

## "We are the LWV" Award Application Form

*Award winners in this category will be selected for effective use of promoting the League's mission and work through increased public awareness using various communication platforms or other innovative means.*

**Your League Name:** LWV-Southwest Santa Clara Valley

**What was the name of your project?**

Chinese-Language Pros & Cons for 2020 Election

**What were the beginning and end dates of your project?**

September - November 2020

**What was the visibility goal you wanted to achieve and did you meet it?**

The visibility goal of this project was to promote the LWV's mission of voter education, specifically translating its signature program of Pros and Cons and to increase public awareness of the LWV as a trustworthy organization and source of unbiased voter information.

This project included the translation of the 2020 ballot measures, publishing, promotion and presentation of the Chinese Pros and Cons videos on the League's social media channel, as well as hosting two live webinars. This work provided the Chinese-speaking community access to unbiased information on current ballot measures and modeled for them how to become informed and engaged voters.

Through creative marketing efforts and enthusiastic collaborations with major community partners, the project received overwhelming support in a very short period of time. The well-attended webinars, thousands of online views of the video, and the massive media coverage of this project were indicative of the extensive visibility and outreach the League achieved among the Chinese community.

**Who were you trying to reach, and what specific media platforms did you use to extend your message to each of the targeted outreach communities?**

We were able to successfully reach out to the local and online Chinese-speaking communities to learn more about the CA state propositions through the resources provided by LWV. Latest technology and media tools/platforms such as youtube, website, zoom...etc, were deployed to enable and to maximize the impact of this project.

Below is a list of the tools and media platforms we use:

- 1) Original English Pros and Cons slides were translated into Chinese using software tools. They are presented by Chinesespeaking elected officials and the recordings of 12 state propositions were published in our League's YouTube channel.
- 2) An online media conference was held to promote the webinars, which was attended by over 20 participants. The news about the webinars was covered by many major Chinese language media including newspapers, TV, radio, WeChat influencer accounts and other social media.
- 3) Two online webinars to discuss 2020 election propositions and measures with live audience participation and Q/A were held through online Zoom meetings on 10/18 and 10/24.

**Briefly describe the results of your work.**

1) We invited local Chinese-speaking elected officials to record Chinese-language YouTube videos for pros and cons of each state proposition and county measure. Total views of these online videos reached almost 2000. YouTube link: <https://lwvswscv.org/chineseprosandcons>

2) Two Chinese-language live online webinars held on Oct 18, 2020 and Oct 24, 2020 were attended by over 524 participants. Taking into account 608 participants who attended the 5 regular live online Pro/Cons sessions (English speaking), these additional Chinese-language sessions almost doubled the total number of participants.

3) The live online webinars invited Chinese-speaking community leaders to answer questions related to state propositions and help participants gain a better understanding of the pros and cons. On the basis of the factual, unbiased pros & cons prepared by the LWV-SWCSV, the webinars enabled healthy dialogues between community members with differing opinions, allowed an opportunity for multiple perspectives to be shared, and brought together polarized groups in the same community.

The webinars and videos also shed light on all of the state propositions and county measures, helping local voters understand beyond just the propositions that were the main focus in the media. The webinars also invited Chinese-speaking Registrar of Voters staff to clarify and answer questions regarding technical voting questions such as how to register, how to vote, where to vote. Some participants even filled out their mail-in ballots as they attended the webinar and learned about each proposition.

4) PR visibility through the following PR channels (please see list of media coverage in attached PDF file): Press conference with Chinese-language media: TV, newspaper, online news sites, WeChat influencer account articles Interviewed by Chinese radio show  
Additional promotion by community partner collaborators through WeChat groups

5) This translation project provided access to information to Chinese-speaking voters who had limited exposure previously. We were able to introduce the history and mission of LWV and its work of providing unbiased voter information. The project also strengthened the democratic process by facilitating an experience of listening to the pros and cons of each ballot measure.

