

NEH Application Cover Sheet

Preservation Assistance Grants

PROJECT DIRECTOR

Mr. Jeff Liu
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Field of Expertise: Ethnic Studies - Asian American

INSTITUTION

Southern California Asian American Studies Central
Los Angeles, CA UNITED STATES

APPLICATION INFORMATION

Title: *Media Resource Library Storage Upgrade*

Grant Period: From 1/2010 to 12/2010

Field of Project: Ethnic Studies - Asian American

Description of Project: To install new durable shelves and storage system in the Media Resource Library, so that the permanent holdings in the collection may be easily accessible to researchers, artists, filmmakers, journalists, students, and the general public. The Media Resource Library holds over 1,500 media titles of films, videos, DVDs, and audiotapes of Asian American cultural history from the 1970s to present day.

BUDGET

Outright Request	\$6,000.00	Cost Sharing	\$2,365.00
Matching Request		Total Budget	\$8,365.00
Total NEH	\$6,000.00		

GRANT ADMINISTRATOR

Ms. Shinae Yoon
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Supplementary Cover Sheet for NEH Grant Programs

1. Project Director

* Major Field of Study

K5:Ethnic Studies - Asian American

2. Institution Information

* Type

1360: Arts Related Organizations

3. Project Funding

Programs other than Challenge Grants (\$)

Outright Funds	6,000.00
Federal Match	
Total from NEH	6,000.00
Cost Sharing	2,365.00
Total Project Costs	8,365.00

Challenge Grants Applicants Only (\$)

Fiscal Year #1	
Fiscal Year #2	
Fiscal Year #3	
Fiscal Year #4	
Total from NEH	
Non-Federal Match	
Total	
Matching Ratio	

 to 1

4. Application Information

* Will this proposal be submitted to another NEH division, government agency, or private entity for funding?

☐ Yes☒ No

If yes, please explain where and when:

* Type of Application

☒ New☐ Supplement

If supplement, list current grant number(s).

* Project Field Code

K5:Ethnic Studies - Asian American

ATTACHMENTS FORM

Instructions: On this form, you will attach the various files that make up your grant application. Please consult with the appropriate Agency Guidelines for more information about each needed file. Please remember that any files you attach must be in the document format and named as specified in the Guidelines.

Important: Please attach your files in the proper sequence. See the appropriate Agency Guidelines for details.

1) Please attach Attachment 1	<input type="text" value="narrative.pdf"/>	Add Attachment	Delete Attachment	View Attachment
2) Please attach Attachment 2	<input type="text" value="budget.pdf"/>	Add Attachment	Delete Attachment	View Attachment
3) Please attach Attachment 3	<input type="text" value="documentation.pdf"/>	Add Attachment	Delete Attachment	View Attachment
4) Please attach Attachment 4	<input type="text" value="staffresumes.pdf"/>	Add Attachment	Delete Attachment	View Attachment
5) Please attach Attachment 5	<input type="text"/>	Add Attachment	Delete Attachment	View Attachment
6) Please attach Attachment 6	<input type="text"/>	Add Attachment	Delete Attachment	View Attachment
7) Please attach Attachment 7	<input type="text"/>	Add Attachment	Delete Attachment	View Attachment
8) Please attach Attachment 8	<input type="text"/>	Add Attachment	Delete Attachment	View Attachment
9) Please attach Attachment 9	<input type="text"/>	Add Attachment	Delete Attachment	View Attachment
10) Please attach Attachment 10	<input type="text"/>	Add Attachment	Delete Attachment	View Attachment
11) Please attach Attachment 11	<input type="text"/>	Add Attachment	Delete Attachment	View Attachment
12) Please attach Attachment 12	<input type="text"/>	Add Attachment	Delete Attachment	View Attachment
13) Please attach Attachment 13	<input type="text"/>	Add Attachment	Delete Attachment	View Attachment
14) Please attach Attachment 14	<input type="text"/>	Add Attachment	Delete Attachment	View Attachment
15) Please attach Attachment 15	<input type="text"/>	Add Attachment	Delete Attachment	View Attachment

**Preservation Assistance Grants for Smaller Institutions
Southern California Asian American Studies Central DBA Visual Communications
Project Narrative**

What activity would the grant support?

The grant would support the acquisition of new shelving in the Visual Communications Media Resource Library, which houses the organization's permanent collection of films, videos, DVDs, and audiotapes. The project helps address the issue of historic cultural preservation and Asian Pacific American identity in dispersed communities by providing increased access to a visual record of Asian Pacific community history. New shelving in the Media Resource Library would increase the organization's ability to manage our growing collection, with the goal of making the collection easily accessible to researchers, educators, artists, and the general public.

