

POSTERS HANDBOOK AND USER GUIDE



I WANT THE WIDE AMERICAN EARTH: AN ASIAN PACIFIC AMERICAN STORY

*I Want the Wide American Earth:
An Asian Pacific American Story*
was created by the Smithsonian
Asian Pacific American Center
and the Smithsonian Institution
Traveling Exhibition Service.

The exhibition is supported
by a grant from the
W.K. Kellogg Foundation.

Smithsonian



W.K.
KELLOGG
FOUNDATION

FALL 2013

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**Smithsonian Institution
Traveling Exhibition Service**

The Smithsonian Institution Traveling Exhibition Service (SITES) and the Smithsonian Asian Pacific American Center (APAC) are delighted to send you *I Want the Wide American Earth: An Asian Pacific American Story*, a set of unique and highly informative posters. We know you'll find creative ways to use them to engage and inspire students, regardless of heritage and family history.

Rich with complex, often surprising stories, these posters take a sweeping look at Asian Pacific American history—from the very first Asian immigrants to the influx of highly skilled workers many decades later. The Asian Pacific American journey has many points of origin but one shared destination—the United States, a nation founded and built by immigrants and enriched by the vibrant diversity of their heritages and traditions. Asian immigrants have long been an integral part of every chapter in this country's great chronicle, overcoming barriers, forming communities, and ultimately pointing the way to its future.

These posters are based on the Smithsonian's traveling exhibition of the same name. Tour details and links to resources for families, classrooms, and communities can be found at sites.si.edu/asianpacificamericans. An [exhibitor handbook](#) with instructions for mounting, installing, and promoting the posters is available, along with printable PDF versions of the posters should you or your colleagues want additional sets. A comprehensive exhibition website, audio tour mobile app, and a downloadable e-comic book can supplement the poster content.

Additional online [education resources](#), developed by Teaching Tolerance, include activities and lessons in social studies, creative writing, art, and communications. Anti-bias education resources—including *Teaching Tolerance* magazine, multimedia teaching kits, online curricula, professional development resources, and special projects like *Mix It Up at Lunch Day*—are all available free to educators at tolerance.org.

We are so pleased to send you this FREE educational resource for your school, museum, or library. If you have any questions about the posters or how to present them, please contact SITES Director of Strategic Communications, Andrea Stevens at stevensa@si.edu. If you have any questions about the Teaching Tolerance resources, please email editor@tolerance.org.

We look forward to hearing about your experiences with *I Want the Wide American Earth*.

Sincerely,

Anna R. Cohn
Director, SITES

P.S. Once you've shared the posters, would you please take a moment to complete a quick survey, which will enable us to better serve you? You can find the link to the survey on the right side of the project page: sites.si.edu/asianpacificamericans.

ONLINE RESOURCES

The *I Want the Wide American Earth: An Asian Pacific American Story* **poster website** includes the following resources:

<http://sites.si.edu/asianpacificamericanposters/index.htm>

Feel free to download:

- Poster Designs
- Exhibitor Handbook (press release and images as well as educational materials and community outreach ideas)
- Educational Materials
- Participant Survey

The *I Want the Wide American Earth: An Asian Pacific American Story* **exhibition website** includes the following resources:

<http://sites.si.edu/exhibitions/exhibits/asianPacificAmericans/index.htm>

Feel free to explore:

- Exhibit Prospectus
- Exhibition Specifications
- Link to the Smithsonian Institution Asian Pacific American Center

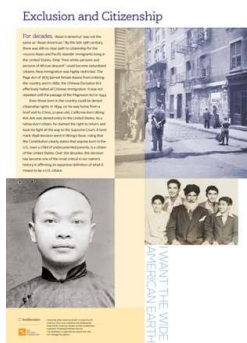
Poster 1: Title Poster



Poster 2 – Building Railroads/Cultivating Land



Poster 3- Exclusion and Citizenship



Poster 4- Japanese Internment and Heroic Service



Poster 5- Asian American Activism



Poster 6- Post-1965 Immigration





MOUNTING AND INSTALLATION

The 8 posters in this exhibition are printed in full color on 80# Chorus Art silk cover. Each poster measures 26.5" x 18.5." Your mounting options range from framing, to dry-mounting, to thumb-tacking them to your walls. The method you choose should reflect your anticipated use of the posters as well as your budget.