6) Our video links were also utilized by other Leagues. For example, LWV Palo Alto and LWV Cupertino/Sunnyvale requested the YouTube video links and shared the videos with their members.

7) Some Chinese-speaking voters from outside our county such as Southern California also attended our online webinars. Many of them felt the information presented was very helpful as the Pro & Cons covered all of the state propositions.

8) Our League gained new members as some of the volunteers who worked on the translation joined LWV-SWSCV after the project. Other volunteers may have also joined other Leagues in the county.

**Do you believe that this project has potential to be a model for use by other Leagues? If yes, tell us the critical elements for success.**

Yes, this project definitely has the potential to be used as a model by other Leagues. The critical elements for developing a similar project would be.

- 1) Identify the need, if any, for translations based on the local community
- 2) Assess skills, availability, and resources of league members and/or community volunteers fluent in the identified languages
- 3) Develop marketing plans early, including identifying highly-used media channels to reach out the target audience and recruiting partnership organizations.
- 4) Due to the short window of time available to produce first the English and then the translated pros and cons material during each election cycle, intensive resources and collaborative manpower are required to complete the project successfully.
- 5) Expertise with and access to software and platforms to facilitate efficient completion of the project.

# Flyer for Chinese-Language Pros & Cons Online Webinars



## 2020加州提案中文解析

12项州提案

### 中立公正 权威解读 深度分析

日期:10月18日, 星期日 时间: 1:00-3:00pm PDT

10月24日, 星期六 时间: 7:00-9:00pm PDT

欢迎通过二维码链接参与讲座



Liang Chao  
Cupertino  
City Council



Grace Mah  
Santa Clara County  
Board of Education



Yang Shao  
Fremont City  
Council



Kansen Chu  
CA Assembly  
District 25th



Yan Zhao  
Saratoga  
City Council



Andy Li  
CCCCD  
Board Member



Jeff Wang  
NHUSD  
Board Member

有参与才有了解, 深度了解做选择!

权力在你手中!

报名链接: [lwv-swscv.org/ChineseProsAndConsWebinars](http://lwv-swscv.org/ChineseProsAndConsWebinars)





# YouTube videos playlist page

<https://lwv-swscv.org/chineseprosandcons>



Home

Explore

Subscriptions

Library

History

Sign in to like videos, comment, and subscribe.

SIGN IN

Music

Sports

Gaming

Movies & Shows

News

Live

Fashion & Beauty

Learning

Spotlight

360° Video

Browse channels

lww southwest

LWV 妇女选民联盟 四年历史简介

PLAY ALL

Chinese PROS and CONS

14 videos • 1,722 views • Last updated on Oct 21, 2020

2020大选将至。面对各项提案议案文宣。加州华裔们如何成为有独立判断力的知情选民？2020大选加州提案中文利弊分析视频内容由LWV-Southwest Santa Clara Valley 及LWV-Cupertino Sunnyvale 编写，中文义工翻译，以中立角度邀请来自湾区的权威专家解说今年加州十二项提案。帮助华裔选民在今年的大选中，行使公民基本义务及责任，投下至关重要的一票！

Chinese Pros and Cons 利弊分析视频中，系统性分析每个提案的背景、财政影响、支持者/反对者观点、竞选经费来源、以及投票赞成或反对票会带来影响。

中文提案利弊分析视频: [bit.ly/ChProVid](https://bit.ly/ChProVid)  
LWV-SWSCV CA Ballot Pros and Cons Video: [bit.ly/EnProVid](https://bit.ly/EnProVid)

