

沙加緬度中華文化基金會

Sacramento Chinese Culture Foundation

P. O. Box 160841, Sacramento, CA 95816

December 2013

www.sccfsac.org

金蛇吐信過好年

Golden snake celebrates good year



SCCF General Membership Meeting

Date: Sunday, February 23, 2014

Time: 5:30—7:30 pm

**Place: Rice Bowl Seafood Restaurant,
2378 Florin Rd,
Sacramento, CA 95822**

- ♥ **Banquet with Friends**
- ♥ **Door Prizes, Raffles**
- ♥ **Entertainment Programs**
- ♥ **Scholarship Awards**

Price: \$25/ticket (member); \$30/ticket (non-member); \$250/table (10 tickets)

Tickets may be purchased by contacting:

Phone: 916-672-2267 or 916-760-2067

E-mail: sccfsac@yahoo.com

(Please leave your contact information in e-mail/message)



祥馬飛躍賀新春

Lucky horse greets new spring



sccfsac.org

Scenes from SCCF Asian Performing Arts Festival

Photos courtesy Adrian Wang

SCCF held its first annual Asian Performing Arts Festival on Sunday, November 10, 2013, at The Crest Theater in downtown Sacramento. Sacramento Taiko Dan opened the program with rousing, spirited drumbeats.

Over 600 persons enjoyed performances in martial arts, Chinese song and dance, Filipino bamboo pole dancers, Hmong dancers, magic and face-changing, fashion show., and a special appearance by Crystal Lee, Miss California 2013, including an interview and dance.



Sacramento Taiko Dan drummers call audience to attention.



Wells Fargo Vice President Karen Woodruff presents SCCF president Mayue Carlson with \$12,500 check for scholarship awards.

Planning and execution of the event took countless hours of committee meetings and personal commitment by the following board members and supporters of SCCF:

Event Chair - Paul Chow

- Budget control - Eileen Leung; Jannie Wen
- Ticket Sales - Jannie Wen, Tina Bryne, Janice Tsai; Lily Qian
- Program book - Eileen Leung
- Entertainment—Paul Chow; Shan Shan Li
- Hospitality -Michelle Lau, Tina Bryne, Danny Vuong
- Stage management— Wei Zhang, Jun Feng, Paul Wang, Xiaojun Li
- Volunteers—Janice Tsai
- Photography—Wes Fong, Adrian Wang
- Web site - David Dai
- School Coordinator -Jimmy Zhan
- Art design - Paul Chow



Shaolin students demonstrate rigorous martial arts routines.

Crest Theater November 10, 2013



Sinag-tala students perform Filipino lightning-quick bamboo pole dance.

Crystal Lee, 2013 Miss California, in Chinese dance.



SCCF recognizes local schools for excellence in Chinese language education with Certificates of Achievement.



Daniel Chan dazzles audience with ancient Chinese art of face-changing.

Shan Shan Li heads line-up of models to showcase Asian-inspired opera costumes and evening wear.



Rise and Fall of Chinese Newspapers in USA

By Eileen Leung

The first Asian language newspaper in this country was the Chinese weekly *Golden Hills' News*, published by Howard and Hudson in San Francisco on April 22, 1854. This was a bilingual newspaper with an English editorial on the front page of each issue. In the first issue, the publishers claimed that it "will be published every Saturday, until the Chinese generally adopt it, when it will be published semiweekly." However, the *Golden Hills' News* only had a life of a few months. Although this paper was short-lived, it marked the beginning of the Asian language journalism in America. It was followed by *Oriental* (TUNG-NGAI SAN-LUK) a bilingual weekly published by Presbyterian China missionary William Speer in SF from 1855 to 1857. In both cases the editor of the Chinese section was Chinese.



Daily news was posted in the window of newspaper company for public to view. Photo courtesy of UC Berkeley Bancroft Library.

