



## INTERCULTURAL OUTREACH PROGRAM (ICOP)

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The Korea Society engages Americans and Koreans in a multifaceted effort to promote understanding and tolerance by building bridges of interaction across lines of race, culture and ethnicity.

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## THE INTERCULTURAL OUTREACH PROGRAM (ICOP)

This initiative was launched in 1993 as a response to the April 29 Incident (*Saigu*), the 1992 Los Angeles uprising that riveted national attention on the need for greater tolerance and mutual understanding among Americans of different cultural and ethnic heritages. Envisioned as a long-term educational project, ICOP has been focused on providing opportunities for young Americans to deepen their awareness and understanding of cultural and ethnic diversity and encouraging them to play a role in the efforts to overcome the stereotypes and resentments that foster intolerance and misunderstanding. As a first step toward the achievement of this objective, a study tour of Korea was organized in 1993 for a group of young African Americans from the inner city areas of Los Angeles and New York City, where there had been major confrontations between the African American and Korean American communities. From this modest beginning, with the support of a major four-year grant from the Federation of Korean Industries, the ICOP project gradually evolved into a diverse array of programs with a Korea-specific focus. These programs are addressed to young Americans of all cultural and ethnic backgrounds.

## PROJECT BRIDGE

Project Bridge, an intercultural youth leadership program centered around a study tour to Korea, is the major activity of the ICOP project. Its objective is to foster understanding between Americans of diverse ethnic backgrounds through a year-long program of intercultural educational activities. Over 150 high school students from six major urban areas in the U.S. have participated in the Project Bridge program since 1993.

## PROJECT BRIDGE 2000–01

Ten high school students and two group leaders from the greater New York City area, and nine high school students and one group leader from the Los Angeles area were selected as participants in the Project Bridge 2000–01 program. The coordinators of the program were Ms. Alina Oh in New York and Ms. Jennifer Hahn in Los Angeles.

### Participants

#### New York City

##### Students

- Veronica Bae, Bronx HS of Science
- Payne Hiraldo, Humanities HS
- Matthew Lutz-Kinoy, Professional Performing Arts School
- Mayumi Miller, HS for Environmental Studies
- Roberto Moses, Abraham Lincoln HS
- Ali Najmi, HS for Environmental Studies
- Carlos Ortiz, Bronx HS of Science
- Laurence Smith, Frederick Douglass Academy
- Gina Vriens, Fiorello H. La Guardia HS of Music & Art and Performing Arts
- Gabriel Zamora, HS for Environmental Studies

##### Group Leaders

- Teri Gindi, Literacy Teacher, Professional Performing Arts School
- Michelle Sale, Social Studies Teacher, Legacy School for Integrated Studies

#### Los Angeles

##### Students

- Jovy Estremos, Downtown Magnets HS
- Danisha Harris, Bellflower HS
- Jessica Morrison, Gabrielino HS
- My-Chi Pham, Gabrielino HS
- Crystal Rosas, Gabrielino HS
- Natalie Sakai, Gabrielino HS
- Daniel Torres-Rangel, Gabrielino HS
- William Ung, Gabrielino HS
- Magaly Vazquez, Gabrielino HS

##### Group Leader

- Jacqueline Borja, Counselor, Gabrielino HS

*Project Bridge activities in Los Angeles were coordinated by The Pacific Century Institute.*

## 2000 Activities

## PROJECT BRIDGE ORIENTATION

*July 13 • Los Angeles, CA*

The Project Bridge 2000–01 program in Los Angeles was launched with a dinner in honor of the nine high school students and one group leader selected to participate in the program. Also in attendance were members of the participants' families and several distinguished guests including: Mr. Mervyn Dymally, a former lieutenant governor of California and member of the U.S. Congress; Reverend Fred Newkirk, executive director of Inner City Ministries; and Mr. Spencer Kim, chairman of the CBOL Corporation, who represented the Pacific Century Institute and The Korea Society.



Project Bridge 2000-2001 participants at Pulguk Temple in Kyongju, Korea.

Elizabeth Young and the NY Project Bridge participants.  
October 6.