What are the content and size of the humanities collections that are the focus of the project?

Visual Communications (VC) has nearly four decades of film and video documentation. This includes over 1,500 independent film titles and 1000 hours of raw footage and oral histories. The VC Collections is one of the nation's most comprehensive repositories of 20th Century Asian Pacific American history. The films, videos, footage, and oral histories in the VC Collections span the 1970's to present day. These include documentaries, home movies, educational films, narratives, and experimental shorts. These permanent holdings in the VC Collections not only tell the history of Asian Pacific America with coverage of community events, political protests, and interviews with key community members, leaders and artists, but also tell the rich history of the United States from the lens of Asian Pacific Americans.

From 1970 to 1980, Visual Communications worked as a film collective, producing many groundbreaking works about the Asian American experience, including: CHINATOWN 2-STEP, a documentary on the suburbanization of Chinese American community in Los Angeles and the Chinatown Drum and Bugle Corps; MANONG, a film on the first generation Filipino American immigrants; and WATARIDORI, a documentary on early Japanese American immigrant pioneers.

From our productions, VC has accrued thousands of hours of footage, documenting Asian Americans in their communities, struggling for a living wage, protesting against the Vietnam War, and the formation of culturally relevant and significant community service programs. Some of the most important work includes: the oral histories of the late farm labor organizer and Vice President of the United Farmworkers, Philip Vera Cruz and other Filipino farmworkers; interviews with civil rights activists Bill and Yuri Kochiyama; Japanese Americans testifying at the 1981 Los Angeles Hearings of the Commission on Wartime Relocation and Internment of Civilians; footage of labor rights campaigns in San Francisco and Los Angeles; interviews with members of the Samoan American social service group O'mai Fa'atasi; interview with Col. Young Oak Kim, commander of the legendary Japanese American 100th Battalion during WWII; footage of the first Manzanar pilgrimage by former internees of the concentration camp; and footage of pioneering Asian American artists such as actor Mako, performing artist Nobuko Miyamoto, and literary artists as Janice Mirikitani and the late N.V.M Gonzales.

Our film and video collection has also become the repository of many independent filmmakers including National Emmy ® and Academy Award ® winners and nominated filmmakers Arthur Dong, Loni Ding, Chris Tashima, Jessica Yu, and includes the films and videos presented during the last 25 years of the annual Los Angeles Asian Pacific Film & Video Festival. These holdings consist of over 800 VHS tapes and 400 DVDs. The reference copies of these titles are underutilized because we currently lack the proper storage capacity. Each year, between 150 and 200 independent film titles are added to the collection. These independent works created by Asian American filmmakers and mediamakers comprise 60% of our total holdings in the Media Resource Library.

How are these humanities collections used?

The holdings in the VC Collections are used in multi-media exhibitions, film and video productions, scholarly research, books and articles, and educational materials.

Raw footage and oral histories in the holdings have been used in film and multi-media productions. For example, filmmaker Tadashi Nakamura used VC film footage of the first pilgrimage to the Manzanar internment camp for his film *A SONG FOR OURSELVES*, a documentary on the life and legacy of Chris Iijima, a Japanese American musician whose songs capture the passion and energy of the early Asian American Movement in the 1970's. Nakamura also included archival footage in the VC Collections of Iijima in New York City, Japanese American activists in the 1970's, and footage of Los Angeles Little Tokyo in the 1970's.

Filmmaker Jeff Adachi accessed the VC Collections for his film *THE SLANTED SCREEN*, a documentary that chronicles and examines media depictions of Asian American men, using film and television images from the turn of the century to the turn of the millennium. To put the film in historical context, Adachi used footage from the VC Collections showing Asian American historical figures and activists.

Hillary Jenks, Ph.D. (American Studies & Ethnicity from the University of Southern California, 2008) accessed the VC Collections for research in writing her dissertation "Home Is Little Tokyo: Race, Community, and Memory in Twentieth-Century Los Angeles." The dissertation examines racially-inscribed spaces such as ghettos, barrios, and ethnic enclaves in the post-industrial American city.

Footage from the VC Collections has been critical to the production of films and accompanying educational materials on the Asian American experience. The documentary *RESETTLEMENT TO REDRESS* recounts the history and experience of Japanese Americans after they were released from the internment camps when World War II ended. The documentary intertwines factual information, interviews of notable activists in the movement, and rarely-viewed tapings of the Commission of Wartime Relocation and Internment of Civilians hearings that eventually led Ronald Reagan to sign HR442 into law in 1988.

