



 **Allyship**
Supporting Your Asian American
& Pacific Islander Colleagues

Context & Commitment

AAPL employee resource group



ViacomCBS

ASIAN AMERICAN
& PACIFIC ISLANDER
MEDIA PROFESSIONALS

AMP is a ViacomCBS Employee Resource Group focused on the Asian American and Pacific Islander experience.

Members participate in professional and personal development opportunities, cultural activities, networking events and community service projects while serving as a talent incubator for ViacomCBS' overall business objectives.



The Friendly faces of AMP committee

East Coast



Gayle Gaviola

Sr. Director
Communication
& Publicity,
Awesomeness



Suzanne Kim

Social Producer,
CBS News



Patrick Lee

Editor,
CBS News



Christine Woo

Sr. Publicist -
Intl Corporate
Communications,
ViacomCBS

West Coast



Hugh Huynh

Director of Current
Programming,
CBS Entertainment



Lori Nakama

Director of
Creative Services,
Paramount Pictures



Anna Lynn Martino

Sr. Manager,
**Nickelodeon Archives
and Library**



Donna Osiri

SVP,
**ViacomCBS Global
Sourcing**

Asian

Asian individuals inhabit or trace their heritage to a portion of the continent of Asia

Asian backgrounds are rich and diverse, extending far beyond countries like China, Japan, and Korea.

The terms Asian and Pacific Islander encompass many distinct identities

Map of Asia



¹Source: [World O Meter](#) (2021)

²Source: [World Economic Forum](#) (2019)

Population: 4.7 billion¹

Country with the highest migration: China²

Number of countries: 48

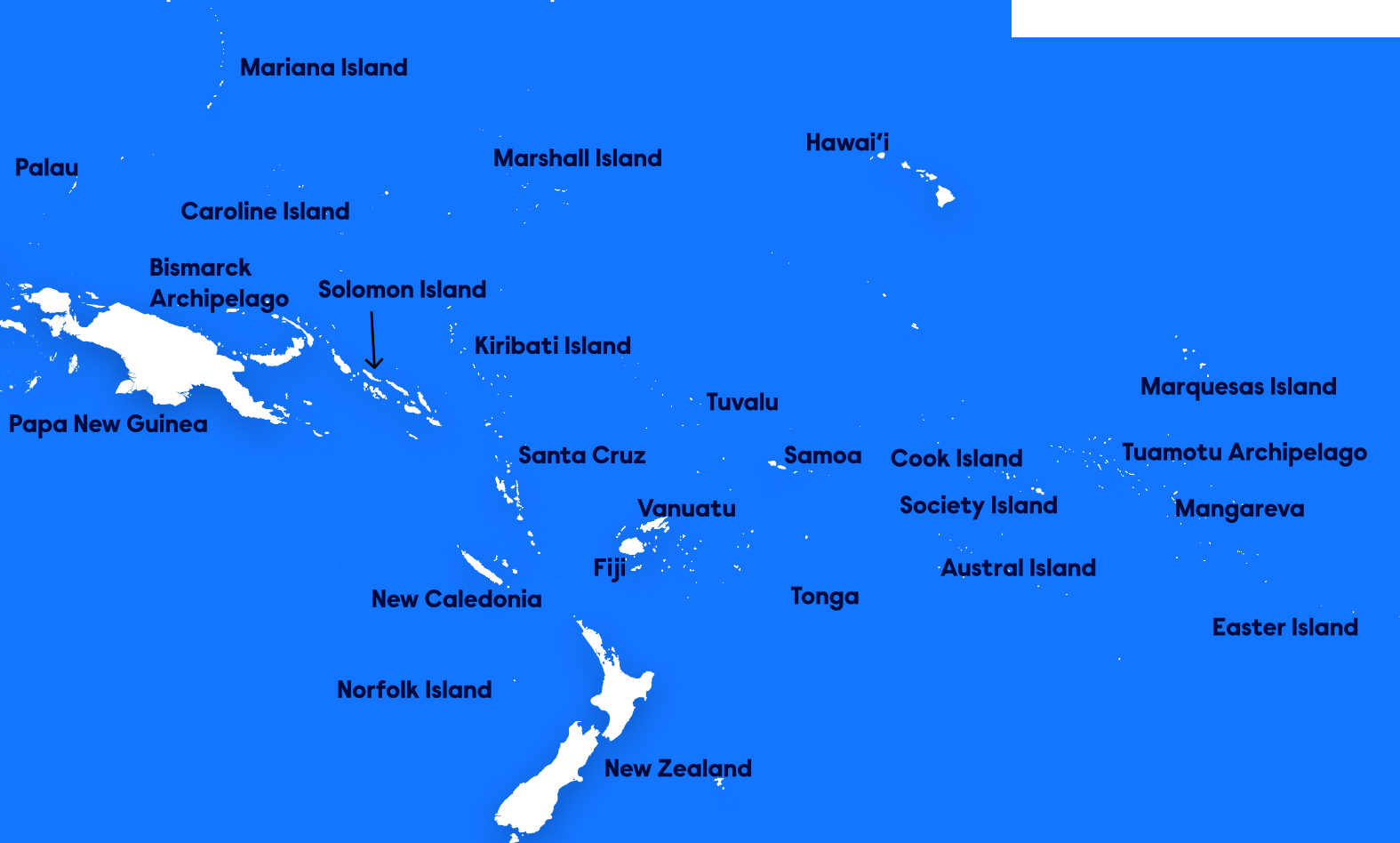
Regions: Central, East, Northern, Southern, Southeast, and Western

Pacific Islander (PI)

Pacific Islanders are those who inhabit or trace origins to an island in the Pacific Ocean, specifically within the region of Micronesia, Melanesia, or Polynesia.

