

eNLIGHTENMENT

**Amplifying Korean American voices through
a national podcast and enhanced website**

Starting in 2019, CKA will launch six critical initiatives entitled, “**Engage, Enlighten, Enrich, Elevate, Empower, and Envision**” (6Es) to achieve this mission. These endeavors focus on developing meaningful networking and leadership development opportunities.

Our goals are to promote unity among Korean American leaders, strengthen our community through education and advocacy, and empower Korean Americans to be more impactful in their communities to ensure that our voices are part of the national discourse.

This document is an overview of the **Enlightenment Initiative**. Join us as a sponsor of this important effort.



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To promote greater awareness of CKA's mission and share the concerns of the Korean American community, CKA needs strong media channels to connect with the broader public. To achieve this goal, we will develop two important communication platforms - a new CKA **podcast** and a more dynamic **website**.

Launch "The Korean American Perspectives" Podcast Series

A CKA podcast series designed to explore complex issues that shape the Korean American community and share the inspirational life stories of Korean American leaders will be launched for a national audience.

The goal of this podcast is to develop a platform presents a diverse and balanced selection of perspectives on complex issues to better evaluate and empower our listeners.

Moreover, the channel will serve as means to showcase important life stories of Korean American pioneers who defy difficult situations to become influencers, leaders, or trailblazers in their field.

The podcast programming will be available on iTunes, Podbean, and other podcast distribution channels for public consumption.

Launch of a Newly Upgraded CKA Website

With CKA's website as the primary public channel for an international audience, this platform will undergo a dramatic transformation to clarify the organizations missions, vision, and initiatives. It will become an improved information resource for audience looking for information about the Korean American community.



We understand that every individual and corporation is unique and welcome the opportunity to create a plan that fits with your priorities. For more information about sponsorship opportunities, please contact CKA's Development Associate Yeona Choi at yeona.choi@councilka.org