Ethnic Media Outreach Grants
California State Library
The California State Library, in partnership with the California Commission on Asian and Pacific Islander American Affairs (CAPIAA), allocated $10 million in one-time funds to help ethnic media outlets and organizations that serve communities that are historically vulnerable to hate incidents and hate crimes because of their ethnic, racial, religious, gender/gender expression, sexual orientation, or other identities.
Priority Populations

Historically underserved and underrepresented groups, with an emphasis on those communities at greatest risk of experiencing hate incidents and hate crimes. These priority populations include, but are not limited to, people who are:

- Asian American
- Black/African American
- Immigrants and refugees
- Indian/Native American and Tribal communities
- Latinx
- LGBTQ+
- Limited English Proficient (LEP)
- Middle Eastern and North African
- Native Hawaiian/Pacific Islanders
- Religious minorities
First Year Highlights

In FY 2021-22, the State Library awarded $5.9 million to 50 ethnic media outlets.

Grant amounts ranged from $40,000 to $400,000 (the maximum award) with an average of $100,000.

Four “Show and Tell” events for Ethnic Media Outreach grantees to share their project updates with colleagues, CDSS, CARE, DOJ, and Stop the Hate regional staff.
Ding Ding TV (Asian Americans): “All of Us Belong Right Here”
Los Angeles Blade (LGBTQIA+): “Monkeypox Town Hall”
Alianza Metropolitan News (Latinx): “Alliance Against Racism”

Based in San Jose, CA
Vietnamese American Artists and Media Assoc. (Vietnamese Americans)
Jannelle So Productions (Filipino Americans)
Indian Americans Have Always Been The Targets Of Hate Crimes – Enough Is Enough

India.currents WASHINGTON, DC — Filmmaker Pardeep Singh Kaleka lost his father Satwant Singh Kaleka on Aug. 5, 2012, when avowed neo-Nazi Wade Michael Page stormed the Oak Creek, Wisconsin gurdwara during Sunday morning prayers, murdering six Sikh Americans before he was killed by police.

Satwant Singh Kaleka was shot five times at close range as he confronted the killer with his kirpan, preventing him from entering the kitchen where women were preparing the afternoon feast.
California Black Media’s Spread the Love Campaign at “Taste of Soul”
PACE News “Glory Awards” (African Americans)
Next Steps

The State Library will open a second round of Ethnic Media Outreach grants in early 2023. Details will be promoted widely and available on the library’s website.

Work with California legislators to identify ethnic media outlets in each district.

Develop a Stop the Hate toolkit and platform for sharing Ethnic Media Outreach project updates.
We have had success in holding the powers that be accountable. The Ethnic Media grant has helped us greatly to expose institutional racism, hate crimes, and expand our reach.

-- Mike Rhodes, Executive Director, Community Alliance Newspaper
Thank You!

Celeste Steward, Ethnic Media Outreach Grants Manager

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