Regions included in the Pacific Islands extend far beyond Hawaii.

Map of the Pacific Islands (Expanded for better visual representation)



¹Source: [The World Bank](#) (2020)

²Source: [CIA](#) (2021)

Population: 2.3 million¹

Country with the highest migration: New Caledonia²

Number of countries: 15

Regions: Melanesia, Micronesia, and Polynesia

Asia and the Pacific Islands are beautifully diverse and rich in culture

50
Countries

AAPI Individuals come from a broad range of countries and regions within Asia and the Pacific Islands.

2,000+ Languages

Numerous languages and dialects are spoken throughout Asia and the Pacific Islands.

Some major languages:

Arabic **Bengali**
Chinese **Hindi**
Malay **Urdu**

...and so many more.

Every Major Religion

Asia is the birthplace of many major religions such as Judaism, Christianity, Islam, Buddhism, Hinduism and more.

25% Hindu	24% Muslim	21% Irreligious
12% Buddist	7% Christian	>1% Jewish

UNESCO Heritage Sites

There are roughly

240+

UNESCO Natural and Cultural Heritage Sites spread across 35 different countries in Asia and the Pacific Islands.

Ethnic Groups

There are over

1500+

Ethnic groups and indigenous communities represented across Asia and the Pacific Islands.

Asian diasporas

Background

Asian Diasporas are cultural phenomena characterized by major transnational human movements of Asian individuals from their homelands to other parts of the world, often in response to globalization or geopolitical and demographic shifts. In other words, Asian Diasporas are when many Asian individuals move from their home country to other areas of the world.

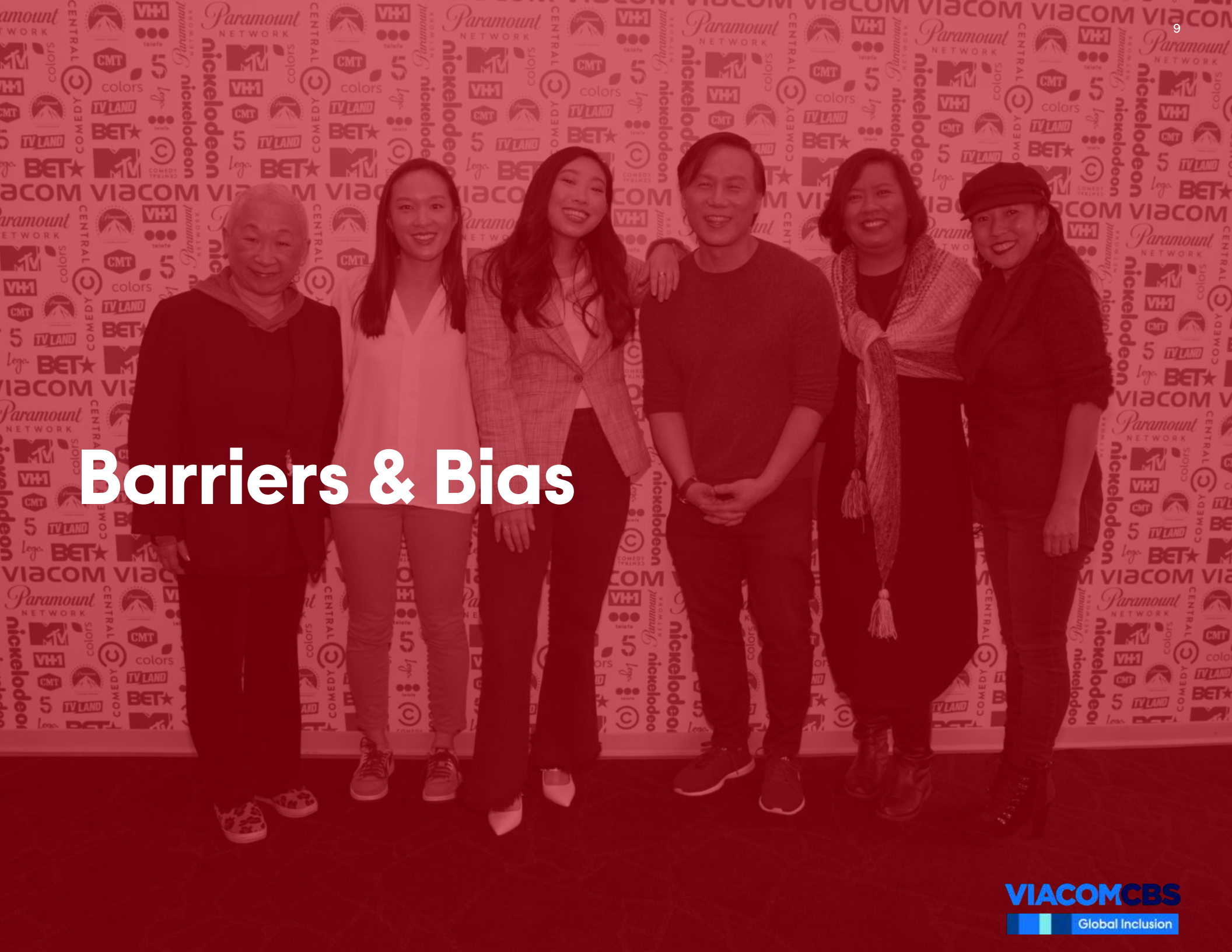
Individuals of Asian Diasporas have made significant and lasting positive contributions to the economies, health, arts, culture, and media of the countries they now live in.