In the mid-19th century, San Francisco was the center of newspaper publishing business on the west coast of the continent. But, the key factor that contributed to the birth of the Asian language journalism was the rapid influx of Chinese immigrants during

the Gold Rush. 41,397 Chinese entered the United States from 1851-1860 as compared to only 36 people in the previous decade. Since the Gold Rush and the development of California demanded cheap labor, the majority of Chinese were settled down in California, with San Francisco as their primary port of entry. The arrival of new Chinese immigrants, in combination with the flourishing business of newspaper publishing in San Francisco, provided an ideal environment for the commencement of the Chinese journalism.

However, the initial years were extremely difficult for the Chinese press. Most of the papers did not survive more than a few years, while the rest were in constant change of ownership. Several factors contributed to this: (1) most of the immigrants were illiterate, so the number who could read was very small; (2) the operating cost was very high, resulting in low circulation, which deterred further growth.

Chinese journalism (and later on journalism in other Asian languages) started on the west coast of the United States and expanded gradually to the east coast. The first Chinese newspapers did not appear in New York until 1883. This delay was mainly due to the small Chinese population east of the Mississippi River.

The first Chinese-owned paper and also the first Chinese daily was *Sacramento Daily News* published by Ze Too Yune in Sacramento from 1856 to 1858. At least 26 Chinese newspapers were published in eight American cities in the 19th century. In Hawaii, where the Chinese population reached 10,000, the *Hawaiian Chinese News* was launched in 1883 and continued until 1910. In 1883, the *Chinese American* was established in New York City, *Chinese Monthly News* in Boston in 1891, and *Chinese American* in Chicago in 1893. The Chinese American press did not have to deal with censorship by colonial regime or imperial government. However, the small Chinese American population meant low circulation, low revenues and minimal investment in new technology and investigative reporting. News articles were mainly reprints from Hong Kong press or translations of English articles.

Chinese journalism in the United States during the first half of the 20th century mirrored the turbulent social and political changes back in China. Those changes exerted tremendous impact on the Chinese newspapers in America. From a business viewpoint, the political patronage fueled much needed capital into the troubled Chinese newspaper business. Many Chinese newspapers that were struggling for survival were consolidated by those party patrons. Now those newspapers had the capital to purchase new equipment

紙聞新人唐山金舊
情行價債期船附並
SAN FRANCISCO CHINA NEWS
BOCARDUS & CORDON PRIN
SATURDAY... DECEMBER 30 1914
OFFICE, 303 MERCANT STREET

各時價列		各時價列	
生油	每桶價銀九元五角	白糖	每担價銀七元五角
麵粉	每担價銀一元五角	茶葉	每担價銀三元五角
...

and to adopt new printing technology. Needless to say, such patronage effected political impact on Chinese newspapers. Due to the absence of censorship, the rival political groups



found America a better place for political debate than their homeland. To some degree, this in turn influenced the political maneuvers back in China. In the 1920s, all the major factions of the Kuomintang (Chinese nationalist Party) had their own newspapers in the United States.

Chung Sai Yat Po was first published in [San Francisco](#) in February 1900. It became the most important and popular newspaper that the Chinese community depended on to get updates on the current news surrounding them and held the record as the oldest newspaper; continued to be published until 1951.



Every single issue of the *Chung Sai Yat Po* newspaper survived and was later digitized to preserve the messages that it intended to communicate with the people. Because the newspaper was published in Chinese-language, it would reach the Chinese crowd more efficiently and allowed more people to gain access to the information. Within the years that it was published, *Chung Sai Yat Po* recorded the distinct contrasting variations of Chinese immigration to the United States; from the hardships and obstacles they faced to the prosperity they achieved.

From keeping up with the articles in *Chung Sai Yat Po*, Chinese Americans became more and more aware of how they were being treated and how to unite together to defend their traditions and culture. Not only did the newspaper inform Chinese Americans about what was going on in the United States, *Chung Sai Yat Po* also published the current affairs that citizens in China were experiencing. They often gave advice in their articles that urged and inspired Chinese Americans to take advantage of the fact that they

were able to immigrate into [America](#) and find work to start a better life. It encouraged the Chinese living in America to try and [find business](#) opportunities that could contribute to the economic expansion back in China and to form a transpacific business association.

