

Writing Samples:

I have attached an entire media kit I created for an advocacy organization called the National Asian Pacific American Women's Forum (or NAPAWF, for short). I've included the fact sheet, two email pitches to journalists and the press release I wrote and designed for this project.

Advocating for AAPI women & girls in 2022 [Fact Sheet]



OUR ORGANIZATION

The National Asian Pacific American Women's Forum (NAPAWF) advocates for social, political and structural change for Asian American Pacific Islander (AAPI) women and girls across the country. AAPI women and girls' experiences are neglected by mainstream U.S. culture, resulting in the hypersexualization and fetishization of AAPI women and anti-AAPI hate. NAPAWF's mission lifts up and centers the lived experiences of AAPI women and girls, often erased from conversations about immigration, education, criminalization and other issues impacting AAPI communities.

NAPAWF focuses on intersectionality to advocate for AAPI women & girls on a grassroots level

- Over 150 AAPI women founded the National Asian Pacific American Women's Forum in September 1996, marking their 25th anniversary in 2021.
- Six issues are central to NAPAWF's intersectional work: civil rights, economic justice, educational access, ending violence against women, health and immigrant and refugee rights.
- Eight active grassroots chapters advocate for AAPI women and girls in areas across the United States, including Arizona, Chicago, Florida, Georgia, Indiana, Minnesota, New York City and Texas, through three main strategies: organizing and civic engagement, policy and structure change, and legal advocacy and strategy.
- AAPIs include over 30 countries and ethnic groups with over 100 individual languages, but in research, AAPIs are commonly represented as one singular population. NAPAWF pursues data disaggregation for better representation of AAPI groups.

NAPAWF conducts original research to spotlight AAPI women & girls' individual experiences

- In early March, we released a groundbreaking report, *The State of Safety for Asian American and Pacific Islander Women in the U.S.*, detailing the experiences of over 2,400 AAPI women across four ethnic subgroups: East Asian, South Asian, Southeast Asian and Native Hawaiian and Pacific Islander. Some of our findings include:
 - Nearly 75% of AAPI women reported experiencing racism and/or discrimination within the past year, with more than half (53%) reporting a stranger or someone they don't know as the perpetrator.
 - Almost half (47%) reported incidents taking place in public, such as restaurants and shopping centers.
 - Almost 40% of AAPI women reported experiencing sexual harassment in the past year.
 - 71% of respondents reported feeling anxious or stressed due to fear of discrimination, harassment or violence.
 - 9 in 10 AAPI women agreed that elected officials need to better understand the intersectional ways in which AAPIs experience discrimination and invest more resources in directly impacted communities to combat anti-AAPI hate.

Figure 1: Types of Hate Incidents by Asian American Women, by Subgroups (n = 5,098 types) [In Percentage]

Subgroup	Verbal Harass and Name Calling	Physical Assault	Harassment at Work	Sexual Harassment	Workplace Discrimination	Verbal Threats	Other
East Asian	52.9	12.1	1.2	7.2	3.9	4.7	9.2
Southeast Asian	49.9	16.3	1.6	8.1	5.9	3.3	8.9
South Asian	56.0	16.9	5.2	7.4	5.0	4.4	8.6
Middle East	26.7	15.3	4.6	7.2	6.3	2.0	8.3
Multiracial	38.4	15.4	5.1	8.7	5.1	3.2	9.5

STOP AAPI HATE
■ Verbal Harass and Name Calling
■ Physical Assault
■ Harassment at Work
■ Sexual Harassment
■ Workplace Discrimination
■ Verbal Threats
■ Other

Figure 2: Lived Experiences of Pacific Islander Women (n = 415)

Experience	Percentage
Have been called an AAPI hate	51.9
Have been discriminated against or harassed	21.7
Have been threatened	21.4
Have been called an Asian star	21.4
Have been denied work	16.7
Have been discriminated against in the economy	15.8
Have been discriminated against in education	12.9
Have been denied housing	8.3

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■ Workplace Discrimination
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■ Other

NAPAWF conducted original research on anti-AAPI hate and gender.

78%
We found that **78%** of AAPI women have experienced anti-Asian racism in the past two years.