"Today, there are over 1 million Pacific Islanders and over 22 million people of Asian heritage in the US"

- United States Census Bureau



Kristine Johnson, a co-anchor at WCBS-TV in New York City, immigrated to the US from the Philippines.



Barriers & Bias

A historic view of AAPI discrimination



Mid 19th Century

15,000-20,000 Chinese Americans build transcontinental railroad, paid less than American workers, living in inhumane conditions.



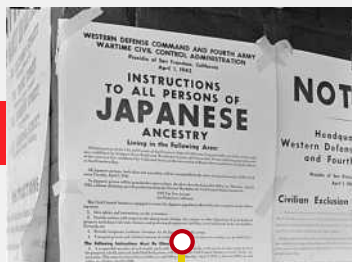
Late 19th Century

"Yellow Peril"
Racist and xenophobic rhetoric promoting a white-only immigration policy.



1882

Chinese Exclusion Act prohibits all immigration of Chinese workers to US.



1942

Franklin Roosevelt signs Executive Order 9066 permitting incarceration of 'suspicious people'. More than 2/3 of those incarcerated are Japanese (120,000 people).



2000s

Asians continue to face discrimination and racism, which amplifies even more after the SARS crisis.



Present Day

#StopAsianHate
Asian communities continue to battle stereotypes, bias, discrimination and hate crimes.

Existing stereotypes about AAPI communities

Model Minority stereotypes¹

The racism faced by Asian American and Pacific Islander communities is often downplayed due to the Model Minority myth. The term “Model Minority” was first used in the 1960s by scholars, journalists, and politicians to downplay the severity of racial inequalities in the American society.

This myth views Asians as a group who, while an ethnic minority in the U.S., succeed and occupy privileged positions in American society. Further, this myth posits that Asian-Americans face few racially-based challenges or barriers, especially compared to other ethnic/racial minorities.

This myth not only pressures Asian Americans to meet such expectations, but is rooted in false assumptions that are not rooted in reliable data. For example:

- In 2018, Asian Americans experienced the largest income inequality gap in the U.S.



Reena Ninan (left), former news anchor for CBS News, and Michael George (right), news anchor for CBS News based in NYC.

¹Sources: [TIME \(2021\)](#), [Pew Research Centre \(2018\)](#) & [NYC Mayor's Office of Operation \(2016\)](#)

Workplace & career-related stereotypes

In the workplace, members of the AAPI community face barriers to career progression and can often be made to feel alienated. They can often be labelled as poor communicators and/or difficult to socialize with. This contributes to perceptions that they are not fit for leadership roles, in which communication is key.

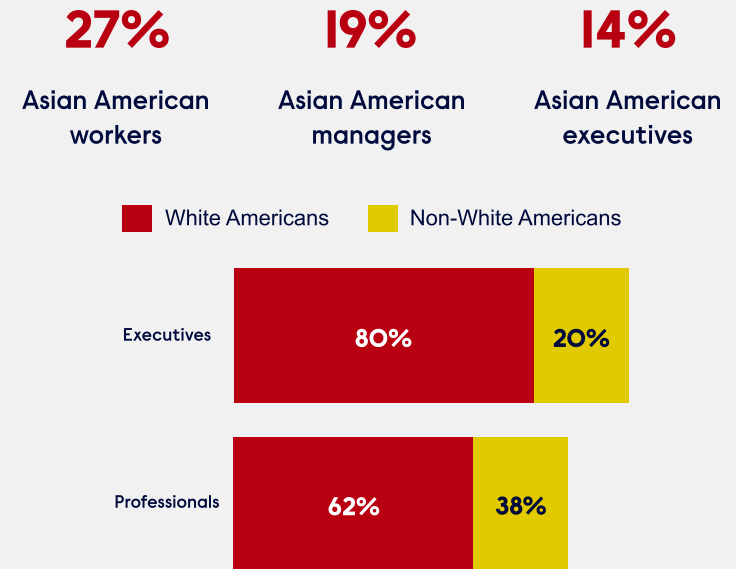
- The traditional belief that leaders need to be strong, masculine and aggressive is harmful to women entering those roles and to Asian men, who are often stereotypically labelled as feminine.



Jennifer Pang, Head of Licensing, Greater China at ViacomCBS.

Source: [Harvard Business Review](#) (2016)

While the AAPI community is well represented in lower-level fields, they are underrepresented at management or executive level¹.