Our films and videos have also been used widely in arts and multi-media exhibitions. Composer David Iwataki's newest work, *J-Town/Bronzeville Suite*, featuring traditional Japanese and jazz musicians, is a musical homage to Los Angeles' historic Little Tokyo district. Little Tokyo ("J-Town") was also known as "Bronzeville" during World War II because of a number of African

Americans who lived there while the Japanese Americans were away in wartime concentration camps. Footage of Little Tokyo after WWII from the VC Collections was used as a visual element to the performance at the Getty Center in Los Angeles.

The films and videos in the VC Collections are also available for viewing by educators and community organizations for screenings and special events. **STAND UP FOR JUSTICE: THE RALPH LAZO STORY** is a feature film based on the true story of 16 year-old Mexican/Irish-American Ralph Lazo who chose to go to the internment camps during World War II with his Japanese American friends. The film has screened at countless festivals across the nation, college conferences, and Day of Remembrance events, adding to the growing scholarship of the Japanese American internment experience during WWII.

What is the nature and mission of your institution?

Visual Communications is the first media arts center in the nation dedicated to the honest and accurate portrayals of the Asian Pacific American peoples, communities and heritage through the media arts. Our mission is to promote intercultural understanding through the creation, presentation and support of media works by and about Asian Pacific Americans. Since the organization's founding in 1970, we have amassed media holdings representing the cultural and historical experiences of Chinese, Filipino, Hawaiian, Japanese, Korean, Samoan, Thai, Vietnamese, and Indian/South Asian communities living in the United States. These powerful images tell stories of community, struggle, and Asian American identity, and have been used in films, videos, educational materials, publications, and major photographic exhibits across the US. The collections are Visual Communications' largest asset.

Visual Communications was created with the understanding that media and the arts are important vehicles to organize and empower communities, build connections between generations, challenge perspectives, and create an environment for critical thinking necessary to build a more just and humane society. Visual Communications programming includes: the annual Los Angeles Asian Pacific Film Festival and quarterly community film screenings; the Armed with a Camera Fellowship Program for emerging media artists; media education and literacy programs for youth; and seminars and workshops on digital video production for senior citizens and adult learners. Visual Communications is also home to one of the largest photographic and moving image archives on the Asian Pacific American experience, the VC Collections.

The organization's operating budget in the most recently completed fiscal year (which ended December 31, 2008) is \$ [REDACTED]. VC has three full-time paid employees, five part-time paid employees, seven paid seasonal staff, and between 100 to 150 volunteers each year. The organization's Media Resource Library is open Monday through Friday during regular business hours, and other times by appointment.

Has your institution ever had a preservation or conservation assessment or consultation?

In 2002, Visual Communications was awarded a Technical Assistance Grant from National Alliance for Media Arts and Culture (NAMAC), which allowed the organization to take the first step towards a major archival and preservation initiative by hiring technical consultant Linda Tadic. Based on Tadic's assessment, Visual Communications outlined the next steps in the project. To date, we have completed an accurate inventory of all moving image materials in the collections, and we have developed a cataloguing system. For the project we are currently

seeking funding to fulfill, we have consulted with two industry standard library shelving companies: McMurray Stern and Yamada Enterprises, representing Montel.

What is the importance of this project to the institution?

From its inception, Visual Communications' mission has been to promote intercultural understanding through the media arts. Our program areas have always reflected this mission, and having an easily-accessible Media Resource Library will ensure that the organization's vast collection continues to be a living and growing resource for educators, journalists, artists, and the community at large.

Currently most of the films, videos, and audiotapes in the Media Resource Library are stored in vertical shelving donated to the organization in the 1990s, and additional holdings are stored in boxes. Although we have completed cataloguing the holdings, the current storage does not provide easy access for visitors to the Media Resource Library. Our goal is to effectively process and organize the holdings by acquiring and installing new durable shelving along the walls of the Media Resource Library, with additional drawers specifically sized for our media holdings in order to maximize space.

It is Visual Communications' goal that future generations of the Asian Pacific American community can take advantage of our collection. Numerous pioneers and community leaders have long since passed away since Visual Communications' founding. Their stories reside in the videos, films, interviews and oral histories in the collection, and the project ensures that these memories are saved and adequately preserved. Visual Communications is the only Asian Pacific American non-profit organization that is currently cultivating a long-term preservation project, and we plan to provide our preservation services and expertise to other organizations, artists, and members of the community.

What are the names and qualifications of the consultant(s) and staff involved in the project?