## LEADERSHIP WORKSHOP: RACE, CULTURE & POWER

*September 9 • Los Angeles, CA*

The Reverend Tony Beckham, pastor of Bethesda Church in Los Angeles, led a half-day workshop for the LA Project Bridge participants on the theme of unity and diversity in interethnic relations. He stressed the importance of being an active participant in the program, as well as the need to be open-minded, nonjudgmental and truthful.

## WORKSHOP: SKILLS FOR LIVING IN A MULTICULTURALLY DIVERSE ENVIRONMENT

*October 6 • New York, NY*

The Project Bridge 2000–01 program was launched in New York with a diversity workshop led by Ms. Elizabeth Miu-Lan Young, a member of Interchange Consultants who specializes in multicultural training. The workshop included a series of exercises which gave the participants an opportunity to practice cross-cultural communication and leadership skills specifically designed for working with culturally diverse groups.

## BUILDING MULTICULTURAL LEADERSHIP: PUBLIC POLICY CONFERENCE YOUTH PANEL

*October 14 • New York, NY*

The NY Project Bridge participants attended a panel discussion on building leadership skills among young people, held in conjunction with a conference for specialists in public policy and public practice issues. The panelists were: Mr. Alfonso Wyatt,

vice president, Fund for the City of New York; Mr. David Brown, executive director, National Youth Employment Coalition; and Ms. Sherece West, program associate, Annie E. Casey Foundation. Mr. Hemansu Mangal, Agenda for Children Tomorrow, served as moderator.

## FIELD TRIP: JAPANESE AMERICAN NATIONAL MUSEUM (JANM)

*October 15 • Los Angeles, CA*

The LA Project Bridge participants visited the Japanese American National Museum to view exhibits documenting the experiences of Japanese immigrants from the early 1800s up to the present, including the Japanese internment after the outbreak of World War II.

## WORKSHOP: INTERCULTURAL UNDERSTANDING

*October 15 • Los Angeles, CA*

Ms. Elizabeth Miu-Lan Young of Interchange Consultants presented a workshop on culture shock and self-identity for the LA Project Bridge participants. In her presentation, Young illustrated how acts of prejudice and discrimination arise from erroneous opinions or assumptions about others.

## FIELD TRIP: DOCTORS WITHOUT BORDERS REFUGEE CAMP EXHIBITION

*November 5 • Compton, CA*

The LA Project Bridge participants toured an exhibition organized by Doctors Without

Borders which recreated the conditions of a refugee camp in Kosovo. The tour was led by a doctor who had worked in Kosovo. During a discussion period following the tour, he explained the political, economic and religious factors which lead to people being displaced from their homeland and answered questions from the participants about the refugee experience.

## WORKSHOP: A KOREAN AMERICAN JOURNEY — SEARCH FOR ETHNIC IDENTITY

*December 1 • New York, NY*

The NY Project Bridge participants explored the issue of ethnic identity in a workshop facilitated by Dr. Ruth Gim Chung, an assistant professor of counseling psychology at the University of Southern California. In her presentation, Chung outlined the parameters of a healthy adjustment to cultural diversity by contrasting the linear assimilationist model with the multicultural, bicultural and Asian American models. Drawing on research findings as well as her own personal experiences as a Korean American, Chung explained her conviction that individuals can function effectively in two different cultures.

## FIELDTRIP: TOUR OF THE KOREAN CULTURAL CENTER

*December 16 • Los Angeles, CA*

The LA Project Bridge participants visited the Korean Cultural Center in Los Angeles for a tour guided by Mr. Richard McBride III. They were introduced to the resources on Korean culture available at the Center, including a library with a large collection of reference works on Korea and a museum with exhibits of historical artifacts such as statues, dolls, and clothes. They also viewed an exhibition of contemporary art by Korean artists. Other highlights of the tour included an explanation of the living arrangements in a traditional Korean house and the various styles of traditional clothing worn by men and women.

## PROJECT BRIDGE SHARE DAY

*December 27 • New York, NY*

The NY Project Bridge participants met with a group of alumni of the program. The alumni explained what participation in the

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program meant to them, and stressed the positive influence it had on their lives.