Gender biases compound with workplace stereotypes to further negatively impact AAPI women.

Men are **42%** more likely to have an executive role than women

White men and women are **154%** more likely to hold an executive role than AAPI women

Harmful events affecting the AAPI community

Since the start of the COVID-19 pandemic in 2020, states across the U.S. have reported an exponential surge in the number of hate crimes against Asians and Pacific Islanders. The NYPD reported an astonishing **1,900%** increase in Anti-Asian hate crimes across New York City in 2020. The attacks against the AAPI community was further exacerbated by prominent and influential politicians and media outlets referring to the coronavirus as a “China Virus”.



¹Sources: [NBC News \(2021\)](#), [Yale School of Medicine \(2020\)](#) & [TIME \(2021\)](#)

BREAKING | Mar 30, 2021, 07:22am EDT | 23,978 views

Elderly Asian Woman Brutally Attacked In New York, NYPD Launches Hate Crime Investigation

“I don’t feel safe anymore”: Asian Texans grapple with racism after a gunman killed Asian women in Atlanta

Tuesday’s shootings in Atlanta left six Asian women dead. Asian Texans say they’re being targeted, too.

BY **DUNCAN AGNEW** MARCH 19, 2021 4 PM CENTRAL



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10%

of AAPI individuals have been the victims of racially motivated violence in 2021



The Birth of the #StopAsianHate movement¹

Noticing a surge in anti-Asian crimes, Cynthia Choi, Russell Jeung and Manjusha Kulkarni founded Stop AAPI Hate to better advocate for the victims of these crimes. Within a year, the co-founders received 4,000 submissions of hate crimes (many that would have normally gone unreported).

Media reception²

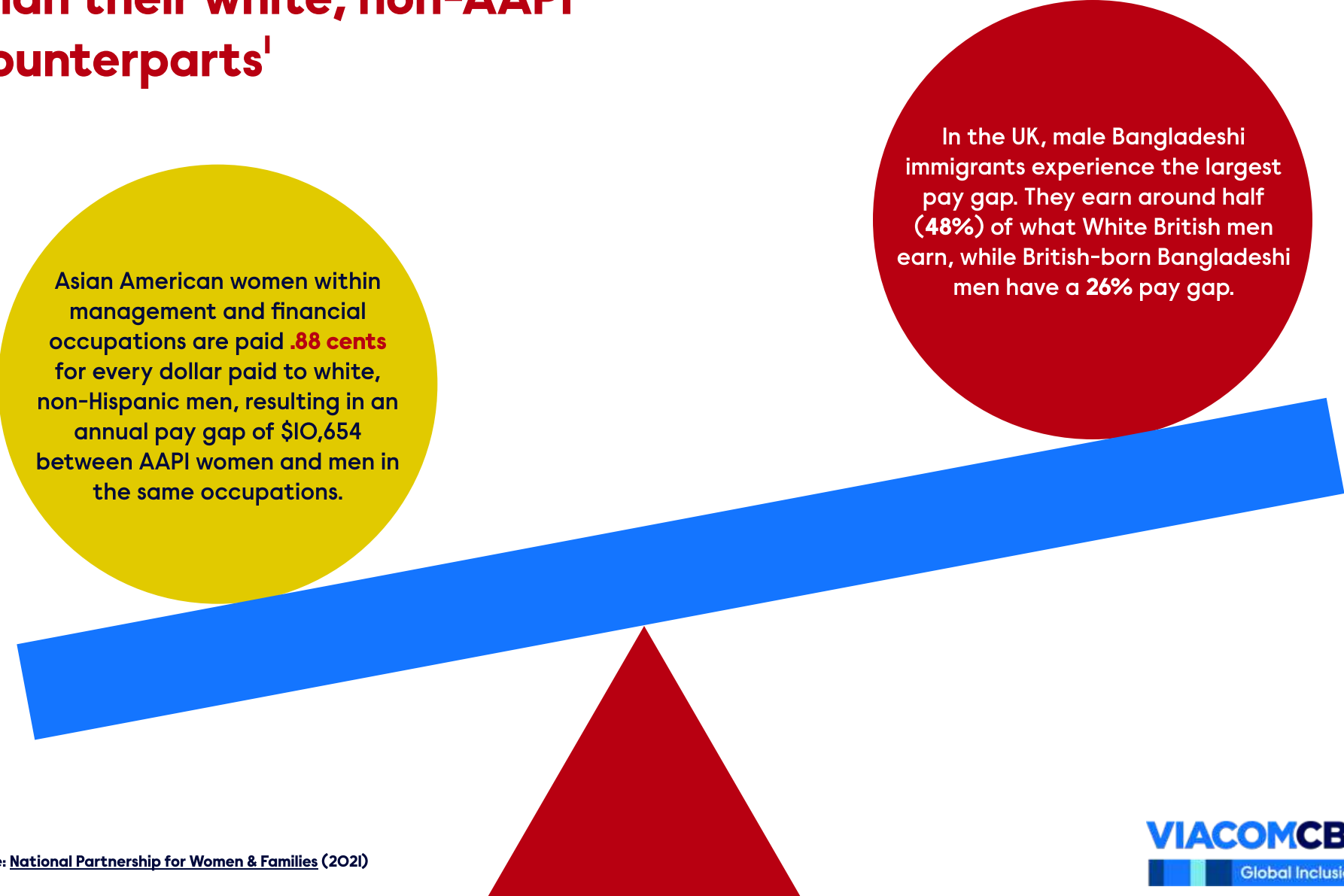
Due to social media, the movement quickly gained traction as influential figures used their platforms to speak out on Anti-AAPI hate crimes by using the hashtag #StopAsianHate.

