



Youth Voices on China is the 1990 Institute's signature video contest that engages American students to think more deeply about U.S.-China relations. We hope to inspire students to seek balanced viewpoints on China and empower them to make positive change through creative media.

This year, we're inviting you to create a **Videogram to the White House** that urges the President or the future President to build a more POSITIVE relationship with China. Your voice matters in diplomacy, and in this election year, we want the leaders of our country to hear your **cultural exchange idea with Chinese youth**. Your powerful idea could come true!

With \$30,000 in total cash and prizes, our star-packed judging panel led by actress/filmmaker Joan Chen will award prizes to student video creators and **their sponsoring teachers**. National finalists will also **win a trip to our San Francisco Awards Gala** for a screening of their videos at the prestigious **CAAMFest**, the premier Asian American film festival -- a full red carpet experience!

WIN UP TO
\$30,000
in Cash & Prizes!



THEME: PROMOTE CLEAN WATER or CLEAN AIR

Note Our new February 22 deadline is open to videos that specifically propose a **CULTURAL EXCHANGE idea with Chinese youth about clean air or clean water**. Imagine if you could meet up with a group of students from China -- what would you do that would be fun, educational and inspiring to the world?

Your compelling personal story and creative exchange idea are what matters most to our judges. Here's what you need to do:

- **CREATE** a 2-3 minute video urging the President or future President to create a more **POSITIVE** relationship with China
- **KEY: SHARE WHAT YOU CAN DO!** Present a cultural exchange idea with Chinese youth that sparks action on clean air or clean water initiatives. Build your idea around your passion for sports, birding, the great outdoors ...and tell us why clean air or water matters to you.
- **GET CREATIVE!** Feel free to involve your favorite icon(s), the White House, a travel experience, or someone who inspires you. Be sure to research the latest trends in China that's happening with your passion. Humor, rap, skits, animation and other creative techniques are welcome!
- **REQUIRED:** An interview clip of someone to add more umph! to your video and to provide a balanced view on your topic.

ELIGIBILITY & IMPORTANT DATES

- **Jan 12, 2016** - Early bird deadline
- **Jan 30, 2016** – Final entry deadline
- **Feb 22, 2016** – ***Clean Air & Clear Water* Special Entry Deadline**

Eligible student entrants must be between the ages **13 to 30**, and be legal U.S. residents who are enrolled full-time in a public or private school in the U.S. or abroad.

You may work individually or in **student teams of up to 3 members** -- you will compete in one of four divisions as determined by your most senior team member: **middle school, high school, college, and graduate film school**

Our Partners Include:



Prizes, Awards Gala & CAAMFest Screening



With \$30,000 in total cash and prizes, student entrants and their sponsoring teachers may win over \$2000 each! At our Awards Gala in conjunction with CAAMFest, special Jury Prizes will be awarded based on specific content categories and other criteria.

Youth Voices Video Prizes	Awards include:
Best Overall Videos (national prizes)	\$1000 to each division winner (Best in Nation) + his/her sponsoring teacher Divisions: Middle School, High School, College, and graduate Film School
Hawaii State Prizes (regional prizes)	\$500 for the best video(s) from Hawaii-based students and sponsoring teachers. Open to all divisions.
San Francisco County Prize (regional prize)	\$500 for the best video(s) from San Francisco county students + sponsoring teachers. Open to all divisions.
Special Jury Prizes (jury's selection)	Various cash awards & prizes for videos on China Journeys (travel) and cultural exchange ideas on birding, national parks, sports or the NBA, film, music, business, and adoption. NEW! Win a production internship in China to work on China's new reality TV show, "The World's Next Action Queen!"
National Video Finalists (per division)	A trip to San Francisco to the Youth Voices Awards Gala and the CAAMFest film festival screening of finalists' videos
Audience's Choice Prize	\$500 to the National Semifinalist with the most votes via online voting
Judge's Choice Early Bird Prizes	\$250 each to TWO winners – the best videos for entries submitted by January 12
Influential Educator Prizes	\$500 each for the TWO teachers sponsoring the most entries

YOUTH VOICES Judging Panel

Heading up our prestigious jury is 1990 Institute board member **Joan Chen**, the celebrated actress/filmmaker (*The Last Emperor*, *Twin Peaks*, *Marco Polo*). In addition to our judges below, our jury includes **Alan Chu**, Smithsonian's SVP of Media, New York Times columnist **Katie Benner**, actress Michelle Yeoh's production partner **Sabrina Chen-Louie**, East West Bank SVP **Nicole Chang**, actress **Michelle Krusiec** (*Chinglish*, *What Happens in Vegas*), **California Assemblymember David Chiu** and others from the entertainment, education, international relations and business/technology sectors.



JOAN CHEN
Actress & Filmmaker
The Last Emperor



ANNIE XU
General Manager
Alibaba U.S.



MILTON CHEN
Educational Innovator
George Lucas Foundation



DAVID WERTIME
Senior Editor,
Foreign Policy Magazine



BRIAN YANG
Hawaii Five-0 Actor
Linsanity Exec. Producer



MARY KAY MAGISTAD
Journalist & Podcaster
PRI's *The World*

VISIT OUR WEBSITE to learn more:

youthvoices.1990institute.org

Contest inquiries: please email yvoc@1990institute.org. Share, tweet & like us on Facebook! Follow YVOC @1990Institute.

This student-focused contest builds upon the Institute's other U.S.-China educational initiatives, including our **Teachers Workshop**, which aims to improve the caliber of secondary school teaching on contemporary China. Together, in the classroom and online, we strive to help foster a more globally-minded, China-savvy generation leaders, citizens and workforce talent. The 1990 Institute was founded by a group of prominent Bay Area academic, business, and community leaders. We are a non-political, 501(c)3 nonprofit whose mission is to broaden understanding and build trust between the people of the United States and China through education, philanthropy and collaboration.