League of Women Voters Southwest Santa Clara Valley

Opening & Intro to LWV by Aileen Kao

League of Women Voters Southwest Santa Clara Valley

4:59

提案 14: 干细胞研究 by Liang Chao

League of Women Voters Southwest Santa Clara Valley

5:45

提案 15: 商业房地产税 by Andy Li

League of Women Voters Southwest Santa Clara Valley

5:12

提案 16: 允许公共机构考虑多元化 by Andy Li

League of Women Voters Southwest Santa Clara Valley

5:13

提案 17: 服完刑期者的投票权 by Andy Li

League of Women Voters Southwest Santa Clara Valley

3:19

提案 18: 17岁青少年的投票权 by Yang Shao

League of Women Voters Southwest Santa Clara Valley

3:49

提案 19: 财产税规则的变化 by Yang Shao

League of Women Voters Southwest Santa Clara Valley

4:37

提案 20: 刑事处罚和假释的修改 by Yang Shao

League of Women Voters Southwest Santa Clara Valley

4:50

提案 21: 地方政府和租金管制 by Yan Zhao

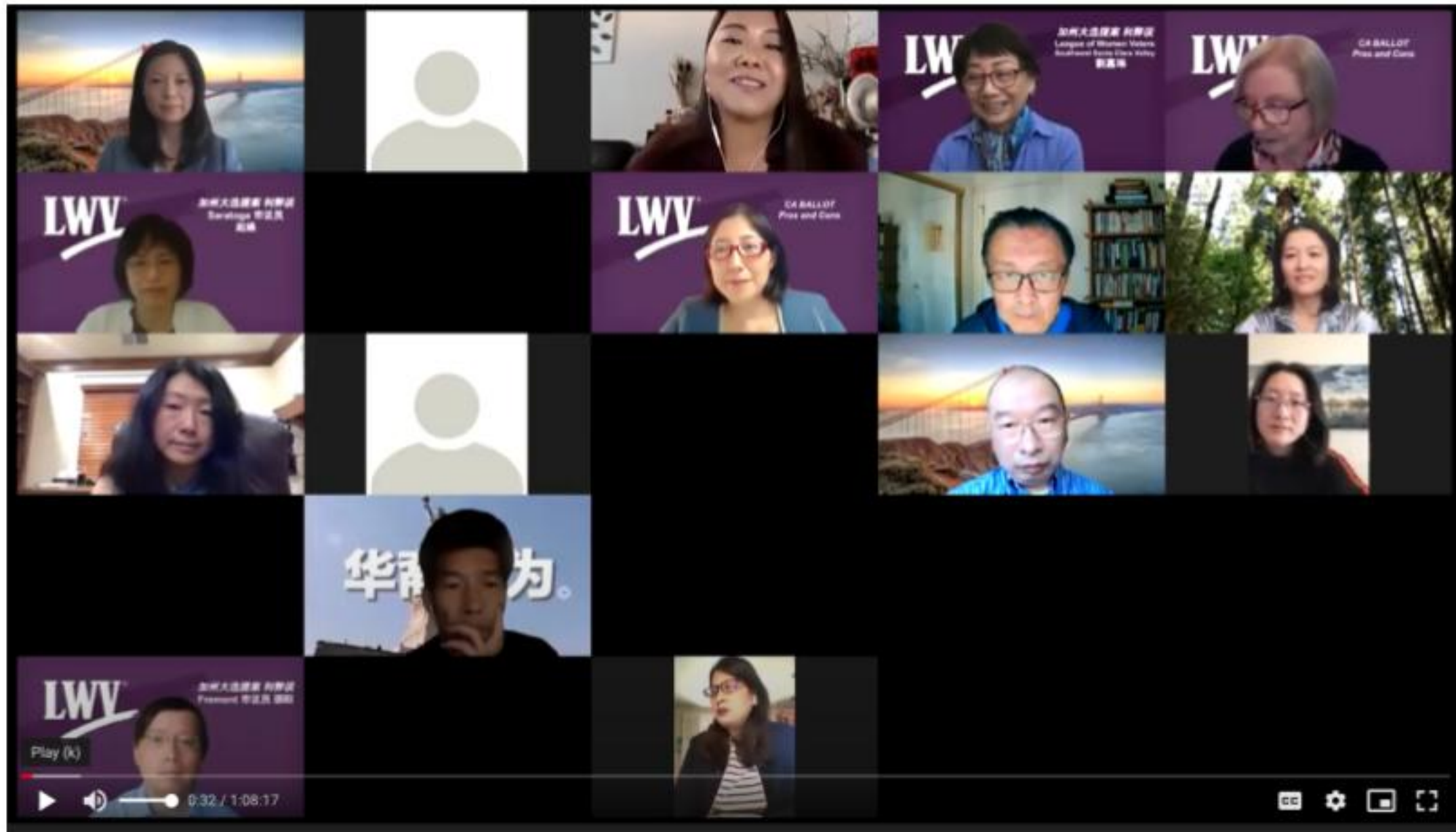
League of Women Voters Southwest Santa Clara Valley