Fundraisers for the elderly victims of hate crimes were swiftly set up and shared by thousands of Twitter and Facebook users. Using these platforms, activists and supporters were able to share educational resources.

¹Source: [NBC News](#) (2021)

²Source: [White House](#) (2021)

Pay Gap: AAPI individuals can often be paid less than their white, non-AAPI counterparts¹



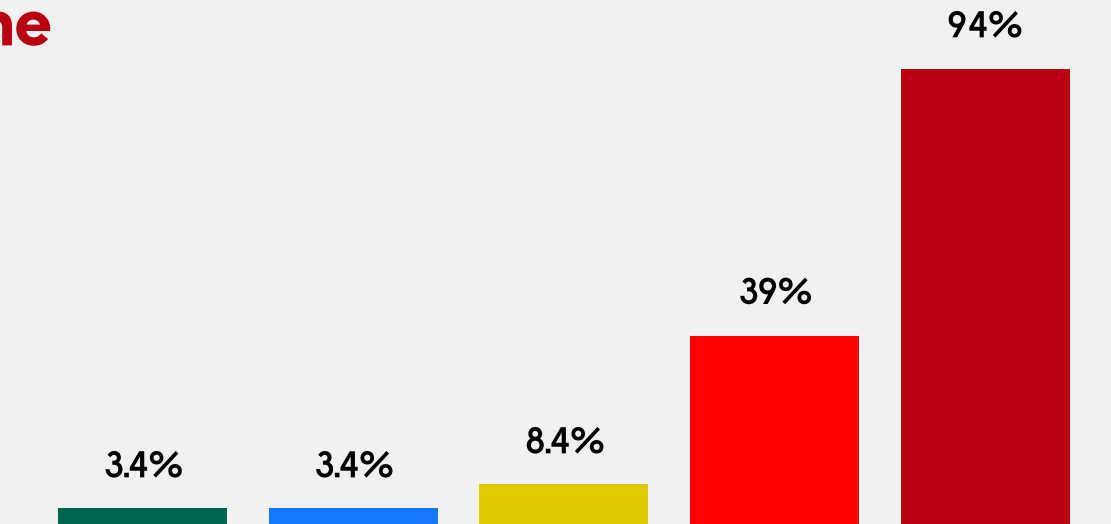
Asian American women within management and financial occupations are paid **.88 cents** for every dollar paid to white, non-Hispanic men, resulting in an annual pay gap of \$10,654 between AAPI women and men in the same occupations.

In the UK, male Bangladeshi immigrants experience the largest pay gap. They earn around half (48%) of what White British men earn, while British-born Bangladeshi men have a **26%** pay gap.

¹Source: [National Partnership for Women & Families \(2021\)](#)

Lack of AAPI representation in popular culture and the entertainment industry

- Films with no Pacific Islander characters
- Films with no Asian characters
- Films with AAPI speaking roles across all Hollywood films/television shows
- Films in the past 10 years with Asian directors
- Films with AAPI lead or co-lead roles in Hollywood



Source: [The New York Times](#) (2021)



Ghost in The Shell casts Scarlett Johansson as Motoko Kusanagi, a story based on a Japanese cyberpunk manga.

Another prevalent issue in film and entertainment is when white actors or actresses are cast as AAPI folks to tell their stories. This is called "whitewashing" and it contributes to both a lack of AAPI representation and the misrepresentation of the AAPI experience in media.

Allyship

Four steps you can take to be more inclusive of your AAPI colleagues

1

Challenge assumptions

2

Combat AAPI stereotypes in yourself and others

3

Learn and educate yourself

4

Be open to feedback

Challenge and adjust the incorrect assumptions you have about your AAPI colleagues

Assumption	Challenge
All Asians look the same	<ul style="list-style-type: none">▪ Asia is a large continent with several major regions other than East Asia▪ There are several different phenotypes across the Asian diaspora
It is often difficult to communicate with Asian people because English is not their first language	<ul style="list-style-type: none">▪ Over 70% of Asian Americans over the age of 5 speak proficient English▪ Consider how you might feel if you moved to a country where your primary language wasn't spoken, and treat the AAPI community the way you would want to be treated in that situation
My Asian colleague can educate me about their heritage and personal information	<ul style="list-style-type: none">▪ Heritage and personal family or cultural information is a private matter and in some cases, asking may be offensive.▪ Many useful resources exist on the internet to educate non-AAPI individuals

Combat AAPI stereotypes and assumptions in yourself and others

Step Up

Correct your colleagues if you hear them perpetuating biased assumptions and explain why stereotypes are harmful to the AAPI community

Think Critically

Evaluate your own unconscious biases and challenge the assumptions you make about your AAPI coworkers day-to-day

Act Differently

Bring an inclusive mindset to new and existing relationships with your AAPI colleagues. Remember, being an ally takes work

Certain behaviours are considered universally unacceptable and offensive

The following behaviours should always be avoided:

Telling Asians what their experiences are or are not. For example, that they don't experience hate/racism or they have it "easy".