Framing

Standard metal-section frames come in a variety of lengths. Do-it-yourself framing could cost as little as \$35 from a retail store, while custom-made frames in wood or enameled metal may cost up to \$100 or more each. If you plan to circulate framed posters, make certain to use acrylic glazing rather than glass. You may also frame dry-mounted posters without any glazing.

Dry Mounting

Museums, schools, photography studios, sign shops, and commercial framing shops are equipped with dry-mounting presses. Similar to large irons, these presses use a heat-activated, pressure-sensitive tissue to form a permanent bond between graphic material and a backing material—illustration board, Fome-cor, or other lightweight substrate. If you use a flexible substrate, you may wish to mount a piece of paper on the back of the substrate to prevent warping.

Film Lamination

You may wish to permanently protect the posters from the elements by laminating them, especially if they will be shown outdoors or moved frequently. Nearly every city will have "laminating" listed in the yellow pages of its telephone book. In addition, many school systems may have laminators or receive special rates from contract companies.

Hanging

Any frame that you choose will have suggested hanging hardware. You may also attach dry-mounted or laminated posters to your walls using double-sided or foam tape, escutcheon pins or thumb tacks, or a hanging wire affixed to the back of the posters.

Installation

Although you are free to hang the posters in any order that works for your institution, we suggest the arrangement shown in the Poster Checklist.

PUBLIC RELATIONS

The *I Want the Wide American Earth: An Asian Pacific American Story* poster set will provide you with many excellent opportunities for media coverage and promotional activities. This section of the handbook is designed to make your job in promoting the exhibition as easy as possible using strategies that have been effective for past Smithsonian Institution Traveling Exhibition Service (SITES) exhibitions. As you use these PR materials, please stay in touch so that we can provide you with the support and information you need to make your showing a great success.

If you have any questions about any part of this section, or if you need additional press images, please contact Lindsey Koren in SITES Public Relations, at 202.633.3122 or korenl@si.edu.

Exhibition Credit Line

All exhibition-related promotional materials must contain the exhibition credit line:

I Want the Wide American Earth: An Asian Pacific American Story was created by the Smithsonian Asian Pacific American Center and the Smithsonian Institution Traveling Exhibition Service. The exhibition is supported by a grant from the W.K. Kellogg Foundation. Teacher resources courtesy of Teaching Tolerance. For additional resources, visit sites.si.edu/exhibitions/exhibits/AsianPacificAmericans (SI, Kellogg, TT logos)

Examples of such materials include (but are not limited to) invitations, banners, signage, posters, public program brochures, postcards, and printed, video, internet, and audio announcements.

Logo Guidelines

The Smithsonian logo, W. K. Kellogg logo, and Teaching Tolerance logo must appear on all publicity materials including (but not limited to) press releases, flyers, poster copy, press preview invitations, scripts of public service announcements, advertising copy, banners, posters, etc. The Smithsonian logo must be visually equivalent in size and at least the same size as that of your institution.

These logos may be downloaded from the following sites:

Smithsonian Institution: www.si.edu

W.K. Kellogg Foundation: www.wkkf.org/

Teaching Tolerance: www.tolerance.org

Smithsonian Logo Guidelines

You may use the logo either in black and white or in color. The Pantone colors used in the color

emblem are Blue 3135C and UC (uncoated) and Yellow 116C and 109UC. The font for the lettering is Minion. Color specifications for other uses are available at <http://www.si.edu/silogo/>.



Smithsonian Institution



Smithsonian Institution

- The Sunburst is made up of the sun and the circular sky background. Do not use the Sunburst without the accompanying logotype.
- The Sunburst itself should *never* be black. The circular sky background may be printed in black.
- When reversed out of a dark background and used without the “sky,” the sun will be white. If a light-colored stock or background is used, the black-and-white version must be used. If the background is dark, the white sun alone must be used.
- When printing the black-and-white version of the logo on colored paper, the sun will be the color of the paper on which it is printed.

Publicity Ideas

When planning your media relations strategy, remember that the SITES Public Relations Office is a resource. We are happy to offer strategies that we have seen work at other venues or simply to brainstorm what types of promotions might work best in your region. Consider some of the following suggestions as you prepare your media campaign.

Newspapers

A suggested press release, information about downloading digital images, and links to general background material are included in this handbook. In addition to sending the press release to your area newspapers, consider the following ideas:

- Send the news release to the attention of the editor or reporter who has the most interest in this information.
- Ask the editor of your daily newspaper to place an article or photographs in the Sunday photo magazine or supplemental section. These sections often reach more people than a weekly paper.
- Contact the state Associated Press and United Press International wire services. Information of statewide interest can be telephoned in and will be carried in newspapers throughout the state. Wire service offices are generally located in the state capital and in large metropolitan areas.