4:34

2

# Media Conference – Oct 13, 2020

more than 20 participants from media and community partners





# Media Coverages of Chinese Language Pros and Cons October 2020

## 1. Ding Ding TV 10/13/2020:

### 2020大選加州提案中文解析會

<http://www.dingdingtv.com/?p=65795&lang=zh>

Silicon Valley Innovation Channel  
**DINGDING** tv  
硅 谷 创 新 频 道

找硅谷科技大咖

首页 硅谷看世界 前



CLUSA CIVIC LEADERSHIP USA  
Diverse in Leadership - Inclusive in Participation

YAPA Educate Engage Empower  
YOUNG AMERICAN POLICY ADVOCATES

SVCA Silicon Valley Chinese Association

PROS & CONS League of Women Voters of California Education Fund



Liang Chao  
Cupertino City Council

Grace Mah  
Santa Clara County Board of Education

Yang Shao  
Fremont City Council

Kansen Chu  
CA Assembly District 25th

Yan Zhao  
Saratoga City Council

Andy Li  
CCCCD Board Member

Jeff Wang  
NHUSD Board Member

有参与才有了解，深度了解做选择！  
**权力在你手中！**  
报名链接: [lww-swscv.org/ChineseProsAndConsWebinars](http://lww-swscv.org/ChineseProsAndConsWebinars)



## 2020大選加州提案中文解析會

10/13/2020 · 丁丁活动预告 · By DDTV

我要参加

226 Views · 0 Likes · 0 Comments

### 2020大選加州提案中文解析會

报名链接: [lww-swscv.org/ChineseProsAndConsWebinars](http://lww-swscv.org/ChineseProsAndConsWebinars)

(1) 10/18 Sunday 1-3pm  
(2) 10/24 Saturday 7-9pm

## 2. KTSF26 TV 10/14/2020:

### 灣區將會有兩場加州提案中文解析會

<https://www.ktsf.com/2020/10/14/california-prop-elections-chinese-forum/>



SE

[主頁](#) [新聞 NEWS](#) [節目 PROGRAM](#) [社區活動 COMMUNITY](#) [與我們聯絡 CONTACT US](#) [BELEEV CO. SHOPPING 購物網](#)

APRIL 29, 2021

**灣區將舉行兩場加州提案中文解析會 (視頻)**

○ October 14, 2020   ➤ none, 新聞, 灣區新聞, 熱點關注, 華人社區

<a href="#">視頻中心</a>	<a href="#">灣區新聞</a>	<a href="#">全國消息</a>	<a href="#">國際新聞</a>
<a href="#">熱點關注</a>	<a href="#">華人社區</a>	<a href="#">中港台新聞</a>	<a href="#">財經新聞</a>

**【KTSF 萬若全報導】**

11月選舉加州有12項提案，灣區將會有兩場加州提案中文解析會，邀請民選官員及專家來解說這12項提案，幫助華裔選民投下重要的票。

相信選民都已經陸續收到選票，面對洋洋灑灑的提案，不管是用英文還是中文讀起來，你都全部能夠理解嗎？

Saratoga學區委員高維君 (Sophia Kao) 說：「我上週剛收到選票，結果在我們小鎮的鄰里群，還有我們學校群，馬上看到家長很多激烈討論，每天都有不同話題，有的是提案，有的是候選人，也有家長面對一本厚厚的選票，趕快打聽哪裡有標準答案。」