Speaking in an Asian accent when at an Asian establishment, if you are not Asian.

Generalizing or applying stereotypical traits to all Asians. For example, size, IQ, or social skills.

Using traditional AAPI garments as costumes if you don't belong to that group.

Commenting on individuals' appearances.(i.e. telling Asian men they are very slim or Asian women they are petite or exotic looking).

Insulting or being disrespectful towards a certain group's traditional food or drink.

Deciding who is or isn't Asian (or Asian "enough").

Ways to appreciate AAPI culture

Instead of

Asking where someone is really from or trying to identify or guess their ethnicity

Asking your coworkers to tell you everything about their culture or their experiences as AAPI individuals

Using aesthetic elements from Asian culture (i.e., spiritual icons, symbols, buddha heads, om symbols, etc.) in design and decor without forethought

Try

- Direct your curiosity towards other aspects of their personhood
- Accept an individual's first answer. For example, if they say they are from San Francisco, accept that they are from San Francisco and do not pry.
- Learn from AAPI voices on the web and those who volunteer to share their experiences with you.
- If you still have questions after you have done independent research, ask questions and express curiosity respectfully in a safe/supportive fashion that does not put pressure on the individual to share more than they are comfortable.
- Learning as much as you can about the origins and context that surround this aesthetic element.
- Ensure that you engage with this element in an honouring and respectful way that does not contradict the original intentions or purpose of this element - and in the context it was intended for.

Most importantly, be open to feedback

Learning about how to do these things well is a journey and it will take some time for you to get it right; don't give up and seek feedback whenever possible.

Be humble when approached about missteps and be willing to adjust without feeling attacked or upset.

Ask yourself: What is the message of this feedback? How could this message help me grow and become a better, more inclusive person?

Don't retaliate or avoid the person who gave you feedback.

Important takeaways

Try to mitigate your own unconscious bias by identifying how certain practices, comments, and phrases negatively impact your AAPI colleagues' work day.

Learn about important issues that affect the lives of your AAPI colleagues outside of the workplace. Have the initiative to understand AAPI struggles in the workplace.

Organizations

Here are some groups that are actively working to advocate for the interests of AAPI individuals in entertainment and society



Working alongside other BIPOC communities, [AAPI Women Lead](#) empowers AAPI women to become leaders in politics, business, technology, and education.



(Coalition of Asian Pacifics in Entertainment) advances representation in Hollywood.

- Provides cultural content consulting and talent referrals.
- Championing projects for critical box office and streaming success.



The [Asian Pacific American Media Coalition \(APAMC\)](#) has agreements with ABC, CBS, FOX, and NBC committing them to work to increase diversity on-screen and behind the camera.



[Stop AAPI Hate](#) is a charity organization, advocates for policy change and tracks racially motivated violence.

AMP signature partners



Apex recruits working professionals to volunteer and become positive role models who inspire youth to expand their horizons and envision what is possible for their lives.



AALDEF advocates for the human and civil right of Asian Americans by focusing on critical issues such as immigrant rights, voting rights and democracy, economic justice for workers, and important movements of social justice.



EWP is committed to raising the visibility of the Asian American experience by presenting inventive world-class theatrical productions, developing artists of color, and providing impactful youth education programs.



Visual Communications supports Asian American filmmakers and community voices.



AAJM are the only watchdog/advocacy group for AAPI journalists and we need their help in amplifying AAPI issues. Journalism is one of the few areas where we see consistent AAPI representation in media.



CPAF builds healthy and safe communities by addressing the root causes and consequences of family violence and violence against women. They are committed to meeting the specific cultural and language needs of Asian and Pacific Islander women and their families.



AAAJ in Atlanta and Los Angeles focuses on legal advocacy dedicated to protecting the civil rights of Asian Americans, Native Hawaiians, and Pacific Islanders.



Asia Society aims to build awareness about Asian politics, business, education, arts, and culture through education to Americans.



KYCC's programs and services are directed toward recently immigrated, economically disadvantaged youth and families, and promote community socioeconomic empowerment for Korean American in the LA area.



AMHC works to normalize/destigmatize mental health within the Asian community and make it easily available and approachable to Asian communities worldwide. Very important and timely.



Glossary

Glossary of Terms

Aloha Festivals

Considered as the largest Hawai'ian celebration in the U.S, this month-long series of festivals capture the diverse traditions across all of the islands. During this period, visitors can stop by food tents, participate in hoolaulea (authentic hula dancing) and view marching band parades.

AMEMSA

The political grouping of Arab, Middle Eastern, Muslim, and South Asian people as a result of identical racial profiling incidents post 9/11. Stereotyping, Islamophobia, and Xenophobia have led to this vastly diverse group of ethnic and racial groups to form an alliance in an increasingly discriminatory country.

