/p/BxlfsdnBwnC/	Thank you to everyone who came to our panel showcase "Crazy Inspiring Asians" 😊	31	4
5/6/19	https://www.instagram.com/p/BxlftWJBzli/	Thank you to everyone who came to our panel showcase "Crazy Inspiring Asians" 😊	38	2
5/6/19	https://www.instagram.com/p/Bxlft_FhWqS/	Thank you to everyone who came to our panel showcase "Crazy Inspiring Asians" 😊 It's been a labor of love to create an event that celebrated the AMAZING Asian American and Pacific Islander leaders in our La Verne community. Special shoutout to our speakers: Wendy Lau, Mary Anne Mendoza, Adam Wong, Paul Alvarez, Mariel Cornel, Katherine Bay and Ian Lising. They discussed topics from the myth of the model minority to the lack of institutional support for AAPI programs/studies on campus. Keep up with the campaign for stronger social and academic dialogue about AAPI representation #AsiansInterrupted	50	5

Published Posts:



Meet Micah Madrid 😊 He is a senior biology major at the University of La Verne. Micah is Latin, Korean and Pacific Islander 🇪🇸🇰🇷🇵🇮 His multiracial background comes from being raised by parents

who were both adopted. “My dad was adopted by his grandma and they lived in El Paso close to the Mexican border. My mom was adopted in Korea by my grandparents who are full Chinese and lived in Hawaii,” Micah said. As he got older, Micah’s dad joined the military and was deployed in Hawaii. “That’s where he met my mom, and they stayed there and raised my sister and I,” Micah said. Because his dad was in the military, they travelled and lived in several places. “My mom would teach me about Korean culture, my grandparents Chinese culture and then I lived in Japan for a part of my life,” Micah said. Through his diverse cultural background, Micah hopes for a future with narrative plentitude so that one story doesn’t have to represent all AAPIs. Learn more about the campaign at AsiansInterrupted.com

Likes: 51

Comments: 8

Reach: 228

Profile Visits: 63



Meet Janeth “Jan” Inatomi 😊 She is a sophomore Public Relations major at the University of La Verne. Jan is half Salvadoran half Japanese 🇸🇻 🇯🇵 Growing up in a predominantly Asian American community, Jan felt conflicted by her multiracial identity. “I look more Asian, but I have colored eyes and I grew up speaking Spanish. There’s days when I don’t feel fully apart of either community,” Jan said. She finds that her appearance is fetishized in modern media depictions of Asian women. “Men will defend their comments towards me by saying how they want their kids to look exotic,” Jan said. In reality, she explains how they sexualized racism and bought into the stereotype of Asian women. Her hope is that we look beyond the appearance of the AAPI community and appreciate the diversity within each culture. Learn more about the campaign at AsiansInterrupted.com #AsiansInterrupted

Likes: 47

Comments: 6

Reach: 176

Profile Visits: 70



Editor in Chief of [@allure](#) Michelle Lee made history last year by putting 3 Asian models on the cover of the magazine. Before this, only 2 models of Asian descent have been featured on the publication's cover in its almost 3 decades of existence. Featuring Asians as cover models was a groundbreaking move in itself considering a cultural landscape that's been hesitant to paint Asians as stars. A 2017 study of more than 3,700 magazine covers from the U.K. and U.S. found that Asians made up less than 1% of cover models. Learn more about the campaign at [AsiansInterrupted.com](#)

Likes: 31

Comments: 4

Reach: 184

Profile Visits: 9