## 2001 Activities

### WORKSHOP: CREATIVE WRITING AND ETHNIC IDENTITY

*January 13 • New York, NY*

Drawing on her experience in teaching writing classes for "CreateNow," a multidisciplinary youth program sponsored by the Asian American Writers' Workshop (AAWW), Ms. Ishle Park conducted a creative writing workshop for the NY Project Bridge participants. Park discussed both fiction and nonfiction writing with special emphasis on how writing about one's ethnic heritage can contribute to self discovery and identity formation.

### WORKSHOP: LEADING MULTICULTURALLY DIVERSE TEAMS WITH INTEGRITY

*February 3 • New York, NY*

The NY Project Bridge participants were guided through a series of leadership training exercises designed to articulate core values and explore how these values influence attitudes toward a variety of contemporary issues. The workshop was led by Ms. Michelle Ko, executive director of Asians United to Raise Awareness (AURA), and Ms. Susan Stuart, director of the Intercultural Resource Center at Columbia University.

### WORKSHOP: TECHNIQUES FOR CONTEXTUAL CONFLICT RESOLUTION

*February 12 • New York, NY*

The NY Project Bridge participants were introduced to techniques designed to deep-

en their capabilities in the management and resolution of conflict. The workshop was co-facilitated by Ms. Elizabeth Miu-Lan Young and Mr. Ted Welch of Interchange Consultants who are experts in communications, organizational development, leadership, management and diversity training in the corporate, health and education fields. The goals of the workshop were to help the participants examine the role conflict plays in their daily lives, assess the effectiveness of their responses to conflict, understand the cultural assumptions that shape communication and conflict styles, develop an ability to listen skillfully, and practice the steps and skills of win-win negotiation.

### WEEKEND RETREAT: FOCUS ON KOREA

*March 2-4 • The Berkshires, CT*

A weekend retreat was held at the Camp Jewell YMCA Outdoor Center to prepare the NY Project Bridge participants for their study tour to Korea. Highlights of the weekend included a review of information in the predeparture handbook including the trip itinerary; a workshop on contemporary issues in Korea; an introduction to Korean history, language and culture; a workshop on food etiquette; the screening of a Korean film and Korean pop music videos; and a talent show. A variety of recreational activities were included in the program to provide opportunities for the participants to get to know one another better and to bond as a team.

### PREDEPARTURE ORIENTATION PROGRAM (I)

*March 11 • Temple City, CA*

An ESL teacher at Gabrielino High School with recent living experience in Korea provided the LA Project Bridge participants with an informal orientation to Korean food and contemporary Korean lifestyles. Earlier in the day, the participants attended a program of readings from a play on the plight of Native Americans that featured Native American actors describing the impact of stereotyping and discrimination on their lives.

### PREDEPARTURE ORIENTATION PROGRAM (II)

*March 31 • Los Angeles, CA*

A past Project Bridge group leader reviewed

the pre-departure handbook with the LA Project Bridge participants, covering everything from the logistical details to information about the history and culture of Korea. The program also included a screening of *True*, a film which depicts the efforts of Korean Americans to achieve a balance between their Korean and American identities.

### PREDEPARTURE ORIENTATION PROGRAM (I)

*March 15 • New York, NY*

The NY Project Bridge met to wrap gifts and rehearse presentations for program sponsors in Korea. The program also included a visit to a Korean restaurant for an orientation to Korean food.

### PREDEPARTURE ORIENTATION PROGRAM (II)

*March 23 • New York, NY*

An informal gathering and informational session was held for The NY Project Bridge participants and their parents. The session provided an opportunity for the parents to ask questions about the study tour as well as the objectives of the Project Bridge program.

### STUDY TOUR TO KOREA

*April 9-19 • Korea*

The Project Bridge participants from New York and Los Angeles joined in an intensive ten-day educational tour of the Republic of Korea.

#### Monday, April 9

- Arrival at Inch'on International Airport
- Orientation at Yongsan, U.S. 8th Army Headquarters
- Dinner hosted by Kim & Chang Law Offices

#### Tuesday, April 10

- Tour of Ich'on Pottery Village
- Tour of King Sejong's Tomb
- Dinner hosted by the Korean National Tourism Organization
- Hangang River Boat Cruise hosted by Samsung Electronics

#### Wednesday, April 11

- "Marketing & Advertising in Korea" presentation by Dentsu, Young & Rubicam Korea, Inc.
- Lunch hosted by AMCHAM-K
- Tour of the National Assembly
- Presentations on the Korean economy, the KOSDAQ Stock Market and Korean Securities Dealers Association (KSDA)



Project Bridge participants in an interactive conflict resolution workshop. February 12.





