

A Celebration of Asian American and Pacific Islander Heritage Month (On-demand Video)

Free Virtual Event

[Watch the program here.](#) (Estimated duration: 2 hours)

Asian Americans, Fastest Growing Minority in U.S. Becomes More Visible...(and a More Visible Target, Too)

On May 27, the Museum of Public Relations held its *first-ever* “Asian American and Pacific Islander Heritage Month” program to explore the many issues impacting the fastest growing population in the U.S. today: the changing Asian American and Pacific Islander (APIs) demographic. During this discussion, we explored identity; stereotypes; intersectionality; the Asian Model Minority Myth; Diversity, Equity & Inclusion (DEI); and changing API demographics in the U.S. Senior and younger API professionals—representing [public relations](#), advertising, media, journalism and entertainment—shared their personal stories and discussed why DEI is critical for organizations who want to survive and thrive beyond the COVID-19 crisis.

Event Organizers

- [Angela Chitkara](#), World in 2020, researcher and

consultant

- [*Shelley Spector*](#), Founder, Museum of Public Relations; president, Spector & Associates
- [*Patrice Tanaka*](#), Founder, Joyful Planet LLC; co-founder, Padilla, CRT/tanaka, and PT&Co.

Keynote

- [*May Lee*](#), Host and Executive Producer, “The May Lee Show” at Lotus Media House and NextShark

Topics

- *Changing Asian-American identity* (historical perspective, composition of AA ethnicities, changing migration patterns)
- *Stereotypes* (past and present, including the Covid-19 crisis)
- *Identity* (Pan-Asian, global identity, intersectionality, changing demographics)

Panel 1

Moderator: [*Angela Chitkara*](#), World in 2020, researcher and consultant

Panelists

- [*Curtis Chin*](#), Senior Fellow, Asia, Milken Institute; former Managing Director, Burson-Marsteller
- [*Fred Katayama*](#), Content Producer and Anchor with Reuter News

- [Soon Mee Kim](#), EVP, Global Diversity, Equity & Inclusion Leader, Porter Novelli
- [Pallavi Damani Kumar](#), Assistant Professor, School of Communications, Director for Public Communications Division, American University
- [John Onoda](#), Senior Advisor, Gagen MacDonald
- [Patrice Tanaka](#), Founder, Joyful Planet LLC; co-founder, Padilla, CRT/tanaka, and PT&Co.

Panel 2

Moderator: [Bill Imada](#), CEO, Chairman and Chief Connectivity Officer, IW Group

Panelists

- [Valerie Lopez](#), Vice President, Global Diversity, Equity and Inclusion, Cision
- [Elliot Lum](#), Senior Vice President, Talent Strategy and Program Development, Association of National Advertisers
- [Doua Moua](#), Actor in Disney's *Mulan*, Clint Eastwood's *Gran Torino*, etc.
- [Ted Nguyen](#), Department Manager, Public Communications & Media Relations at Orange County Transportation Authority
- [Palak Patel](#), Founder & President, Asian Public Relations Students Association, University of Florida
- [Azka Pirzada](#), Associate Media Planner, MediaCom (WPP)

Wrap-up: [Kipp Jarecke-Cheng](#), Chief Communications Officer, Publicis Health

Thanks to our sponsors

Asian Pacific American Heritage Month 2020” is sponsored in part by Bill Imada; Grady College of Journalism and Mass Communication Department of Advertising and Public Relations at University of Georgia; Commpro.biz; Joyful Planet; World in 2020; Renee Edelman, Brown Leaf Promotions; Black Public Relations Society–New York; and Hispanic Public Relations Association (HPRA).

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