Radio and Television

Radio and television stations will air public service announcements (PSAs), written or taped. If you have a small exhibition budget, send local stations a written 30-second media spot

announcement. For example:

[*Your Venue Name*] invites area residents to a special poster exhibition—*I Want the Wide American Earth: An Asian Pacific American Story*. The poster exhibition is brought to you courtesy of the Smithsonian Institution and supported by a grant from the W.K. Kellogg Foundation. Teacher resources courtesy of Teaching Tolerance.

The poster exhibition opens on [Date] and is on view through [Date]. [Your Venue Name] is open [Days & Times].

- Invite the media to cover special events and public programs. These are community news items that bring attention to your organization and the exhibition.

Local Calendars of Events

In addition to contacting your local newspaper editors and feature reporters, ask the Calendar editors to include a short item and photograph on the exhibition.

- Area colleges and universities have newspapers that can print both calendar entries and articles on the exhibition.
- Local chambers of commerce, visitors' bureaus, and convention centers have monthly publications that list local community activities.

Sample Press Release

[DATE]

[VENUE] Presents a Smithsonian Poster Exhibit Celebrating the History of Asian and Pacific Americans in the United States.

Media only: [Contact Name and Phone Number],

[VENUE NAME] to Host Smithsonian *I Want the Wide American Earth: An Asian Pacific American Story*, Poster Exhibition

Beginning May 2013, students across the country will be able to experience a Smithsonian exhibition in their own schools. The Smithsonian Institution Traveling Exhibition Service, supported by the W.K. Kellogg Foundation, and teacher resources by Teaching Tolerance, is providing a free poster version of the popular exhibition *I Want the Wide American Earth: An Asian Pacific American Story* to more than 5000 schools, universities, libraries, community centers and other venues.

The exhibition will be on view at [VENUE NAME] [DATE through DATE].

Or

*[VENUE NAME] has received a copy of *I Want the Wide American Earth: An Asian Pacific American Story* and educators are eager to integrate the exhibition into the Spring curriculum. [Quote from educator]*

***I Want the Wide American Earth: An Asian Pacific American Story* Poster Exhibit** **Educational Resources**

I Want the Wide American Earth: An Asian Pacific American Story can inspire students and adults alike to explore a wide variety of subjects, including immigration, history, geography, economy, and world culture. Student projects may range from conducting oral histories to designing murals, or from historical research on civil rights and labor movements to learning about the nation's agricultural heritage. Here are some suggested online resources to get you started.

Smithsonian Institution Traveling Exhibition Service:

The Smithsonian Institution Traveling Exhibition Service hosts a webpage dedicated to the exhibit, *I Want the Wide American Earth: An Asian Pacific American Story*. The webpage provides information on the exhibition and links visitors to the poster set, exhibition mobile tour App, and the exhibition e-book.

www.sites.si.edu/exhibitions/exhibits/asianPacificAmericans/index.htm

Smithsonian Institution Asian Pacific American Center:

The Smithsonian Institution Asian Pacific American Center hosts a webpage dedicated to the exhibit, *I Want the Wide American Earth: An Asian Pacific American Story*. The webpage provides information on the exhibition, and links to the poster set, exhibition mobile tour App, and the exhibition e-book. The webpage also provides information on activities sponsored by the Smithsonian Institution Asian Pacific American Center and their partners.

www.apa.si.edu

Smithsonian Institution:

The Smithsonian Institution has compiled a set of resources and lesson plans heritage exploration. The Smithsonian's teaching resources for Asian Pacific American heritage may be tailored to all age and education levels. Resources cover topics of literature, art, immigration, history, religion, identity, family, and culture.

http://www.smithsonianeducation.org/educators/resource_library/asian_american_resources.html

Teaching Tolerance

A project of the Southern Poverty Law Center

Founded in 1991 by the Southern Poverty Law Center, Teaching Tolerance is an organization dedicated to reducing prejudice, improving intergroup relations and supporting equitable school experiences for the nation's children. Teaching Tolerance provides free educational materials to teachers and other school practitioners in the U.S. and Canada.

<http://www.tolerance.org/>

The Library of Congress:

The Library of Congress hosts a website linking visitors to Asian Pacific American primary and secondary resources and lesson plans. Visitors may browse photograph collections, artwork, poems, literature, audio-visual archives! The Library of Congress houses and makes available a unique collection of Asian and Pacific Veteran oral histories from World War II, the Korean War, and the Vietnam War.