由Young American Policy Advocates、美國翰林文教基金會、Civic Leadership USA、婦女選民聯盟聯合舉辦的「2020大選加州提案中文解析會」，號召義工將提案全部翻譯，並錄製成中文，義工團隊包括律師、公益機構、全職媽媽、華裔高中生，在一週內完成工作。

Cupertino市議員趙良方 (Liang Chao) 說：「我們不能不關心政治，不管我們關不關心，他都進入我們每一天的生活，他進入我們孩子的學校教材，都是被政治控制的，所以我們必須要關心。」

這次解析會的分析資料來自婦女選民聯盟，該組織在提供選民服務已經有百年歷史。

劉嘉琳說：「今天我都有這樣一個特權，因為這麼一群人的努力，我們要繼續拿著火把接力，再走一百年。」

這次也有華裔高中生參與翻譯。

學生Jeffrey Zhang說：「我們知道有些華裔不參與投票，是因為語言的障礙，所以我們幫忙把提案翻譯成中文，讀給大家，讓大家可以明白這些提案在說什麼。」

根據AAPI DATA，2020年總共有超過400萬亞太裔加州選民，華裔選民佔44.4%，亞裔人口近來是美國增長最快速的族裔，但是投票率卻低於其他族裔。

加州提案中文解析會將於10月18日和10月24日在線上舉辦，將對華人關心的15、16、20、21等提案邀請正反專家解說，並回答觀眾問題，華裔選民可以上Youtube先觀看視頻，了解提案內容，網址：<http://www.lwv-swscv.org/ChineseProsAndCons>

(Copyright 2020 KTSF. All Rights Reserved. This material may not be published, broadcast, rewritten, or redistributed.)  
版權所有，不得轉載。

Please follow and like us:

[Follow](#) [Like](#) [Share](#) [Tweet](#)

[美國政治](#) [華人](#) [選舉](#)

## 3. World Journal 10/14/2020:

2



華裔機構合辦大選加州提案中文解析會 18日登場

<https://www.worldjournal.com/wj/story/121369/4934270>



• 電子報 • 分類網 •

即時 焦點 美國 歧視 紐約 洛杉磯 舊金山 地方 疫苗 中國 台灣 國際 健康 生活 財經 娛樂

舊金山 / 北加華人

## 華裔機構合辦大選加州提案中文解析會 18日登場

記者江碩涵／灣區報導 2020-10-14 03:11



華裔組織將於10月18日下午舉行「2020大選加州提案中文解析會」，邀請多位灣區華裔專家詳細解說12個提案，讓華裔更能夠了解內容，參與政治。（2020大選加州提案中文解析會提供）

大選將至，面對各項提案、議案及文宣，華裔不見得了解各個提案背景以及可能帶來的影響，多個華裔組織將於10月18日下午聯合舉行「2020大選加州提案中文解析會」，邀請多位灣區華裔專家詳細解說12個提案，讓華裔更能夠了解內容，參與政治。

4. World Journal: 10/19/2020:

## 大選加州提案多 中文研討會解析內容

記者李榮／灣區報導 2020-10-19 03:05



支持者	反对者
Orange County Board of Supervisors	北加州ACLU
洛杉矶警长协会	SEIU加州分会
洛杉矶警察保护联盟	前加州州长Jerry Brown
加州Peace Officers Research Association	Lynn Schusterman
Albertsons Safeway	Patty Quillin

包括佛利蒙市議員邵陽等社區領袖，都參加2020大選加州提案中文解析會。以有根據的論點，分析提案利弊。  
(記者李榮 / 翻攝)

11月3日就是美國大選，選民大多已經收到郵寄選票，但除了總統及地方議員代表的選舉以外，還必須針對許多提案投票，但提案非常多、文字也複雜難懂，讓很多華人移民不知所措。