Bamboo-ceiling

Derived from the original phrase "glass-ceiling", the Bamboo-ceiling has become a popular way to define the discrimination Asian Americans and Pacific Islanders face in corporate America. Although in recent years, the wording has received immense criticism for playing to stereotypes.

Chinese Fire Drill

This term initially described a game where passengers in a car would halt at a red light, exit the door as fast as possible and jump back in before the light changes to green. Later on, it evolved to describe situations that were confusing, rushed, or alarming. The trend of using "Chinese" as a descriptor for things that are disorienting or incomprehensible can be traced back to the beginning of World War I.

Desi

Used to describe people, culture, and sometimes products from the Indian subcontinent.

Discrimination

A term used to describe the unfair and prejudiced treatment of a group of individuals based on elements of their identity such as race, gender, religion etc.

Diwali

This festival, commonly celebrated in Hinduism, Jainism, and Sikhism symbolizes victory over darkness. While customs vary from state to state in India, most commonly houses are adorned with diyas (clay lamps) and rangolis (designs made with colored sand). While the date of the festival varies every year, it usually occurs between October and November and marks the beginning of the New Year.

Eid-al-Fitr

Translated to "Festival of Breaking Fast" in Arabic, this festival signifies the end of Ramadan. Family members gather for potluck dinners and children are given eidia offerings in money bags. Before dawn, the Salaat ul-Fajr prayer takes place (performed only twice a year), and then it's time to bathe before the Eid prayer, also known as Salaat al-Eid.

Exclusion

The act of intentionally or unintentionally preventing certain individuals from accessing resources, bonding with their team, or integrating into the workplace.

Lunar New Year

Also known as Chinese Chunjie, Vietnamese Tet, Korean Solnal, Tibetan Losar, and Spring Festival. This festival marks the beginning of the New Year and includes celebrations with family members and religious ceremonies to honor ancestors. The last day of celebrations end with the Lantern Festival, accompanied by traditional foods such as yuanxiao (sticky rice balls that symbolize family unity), fagao (prosperity cake), and yusheng (raw fish and vegetable salad).

Oriental

An outdated term used to describe a person of East-Asian descent. This label is considered offensive and further exoticizes East Asians in a stereotypical manner. In 2016, President Obama prohibited the use of this term in federal documents. However, the term can be used to refer to items (e.g., oriental rugs, etc.).

Racism

A term used to describe the negative treatment of individuals based on their racial identity. This treatment is often combined with the belief that some races are superior.

Ramadan

Falls on the ninth month of the Muslim calendar and occurs 10-12 days earlier each year. This period signifies one of the five pillars of Islam, ṣawm (self-restraint). After the sunset prayer, family members break their fast with a meal called ifṭār; traditionally starting off with dates and milk.

Unconscious Bias

A term used to refer to the stereotypes people unintentionally form about categories of people that impact our treatment of and interactions with them.

White-washing

Refers to the phenomenon of casting white actors and actresses to play characters of Asian or Pacific Islander heritage.

Resources

Resources

AAPI Books & Reading

- [Minor Feelings: An Asian American Reckoning](#) by Cathy Park Hong
 - [The Making of Asian America: A History](#) by Erika Lee
 - [The Karma of Brown Folk](#) by Vijay Prashad
 - [Model-Minority Imperialism](#) by Victor Bascara
 - [Racial Melancholia, Racial Dissociation: On the Social and Psychic Lives of Asian Americans](#) by David L. Eng
-

Asian Mental Health Supports

- [Asian Mental Health Collective](#)
 - [SoutAsianTherapists.org](#)
-

Movies

- Rabbit in the Moon
 - Call Her Ganda
 - Minari
-

Online Articles

- [‘Death by a Thousand Cuts’: The Impact of Microaggressions on the AAPI Community](#)
- [What Your Asian Employees Need Right Now](#)
- [Standing Out: Celebrating AAPI Actors for Asian American and Pacific Islander Heritage Month](#)
- [What Is the Model Minority Myth?](#)
- [I’m Done Downplaying My Asian American Experience](#)
- [Navigating the Complexities of the Asian American Experience Amid rising Racism at Home](#)

Podcasts

- [Asian Voices Radio](#)
- [Code Switch](#)
- [Queer Asian Podcast Club](#)
- [Southeast Asian American Podcast Network](#)
- [Asian Enough](#)

Appendix

Appendix

Asia contains six primary regions

Central Asia

This region is composed of six (6) countries, all of which have predominantly Muslim populations.

Western Asia

With a total of 19 countries, this region includes the Arabic Peninsula and most countries in the Middle East.

Southern Asia

This region contains eight (8) countries, enclosed by the Indian Ocean in the south and the Himalayas in the north.

Northern Asia

This region is made up of Asian Russia. 77% of Russia falls within the continent of Asia.

East Asia

East Asia contains eight (8) countries, including Japan, China, Korea, and Hong Kong.

Southeast Asia

Southeast Asia includes the Indochinese peninsula and the nations of Maritime Southeast Asia. This area contains 11 countries situated in the southeastern part of the continent, south of China, east of India and North of Australia.

The Pacific Islands contain 3 primary regions

Melanesia

Melanesia is a region that contains roughly 2,000 islands belonging to five countries, with approximately 12 million residents.