<http://asianpacificheritage.gov/>

National Endowment for the Humanities

The National Endowment for the Humanities has devoted a webpage to Asian Pacific Heritage Month. The site features humanities-centered lessons on Asian Pacific literature, history, and culture, and allows students to enter the world of Asian Pacific Americans through interactive programming.

<http://edsitement.neh.gov/feature/asian-pacific-heritage-month>

National Archives:

The National Archives has compiled collections of primary source documents covering Japanese and Chinese immigration, the Korean and Vietnam Wars, and the annexation of Hawaii. The Archives also provides educational resources which include ready-to-use lesson plans, student activities, collection guides and research aids.

<http://asianpacificheritage.gov/>

The National Park Service

The National Park Service offers several resources that explore Asian and Pacific American history. The website provides narratives, images, and resources for teachers that incorporate National Parks and other national treasures into the Asian and Pacific American landscapes.

www.nps.gov/history/asianpacificheritage

The National Park Service also provides resources on Asian and Pacific American history through Teaching with Historic Places. Teaching with Historic Places uses properties listed in the National Park Service's National Register of Historic Places to enliven history, social studies, geography, civics, and other subjects. Teaching with Historic Places has created activities that help teachers bring Asian American into the classroom.

www.nps.gov/nr/twhp/topic.htm#asian

Center for Educational Telecommunications

The Center for Educational Telecommunications provides a wealth of resources focused on Asian Pacific American heritage. The following are curriculum-centered resources. The site provides links to museums, programming, curriculum, cultural associations, and journals.

www.cetel.org/res.html

Online Survey Samples

The online survey can be found on: <http://www.surveymonkey.com/s/75TXG6R>

SurveyMonkey Powered Online Survey

Page 1 of 2



[Exit this survey](#)

1. Please provide us with the following details:

Name	<input type="text"/>
Organization	<input type="text"/>
Address	<input type="text"/>
Address 2	<input type="text"/>
City	<input type="text"/>
State	<input type="text"/>
Zip	<input type="text"/>
Country	<input type="text"/>
Email Address	<input type="text"/>

2. My organization is a . . .

- ☐ School
- ☐ Community Center
- ☐ Museum
- ☐ Library

Other (please specify)

3. Our primary audience is:

- ☐ General public
- ☐ Students in grades 1-5
- ☐ Students in grades 6-8
- ☐ Students in grades 9-12
- ☐ College students

Other (please specify)

4. We are using the Asian Pacific American poster set as a:

- ☐ Teaching tool
- ☐ Visual resource

Other (please specify)

5. Please evaluate your use of the online resources:

- ☐ Never looked at them
- ☐ Found the resources helpful
- ☐ Used everything provided

*** 6. Using the posters, how were you able to engage your students / visitors in this topic?**

7. Were you previously familiar with the Smithsonian Institution and its educational resources?

- ☐ Yes
- ☐ No

8. Were you previously familiar with Teaching Tolerance and its educational resources?

- ☐ Yes
- ☐ No

9. Please tell us how you used the posters to engage your students/visitors in this topic. Anecdotes are encouraged, and we'll share them through social media.

Done

I Want the Wide American Earth: An Asian Pacific American Story Poster Set Collaborators



Smithsonian Institution
Traveling Exhibition Service

SITES has been sharing the wealth of Smithsonian collections and research programs with millions of people outside Washington, DC, for almost 60 years. SITES connects Americans to their shared cultural heritage through a wide range of exhibitions about art, science, and history, which are shown wherever people live, work and play. www.sites.si.edu



Smithsonian Asian
Pacific American Center

The Smithsonian Asian Pacific American Center provides vision, leadership, and support for Asian and Pacific Islander American initiatives for the Smithsonian Institution and works to better reflect their contributions to the American experience, world culture, and the understanding of our planet and the natural world throughout the Smithsonian Institution collections, research, exhibitions, outreach, and education programs. www.apa.si.edu



TEACHING
TOLERANCE

A PROJECT OF THE SOUTHERN POVERTY LAW CENTER

Founded in 1991 by the Southern Poverty Law Center, Teaching Tolerance is dedicated to reducing prejudice, improving intergroup relations and supporting equitable school experiences for our nation's children. www.tolerance.org

Host venues are invited to duplicate this handbook for their own use.