A lesson on the history of Korea at Korea University in Seoul.

- Visit to the KOSDAQ Stock Market Surveillance Department
- Dinner hosted by the KSDA

#### Thursday, April 12

- Depart for Ulsan
- Tour of Hyundai Motor Company (HMC)
- Tour of Hyundai Heavy Industries (HHI)
- Dinner & lodging at Hotel Hyundai hosted by HHI

#### Friday, April 13

- Tour of historical and cultural sites in Kyongju City and Kamp'o
- Dinner & lodging at Hotel Hyundai hosted by HHI
- Visit PC Bang, Cafe & Noraebang

#### Saturday, April 14

- Depart for P'ohang
- Tour of Pohang Iron & Steel Co. (POSCO)
- Visit to POSCO University
- Lunch in POSCO cafeteria
- Return to Seoul
- *Cookin' NANTA* performance

#### Sunday, April 15

- Easter Sunday service at Myongdong Cathedral
- Tour of the National Museum, Piwon, Royal Ancestral Shrine (Chongmyo) & Insadong
- Dinner hosted by the Poongsan Corporation

#### Monday, April 16

- Palace cuisine cooking demonstration hosted by COOKAND and the Institute for Royal Cuisine
- Tour of the DMZ
- Dinner at Korea House hosted by the Korea Foundation

#### Tuesday, April 17

- Visit to the Blue House
- Lunch hosted by the Federation of Korean Industries
- High school visit
- Homestay (overnight)

#### Wednesday, April 18

- Depart for Suwon
- Tour of Samsung Electronics
- Visit to the Korean Folk Village and Hoam Art Museum
- Dinner hosted by Samsung Electronics

#### Thursday, April 19

- Tour of Korea University
- Depart for the U.S.

## MINORITY RELATIONS SEMINAR

May 12 • New York, NY

The interracial conflict between Korean Americans and African Americans was the subject of seminar copresented for the NY Project Bridge participants by Vivian Louie, a professor at Harvard University and Pyong Gap Min, a professor at Queens College. The seminar focused on issues such as the "model minority" stereotype and the middle-man role of Korean American small business owners in African American neighborhoods.

## PROJECT BRIDGE COMMUNITY PRESENTATION AND COMMENCEMENT CEREMONY

June 21 • New York, NY

The NY Project Bridge participants made individual and group presentations on the trip to Korea, and explained how the program had contributed to a better understanding of cultural differences. Following

the presentations, the participants were awarded certificates acknowledging their successful completion of the program.

## TRIP APPRECIATION AND ACHIEVEMENT AWARD CEREMONY

June 3 • Los Angeles, CA

The Los Angeles Project Bridge participants met for a final session in which they shared their evaluations of the trip and received achievements awards for their successful completion of the program.

## ICOP SCHOLARSHIP PROGRAM

The Korea Society awards scholarships for one term of Korean language study at the Korean Language Institute (KLI) of Yonsei University to currently enrolled undergraduate or graduate students, recent graduates and educators who have demonstrated outstanding leadership in building links among diverse cultural communities. The scholarships provide international round-trip airfare, tuition and a monthly stipend for basic living expenses. Two scholarships were awarded for the 2000 academic year.

## 2000 ICOP Scholars

**Jesse Nickelson** was born in Chicago, IL to Korean parents and was adopted three days later. Being adopted and growing-up in a multicultural family has fostered his interest in diversity and cultural issues. His trip to Korea as a group leader with Project Bridge 1999 program has compelled him to learn more about his homeland. He currently teaches World History at the Benjamin



Jesse Nickelson and Gloria Chang August.

Banneker Academic High School in Washington, D.C.