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THIRD PARTY DATA

The model minority myth invisibilizes AAPI women's experiences

- The success of high-earning Asian American women contributes to the "model minority myth," which minimizes the effects of structural racism and sexism, reinforcing existing patterns of discrimination. The myth further marginalizes the experiences of AAPI women who do not fit the stereotype and stigmatizes their experiences of economic insecurity. Their invisibility disenfranchises AAPI people from social and political advocacy aimed at closing the gender and racial wage gap.
- The Equal Employment Opportunity Commission (EEOC) EEO-1 questionnaire does not disaggregate AAPI communities and categorizes "multiracial" as a standalone ethnicity, failing to collect the necessary information needed to fully understand wage disparities within the AAPI community, rendering AAPI workers from multiracial families invisible.
- Over 10 million AAPI women live in the U.S., with more than half a million AAPI women living below the poverty line and making up 4.4 percent of the low-wage workforce.
- AAPI women are overrepresented in both the front-line and low-wage workforces, despite only making up less than 3 percent of the overall workforce.
- Almost half (44 percent) of all AAPI women who experienced job losses in 2020 have been out of work for longer than six months.
- Asian women working full-time are typically paid, on average, 90 cents for every dollar paid to their white male counterparts. However, disaggregated data reveals many AAPI women experience much larger wage gaps, particularly Southeast Asian and Pacific Islander women.
- Data disaggregated by ethnicity reveals many Asian women in certain subgroups earn well below the average AAPI woman's 90 cents for every white male dollar: Vietnamese, Samoan, and Nepalese women earn 63 cents, 60 cents, and 54 cents, respectively.

One year after the Atlanta spa killings of six Asian women, hate crimes continue to rise

- Racist incidents targeting AAPIs increased by 150 percent between 2019 and 2020, and a staggering 70 percent of these incidents targeted AAPI women and gender nonbinary individuals.
- Within the past year alone, hate crimes targeting Asian Americans increased by a staggering 339%, with AAPI women continuing to be disproportionately targeted.
- Hate incidents, which include both hate crimes and incidents of violence or discrimination, against AAPIs rose sharply over the past year, with over 10,370 reports collected by Stop AAPI Hate between March 2020 and September 2021.

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Three in Four AAPI Women Experienced Racism in 2021 NAPAWF's Report Reveals Hate Crime Statistics Targeting AAPI Women

[Reno, Nev.] --- In early March, the National Asian Pacific American Women's Forum (NAPAWF) released a groundbreaking report detailing over 2,400 Asian American Pacific Islander (AAPI) women's experiences with racism, discrimination and violence in the past year. [The report](#), *The State of Safety for Asian American and Pacific Islander Women in the U.S.*, surveyed AAPI women from every region of the country and across four ethnic subgroups: East Asian, South Asian, Southeast Asian, and Native Hawaiian and Pacific Islander (NHPI).

"The most recent deaths of two Asian American women in New York, nearly one year after the Atlanta shootings, is yet another reminder of a wave of violence targeting not just Asian Americans, but Asian American women," said NAPAWF's executive director Sung Yeon Choi Morrow. Within the past year, hate crimes targeting Asian Americans increased by 339%, with AAPI women being disproportionately targeted. To combat this issue, NAPAWF works to empower and advocate for the rights and safety of AAPI women and girls across the country.

In the survey, nearly 75% of AAPI women reported experiencing racism and/or discrimination within the past twelve months, with more than half (53%) reporting a stranger or someone they don't know as the perpetrator. Almost half (47%) reported incidents taking place in public, such as restaurants and shopping centers. Additionally, almost 40% of AAPI women reported experiencing sexual harassment in the past year. "Although these experiences are shared across our diverse community, they are not the same for everyone — over half or 52% of Native Hawaiian and Pacific Islander women reported experiencing sexual harassment, more than any other demographic subgroup," said NAPAWF's Research Director Dr. Drishti Pillai.

Reflecting upon the current state of safety for AAPI women, 71% of respondents reported feeling anxious or stressed due to fear of discrimination, harassment or violence. To combat anti-Asian biases and hate, the Asian American Foundation (TAAF), an organization dedicated to providing economic resources for AAPI advocacy, helped fund the survey, supporting NAPAWF as we aim to advocate for the rights of AAPI women and girls and fight against misogyny and racism.

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The National Asian Pacific American Women's Forum (NAPAWF) is a multi-issue national organization focused on advocating for and empowering Asian American Pacific Islander (AAPI) women and girls. NAPAWF's mission is to build collective power so all AAPI women and girls can have full agency over our lives, our families, and our communities. For more information, visit <https://www.napawf.org/> or email info@napawf.org.