## 5. Sing Tao Daily 10/14/2021:

### 義工組織舉辦講座 中文解釋提案內容

<https://www.singtaousa.com/ny/446-%E7%81%A3%E5%8D%80/3084399-%E7%BE%A9%E5%B7%A5%E7%B5%84%E7%B9%94%E8%88%89%E8%BE%A6%E8%AC%9B%E5%BA%A7%E4%B8%AD%E6%96%87%E8%A7%A3%E9%87%8B%E6%8F%90%E6%A1%88%E5%85%A7%E5%AE%B9/>



首頁 | 電子報 | 國際 | 美國 | 紐約 | 美東地區 | 兩岸 | 香港 | 娛樂 | 財經 | 體育 | 商情

首頁 > 灣區

灣區

## 義工組織舉辦講座 中文解釋提案內容

◎2020年10月14日 05:43 灣區

義工組織舉辦講座 中文解釋提案內容



大選將至，面對各方來的大量文宣及提案，華裔如何才能成為有獨立判斷力的知情選民？由華裔義工組織的「2020大選加州提案中文解析」線上免費講座，將以中文評析加州各項提案的利弊得失，計劃在10月18日、24日舉辦兩場線上講座，以中立角度，邀請來自灣區的權威專家詳細解說今年加州十二項提案，幫助華裔選民在今年的大選中，行使公民基本義務及責任投票。

本次活動由Young American Policy Advocates (YAPA)、美國翰林文教基金會，Civic Leadership USA (CLUSA) 協同美國公民參政有百年歷史的婦女選民聯盟 (LWV) 聯合舉辦。多個華人維權公益組織包括CAPA、SVCA及APAPA共同協辦。

解析講座上將系統性分析每個提案的背景、財政影響、支持者和反對者兩邊觀點，提案的來源，以及投贊成或反對票會帶來的影響。講解嘉賓包括：康特拉科斯特縣社區大學校董李建、菲蒙市議員邵陽、薩拉托加市議員趙熾、New Haven聯合校區委員王耀明等人。除了婦女選民聯盟提供的利與不利分析說明外，兩場解析座談中將對一些華人關心的熱門提案例如州15號、16號20號和21號提案，邀請持正反觀點的專家，以及包括加州25區眾議員朱感生在內對政府運作熟悉的民選官員，當場回答觀眾質疑。

講座請先報名，活動前將會有精心製作的初步講解視頻發佈上網：[lww-swscv.org/ChineseProsAndCons](http://lww-swscv.org/ChineseProsAndCons)。網絡研



## 6. 美国华人 10/14/2020:

大选将至，面对加州多项议案，华裔如何成为有独立判断力的知情选民？

<https://chineseamerican.org/p/32962>



精选 视频 播客 星星

### 大选将至，面对加州多项议案，华裔如何成为有独立判断力的知情选民？

Home / 大选将至，面对加州多项议案，华裔如何成为有独立判断力的知情选民？

2020年10月14日, 时政, 选举

#### 美国华人

第1863篇文章

有百年历史的“妇女选民联盟”客观分析加州议案利弊，几十位义工辛勤劳动翻译成中文，帮您快速了解议案，便于您做出自己的判断，投出神圣而宝贵的一票。

10月18日、24日，将举办两场“2020大选加州提案中文解析会”，机会难得，请从速报名。

正文共：2852字

预计阅读时间：8分钟



### Unbiased explanations of state ballot measures



大选将至，面对各项提案议案文宣，加州华裔们如何成为有独立判断力的知情选民？2020 大选加州提案中文解析会 (California Ballot Pros and Cons Chinese Webinar) 将于10月18日和10月24日在线上举办，以中立角度邀请来自湾区的权威专家详细解说今年加州十二项提案，帮助华裔选民在今年的大选中，行使公民基本义务及责任，投下至关重要的一票！