For the local audience, those papers raised their political awareness and nationalist feelings. There was a steady increase of circulation among all major Chinese newspapers with its peak at the outbreak of WWII when people were eager to know the developments of the War.

When the War was over, there was a large outflow of Chinese from the United States who wanted to settle down in their homeland which was now in peace. A sharp decline of Chinese newspapers occurred. Some of them suspended their publications while others were barely surviving and dependent on subsidies from their supporters.

Since the 1960s, with the economic boom in Asia, some major Hong Kong and Taiwanese newspaper groups tried to expand their business in North America by publishing American editions. The forerunner of this wave, *Sing Tao Daily*, 星島日報, started its American daily publication in 1967. Its circulation reached 20,000 in the late 1970s and became the most popular Chinese newspaper in the United States at that time. However, when many other newspapers followed its trail, *Sing Tao* met strong competition and was forced out of business in 1987. From 1982 to 1989, several other titles, including *Zhong Bao* (*Centre Daily News*), also suffered huge losses and closed.

The most successful newspaper of the same background in terms of circulation was *Shi Jie Ri Bao* (*World Journal*) 世界日報 that debuted in 1976. This newspaper inherited the name of the famous Chinese newspaper in San Francisco and is the most popular Chinese newspaper in the United States today. Its editorial policy is Pro-Kuomintang.

In the late 1970s, immigrants began to arrive not only from Taiwan and Hong Kong but also from mainland China. This new trend changed the demographic picture of the Chinese in America and provided the Chinese newspaper publishing business something they needed desperately: the readers.

(continued on Page 6)

Chinese newspapers, continued from Page 5.

In the last 20 years, we have witnessed another surge in Chinese journalism, along with a more balanced range of products. In addition to nationwide papers such as *Shi Jie Ri Bao* (*World Journal*) and *Qiao Bao* (*China Press*), there are papers published in almost all metropolitan areas that have Chinese communities. The main goal of those newspapers is to address local issues and concerns. Beside news briefs, those newspapers carry special reports and articles covering social and cultural phenomena of the mainstream society and China.

Today there are at least nine daily, thirty weekly, four semiweekly, and six monthly Chinese newspapers in the United States. With the influx of immigrants from south-east Asia, there are now Vietnamese, Thai and Cambodian newspapers in California

Ethnic newspapers have a function even beyond reporting the news: they are chronicles of immigration history and carriers of ethnic culture. "The survival of ethnic communities and ethnic life in the United States is largely a result of the continued existence of the ethnic press... The ethnic press maintains the 'ethos', or 'spirit', behind an ethnic way of life."

The primary readers of newspapers are first generation immigrants. When the first generation is not around anymore, ethnic newspapers face extinction or need an English language section added for second and later generations. Since many of these descendants want to assimilate into American society, very few are interested in ethnic press publications. Moreover, new immigrants are well-educated professionals with fluent English skills and do not live in cultural enclaves.

For researchers, newspapers are a valuable resource to find information about the past. Once lost, those vivid images of life in the past can never be recovered.

Newspapers are a mirror of society. Even with the advent of electronic news and bookless libraries, many citizens still find the printed word a hallmark of a free society.

Sources:

Lai, H. M., "The Chinese American Press," [The Ethnic Press in the US](#), ed. Miller, Sally, Greenwood Press, 1987.

Chiu, Kuei, "Asian Language Newspapers in the US: History Revisited," [CALA E-Journal](#), November 2008.

Pioneer Chinese newspaper publisher Ng Poon Chew



伍磬超 1866-1931

Known as the "father of Chinese journalism on the West Coast," Ng Poon Chew immigrated from Guangdong to California in 1881, where he started one of his first [jobs](#) as a houseboy in San Jose. Befriended and inspired by a local Sunday school teacher, Ng started studying for the ministry in San Francisco.

In 1892, upon graduating from the San Francisco Theological Seminary, Ng was ordained as a pastor and became America's first Chinese Presbyterian Minister

in the Pacific Coast.