Executive Director Shinae Yoon manages and provides administrative oversight to all program areas. Yoon has over 10 years experience as an arts administrator, writer and filmmaker. She will negotiate contracts and manage the budget for the project. Associate Director Jeff Liu, who started the preservation project in 2002, will oversee all logistical aspects to the project, manage relationships with vendors, and manage Preservation Associate Esther Nam. Liu has been employed with Visual Communications eight years and is an active leader in the Little Tokyo and Asian American communities. He is responsible for managing Visual Communications program areas for youth, seniors, preservation, and presentations. Liu will administer the grant and set goals and timelines to ensure successful implementation of project. Preservation Associate Esther Nam will assist Liu in implementation. Nam holds a Masters degree from UCLA's Moving Image Archive Studies, the first graduate program of its kind in North America. Prior to Visual Communications, she worked for the UCLA Film & Television Archive Commercial Services. Nam is responsible for caring for, maintaining, organizing and preserving the holdings in the VC Collections. Nam and Liu will work to migrate the collection to the new shelves.

What is the plan of work for the project?

VC has received estimates from McMurray Stern, a certified woman-owned business and licensed contractor, and Montel agent Yamada Enterprises. The vendors have proposed plans for our needs, including plans for future growth. Once a vendor is selected and shelving plans are agreed upon, we will move the holdings out of the Media Resource Library and into temporary storage during installation. After installation, the Associate Director and Preservation Associate will organize and arrange the holding in the new Media Resource Library. Shelves will be clearly labeled, and will be matched up to our database so that they may be easily accessed.

**Preservation Assistance Grants for Smaller Institutions
Southern California Asian American Studies Central
DBA Visual Communications
Project Budget**

EQUIPMENT

14 stationary platforms + 86 sections of four-post shelving	\$8,365.00
Total Request from NEH	\$6,000.00
Cost Share by applicant	\$2,365.00

**Preservation Assistance Grants for Smaller Institutions
Southern California Asian American Studies Central DBA Visual Communications
Supporting Documentation**

McMurray Stern has been serving southern California since 1980 in development, implementation and service of Spacesaver filing and systems. The vendor is a certified woman-owned business and a licensed contractor. Based on client interviews and a hands-on physical survey, McMurray Stern has given Visual Communications a quote for the Media Resource Library that includes static shelving for additional and easy access for various media storage. The static shelving includes 14 rows of stationary platforms and 86 sections of four post shelving:

- 3 rows of 48" Double Face Stationary Platform
- 1 row of 48" Single Face Stationary Platform
- 11 rows of 36" Single Face Static Platform
- 21 sections of 48"w x 18"d x 76 1/4 "h Four Post Shelving
- 7 sections of 48"w x 9"d x 76 1/4 "h Four Post Shelving
- 30 sections of 36"w x 12"d x 76 1/4 "h Four Post Shelving
- 28 sections of 36"w x 18"d x 76 1/4 "h Four Post Shelving

The static shelves are made of powder coated metal. The quoted cost for the project is \$8,365.00, which includes freight charges, delivery, installation, union labor, fire retardant plywood sub floor with fire blocks and draft stops, removal of all debris, warranty and 1-year scheduled maintenance, and user training on system operation.

**Preservation Assistance Grants for Smaller Institutions
Southern California Asian American Studies Central DBA Visual Communications
Key Staff**

Shinae Yoon

Shinae Yoon joined Visual Communications in 2008 as the organization's Executive Director. She has worked as a writer, filmmaker, and arts administrator in the non-profit arts community for over a decade. Prior to joining VC, she was Executive Director of Young Chicago Authors in Chicago, Illinois, a non-profit organization that encourages self-expression for youth through creative writing workshops, publishing and performance opportunities. Shinae has also worked at the Chicago International Film Festival and Three Arts Club of Chicago. She is a graduate of Boston University.

Jeff Liu

Jeff Liu is Associate Director at Visual Communications and has been with the organization since 2001. Jeff manages VC's four program areas: Exhibition, Education, Preservation, and Artist Services. He has previously worked as Youth Development Computer Education Coordinator at Little Tokyo Service Center and as a reporter/photographer for the Japanese American daily newspaper, *Rafu Shimpo*. Jeff is a board member of the Little Tokyo Community Council, a coalition of community leaders, business owners, and non-profit organizations that works to sustain and develop Little Tokyo as a viable center for the Japanese American community and the Los Angeles Downtown community. Jeff holds a BA in Asian American Studies from UCLA.

Esther Nam

Esther Nam joined Visual Communications as Preservation Associate in 2008. Esther is responsible for the preservation and cataloging of VC's still and moving image collection, including: film, video, sound recordings, and photographs. Esther graduated in June 2008 with a MA from UCLA's Moving Image Archive Studies. Her graduate course work included information structures, American archives and manuscripts, and archaeology of moving image media. Prior to VC, she worked for the UCLA Film & Television Archive Commercial Services. Esther also holds a BA in Psychology and French Literatures from UC Berkeley.