**Gloria Chang August** is the youngest of a pair of twin daughters born to Wilbert August, Jr., an African American, who met his wife, Kum Po Chang August, while stationed in Seoul, Korea. August attended Louisiana State University and graduated in December 1996 with a B.A. in anthropology. During her time at L.S.U., her interest in museology began with jobs in local museums. In 1997, August enrolled in the M.A. program in anthropology at the University of South Carolina in Columbia. Specializing in cultural anthropology with a focus on ethnicity, August pursued her ethnographic fieldwork in Hawaii, which is the basis of her M.A. thesis. She is concurrently enrolled in the Certificate Program in Museum Management at U.S.C. She will complete her certification and graduate with her M.A. in anthropology in 2001.

### THE 4.29 CENTER PROJECT

The 4.29 Center was established in 1997 in partnership with The Korea Society and the Martin Luther King Legacy Association, an agency of the Southern Christian Leadership Conference (SCLC). Begun as an urban area interethnic relations program addressing inner-city intergroup tension, particularly between Korean merchants and African Americans in the aftermath of the 1992 Los Angeles Riots, the Center has grown into a comprehensive conflict resolution and community education/outreach project leading the Korean American community's efforts to reach out to other communities in the Greater Los Angeles area.

To support its educational and outreach services to the community, the Center conducted a survey of grocery and liquor storeowners in South Central Los Angeles over the period of July–August 2000. The purposes of the survey were to determine the extent and the nature of Korean–African American and Korean–Latino conflict in the inner-city communities of Los Angeles; to develop a profile of Korean

immigrant business owners in the area and to assess their needs and concerns; and to assess the need for community dispute resolution and other supportive services in reducing racial tensions and conflicts.

For the survey, staff and volunteers identified approximately 350 grocery and liquor stores in the targeted area of South Central Los Angeles, most of them owned by Korean immigrants. Survey questionnaires were mailed out to these addresses, followed by a site visit to each of the businesses. A total of 112 Korean American merchants participated in the survey.

Our respondent pool was 79% male and 21% female. Twenty-nine percent were 40 to 49 years of age and the next largest group (27%) were 30 to 39 years of age. Two-thirds of them (66%) emigrated from Korea over 15 years ago. Forty-nine percent of the respondents employed 2 to 3 workers and another 40% employed 4 or more. Latinos were employed in 63% of the businesses surveyed as compared to 27% for Korean employees and 9% for African Americans. Fifty-one percent have owned their business for over 8 years. Over 50% of the respondents stated they had some knowledge of African American and Latino culture and history.

When asked about their relationship with the local community, 88% responded that they had a good relationship. They attributed it to friendly customer service (58%) and knowing the customers on a personal level due to long-time business operation at the same location (30%). At the same time, 49% responded that they experienced incidents tinged with racial tension, 31% on a daily basis. Of these, 58% of the business owners reported conflict with African American customers and 32% with Latino customers, even though the customer base is 50% Latino and 40% African American, compared with 34% Latino and 55% African American two years ago. However, the 32% Latino customer figure is a dramatic increase from the 5% of the 1998 survey. This reflects the growing presence of Latino residents in the area as well as the potential for significant Korean-Latino tension.

Asked about how they perceived the so-called "Korean-Black Conflict," 46% of the respondents felt that it is a perception based on ordinary merchant-consumer disputes that escalate as a result of poor communication and misunderstandings based on cultural differences. Fifty-nine percent of those surveyed stated that outside intervention and assistance is necessary to resolve these incidents and reduce interethnic tension.

During last year, 25% of the Korean-owned liquor stores were victimized by incidents of crime, 57% of which were reported to the police department. Those who did not report the incidents thought that the Police Department could not help them (28%), or their limited English precluded them from seeking their assistance (13%). Thirty percent of the responding business owners reported that they keep a weapon on the business premises, which is down significantly from 57% in 1998; 11% of them have actually used the weapon on the premises.

About one in five (19%) named racial tension as being a major concern. Crime (18%) and decreasing income (18%) were two other concerns cited. Sixteen percent of the storeowners cited government action as the greatest concern, which is up from 12% in the 1998 survey. As perceived by the storeowners, Los Angeles County's harsh and restrictive policies are targeting liquor stores in the area in an effort to eliminate many of them in favor of large supermarkets. They believe that the county is creating and enforcing arbitrary regulations to drive out existing grocery and liquor stores.