In 1899, he founded the "Hua Mei Sun Po," a Chinese weekly newspaper in Los Angeles. A year later Ng moved the paper north to San Francisco, renaming it the "Chung Sai Yat Po," 中西日報, a paper that would last until 1951 and was the first Chinese language daily newspaper to be printed outside of China with arguably the largest circulation in the U.S. for much of its existence.

As a minister and advocate for Chinese Americans, Ng used his paper to support reform and progressive ideas, speaking out against customs like foot-binding and polygamy, promoting education and assimilation to American society, and advocating equal rights for Chinese Americans. He also used his paper to cover issues important to the Chinese American community at home and abroad including the revolutionary activities then going on in China with the pending collapse of the Qing Dynasty.

A dedicated philanthropist, Ng was a member of the Freemasons, one of the oldest and largest fraternities in the world involved with philanthropy. He supported Sun Yat Sen's efforts in reforming China by raising money for the Chinese Revolution of 1911 and the new Nationalist government. He was the first Chinese to become a Shriner, an organization connected to Freemasonry that is committed to community service and philanthropy.

Source: [Asian Week](#), July 31, 2009.

Community Calendar 2014

SCCF Sponsorship in bold

January 25-26, 2014, SF Chinatown Flower Fair. Free admission

January 31, 2014, Year of the Horse, Chinese New Year

February 15, 2014, Chinese New Year Celebration, noon-5pm, Hiram Johnson High School, dragon dance, stage entertainment, children's games, food vendors, arts and crafts, community exhibits, \$6 adults, \$1 children under 12. Free parking. [Www.cnyca.net](http://www.cnyca.net)

February 23, 2014, Sunday, 5:30-8:00 pm, SCCF General Membership Meeting and Dinner, Rice Bowl Restaurant, 2378 Florin Road, Sacramento. \$25 for members; \$30 for non-members; \$250 for table of 10. www.sccfsac.org

March 2, 2014, Sunday, Chinese New Year parade and festival. Chinese Culture Society of Stockton, Downtown Stockton and Civic Center Auditorium.

SCCF in Crocker Art Museum Noon Year's Eve Event

Photos courtesy Keely Jue

For the second year, SCCF board members and volunteers participated in Crocker Art Museum's family event on December 31, 2013, to bid farewell to 2013. Several thousand parents and children enjoyed music, dance and cultural arts and crafts from 10am-2pm. At the SCCF table, you could find calligraphy demonstrations, zodiac information and a display of artful dough figures by Christine Sue.



Paul Chow, Lily Qian, Keely and Art Jue, Janice Tsai were on hand to greet visitors.



Dough figurine is a traditional handicraft art in China with a history of more than one thousand years. Colored dough is made of flour, sticky

rice flour, honey and preservatives, then steamed and kneaded with different colors. Dough figurine made of colored dough remains colorfast and intact without getting decayed for decades.



SCCF Membership Application/Renewal

Last Name _____ First Name _____

Name in Chinese characters (if available) _____

Mailing address _____

Email _____ Tel () _____ Fax () _____

I would like to volunteer for the following activities:

Event planning _____ Publicity _____ Membership recruitment _____

Event logistics _____ Speaker's Bureau _____

Special interests in Chinese history and culture: _____

Membership Dues: Individual, \$25/year Family, \$45/year Lifetime membership, \$150/\$200

Please return this form to: SCCF, P. O. Box 160841, Sacramento, CA 95816-0841 or any SCCF board member.

Office use only:

Date application received _____ Membership Year _____ Renewal _____

SCCF

P. O. Box 160841

Sacramento, CA 95816-0841

2013 Board

President: Mayue Carlson
Vice-Pres: Eileen Leung
Secretary: Jimmy Zhan
Treasurer: Jannie Wen
Membership: Danny Vuong
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Web master: David Dai
Photographer: Wes Fong

At large:

Tina Byrne
Paul Chow
Keely Jue
Michelle Lau
Shan Shan Li
Janice Tsai
Susie Yang

Happy New Year!