## 7. 老中報 News for Chinese 10/15/2020:

2020加州提案中文解析線上視訊說明會

<https://newsforchinese.com/v3/2020/10/2020%E5%8A%A0%E5%B7%9E%E6%8F%90%E6%A1%88%E4%B8%AD%E6%96%87%E8%A7%A3%E6%9E%90%E7%B7%9A%E4%B8%8A%E8%A6%96%E8%A8%8A%E8%AA%AA%E6%98%8E%E6%9C%83/>

Local News for Chinese

TRENDING / AC

首頁 新聞 論壇 理財 吃喝玩樂 健康 活動 老中廣播 老中電視



商情報導 地方新聞 活動特訊

## 2020加州提案中文解析線上視訊說明會

Raymond 15 Oct 2020 0

0 SHARES

f in t

2020選舉日就快到了。許多華人選民對與各法案的內容還是不充分了解。為了從中立的角度，讓加州華人更加了解2020大選中議案的內容

，翰林文教基金會，YAPA，CLUSA聯合League of Women Voters，在眾多矽谷媽媽和華二代高中生的參與下，用中文將League of Women Voters收集整理的議案內容和正反意見等翻譯給大家，並邀請灣區知名華裔官員，華人公益組織領袖等辦兩場中文解析，現場闡述不同觀點，給觀眾提供雙方角度，方便大家了解信息，分析判斷，投出自己神聖一票。有意者請掃碼入群！謝謝！

解析會上將系統性分析每個提案的背景、財政影響、支持者/反對者觀點、競選經費來源、以及投贊成或反對票會帶來的影響。除了LWV提供之利弊分析說明外，兩場解析會中將對一些華人關心的熱門提案，邀請正反專家，當場回答觀眾提問。歡迎民眾儘速報名，並利用報名表提供以下訊息：1) 是否希望在解析會中對哪幾個提案做更深入討論？2) 對某提案有特別疑問，請事先填寫以便工作人員預備。謝謝！

活動前還會有精心製作的提案講解視頻發佈在以下網址，可供華裔選民們觀看，預先了解提案內容。

中文提案利弊分析視頻：[lwv-swscv.org/ChineseProsAndCons](http://lwv-swscv.org/ChineseProsAndCons)

Edit View Go Window Help

Desktop

## 8. FX168 财经报社(北美)讯 10/17/2020:

### 美国大选将至 加州华裔如何成为有独立判断力的知情选民？

[https://www.fx168.ca/news/2010/4302896\\_wap.shtml](https://www.fx168.ca/news/2010/4302896_wap.shtml)



全球视野的中文财经网站

首页 要闻 速递 行情 日历 外汇 贵金属 原油

< >

## 美国大选将至 加州华裔如何成为有独立判断力的知情选民？

文/尔东琛 2020-10-17 04:04:24 来源:FX168北美

**FX168财经报社(北美)讯** 美国大选将至，面对各项提案议案文宣，加州华裔们如何成为有独立判断力的知情选民？2020美国大选加州提案中文解析会（California Ballot Pros and Cons Chinese Webinar）将于10月18日和10月24日在线上举办，以中立角度邀请来自湾区的权威专家详细解说今年加州12项提案，帮助华裔选民在今年的大选中，行使公民基本义务及责任，投下至关重要的一票！

大选加州提案中文解析会报名链接：<http://lww-swscv.org/ChineseProsAndConsWebinars>

第1场：2020年10月18日，星期日，1:00-3:00PM PDT

第2场：2020年10月24日，星期六，7:00-9:00PM PDT



（马上扫二维码，立即网上报名！）

本次活动由 Young American Policy Advocates（YAPA）、美国翰林文教基金会、Civic Leadership USA（CLUSA）协同美国公民参政有百年历史的妇女选民联盟（League of Women Voters）联合举办。

解析会上将系统性分析每个提案的背景、财政影响、支持者/反对者观点、竞选经费来源、以及投赞成或反对票会带来影响。