Micronesia

Micronesia contains roughly 2,100 islands belonging to 8 territories, with a total population of 1 million. Most of Micronesia are independent sovereign states, however, several islands such as Guam and the Northern Mariana Islands are U.S territories.

Polynesia

Polynesia is a region that contains over 1,000 islands, belonging to over 15 states and territories and is made up of several independent sovereign states.

Notable major Asian diasporas in recent history

South Asia diaspora

This diaspora refers to populations of people descending from India, Pakistan, Bangladesh, Sri Lanka, Nepal, Bhutan, and the Maldives who no longer live in South Asia.

The movement of South Asians people abroad began in the 19th and early 20th century as a result of British Colonization. It continued into the 1950s, 60s, and 70s as a result of a need for professional and manual workers in post-war Britain and the U.S., alongside the expulsion of Asians from East Africa.

Filipino diaspora

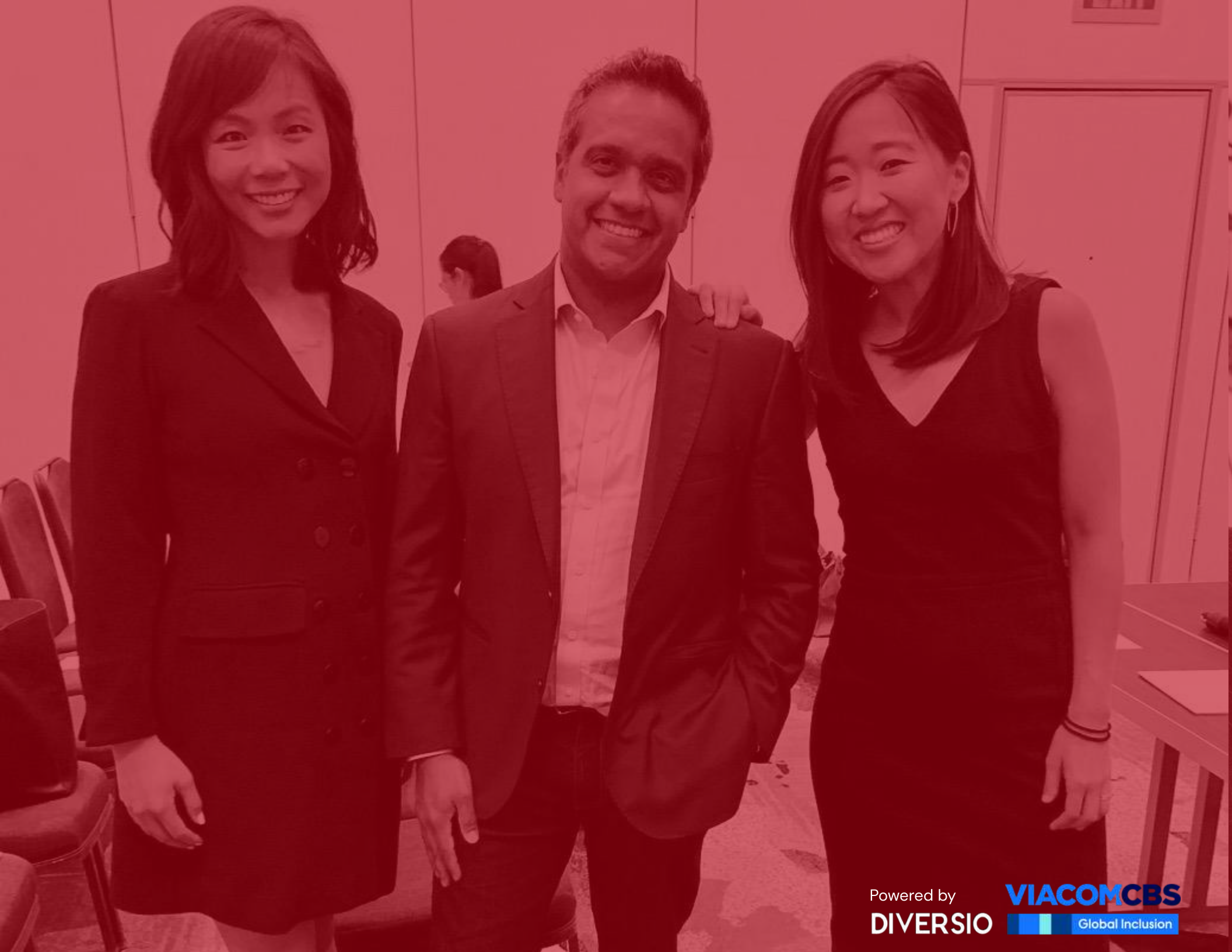
This diaspora refers to people descending from the Philippines who have migrated to live in other areas of the world.

The Philippine diaspora began after the Philippines came under American rule in the 19th century and increased following the Second World War.

Chinese diaspora

This diaspora refers to people descending from China who have migrated to live in other areas of the world.

Beginning in the mid-19th century, a great number of Chinese individuals migrated to Southeast Asia to seek employment opportunities. Between the 1950s and 80s, instability, political shifts, and economic reforms encouraged many Chinese individuals to migrate to North America, Europe, and other areas within Asia to pursue employment and better quality of life.



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