

Asia  
Society



Texas  
Center

## NPR Correspondent Louisa Lim

The People's Republic of Amnesia: Tiananmen Revisited  
*A Business & Policy Program of Asia Society Texas Center*

Thursday, June 19, 2014  
6 pm Reception | 7 pm Program

Asia Society Texas Center  
1370 Southmore Blvd  
Houston, TX 77004

### Sponsorship Proposal

Deadline June 5, 2014

# Asia

Society



Texas  
Center

1370 Southmore Boulevard | Houston, TX 77004 | 713.496.9901 | [AsiaSociety.org/Texas](http://AsiaSociety.org/Texas)

## About Asia Society Texas Center

---

With 11 locations across the globe, Asia Society is the leading educational organization dedicated to promoting mutual understanding and strengthening partnerships among the peoples, leaders, and institutions of Asia and the United States in a global context. Across the fields of arts, business, culture, education, and policy, the Society provides insight, generates ideas, and promotes collaboration to address present challenges and create a shared future. Asia Society Texas Center operates as a separate 501(c)(3) organization and is an affiliate of the Asia Society global network.

Forward-thinking Houstonians led by former First Lady Barbara Bush and former Ambassador Roy M. Huffington established Asia Society Texas Center in 1979. Sharing the vision of John D. Rockefeller 3rd, who founded Asia Society in New York in 1956, they recognized the need to educate Americans about Asia and to forge closer ties between Houston and the peoples and institutions of Asia.

In 1995 the Texas Center's Board of Directors voted to build a home for its programs and activities. The Board selected Japanese architect Yoshio Taniguchi, best-known in this country for his renovation and expansion of the Museum of Modern Art in New York, to design the building, located in Houston's Museum District. Opened to the public in April 2012, the 40,000-square-foot Center features The Brown Foundation Performing Arts Theater, Louisa Stude Sarofim Gallery, Edward Rudge Allen III Education Center, Fayez Sarofim Grand Hall, and more. Since then, more than 40,000 people have attended programs or visited exhibitions at Asia Society. Now, Asia Society takes its place as a major educational and cultural institution in the region, the driving force in transforming Houston into an Asia-Pacific city.

## NPR Correspondent Louisa Lim The People's Republic of Amnesia: Tiananmen Revisited

---

Despite its emergence from backward isolation into a dynamic world economic power, a quarter-century after the People's Army crushed unarmed protestors—labeled anti-revolutionaries—in Tiananmen Square on June 4, 1989, the defining event of China's modern history remains buried. Memory is dangerous in a country built to function on national amnesia. A single act of public remembrance might expose the frailty of the state's carefully constructed edifice of accepted history, one kept aloft by strict censorship, blatant falsehood, and willful forgetting. Though the consequences of Tiananmen Square are visible everywhere throughout China, what happened there has been consigned to silence.

NPR's China correspondent Louisa Lim offers an insider's account of this seminal tragedy, revealing the enormous impact it had on China and the reverberations still felt today.

**NPR Correspondent Louisa Lim**  
**The People's Republic of Amnesia: Tiananmen Revisited**

Thursday, June 19 at 7:00pm

Reception at 6:00pm

**Asia Society Texas Center**

1370 Southmore Blvd

Houston, TX 77004



## Request for Sponsorship

---

Louisa Lim's author talk is sure to be one of Asia Society's most prestigious programs in 2014. More than just a charitable contribution, sponsorship puts your company's brand front and center by affording the company unique access to the event's distinguished presenter and VIP guests, extensive logo placement and verbal recognition, and complimentary inclusion in Asia Society's corporate membership program. A breakdown of available sponsorship opportunities and their corresponding benefits follows:

### **\$25,000 Presenting Sponsorship**

- Public remarks from podium by key company representative
- Public recognition from podium by Asia Society representative
- Print, online, and on-site logo placement
- Tickets and priority seating for up to 30 guests
- Invitation for all guests to pre-program reception
- Complimentary platinum-level corporate membership to Asia Society

### **\$10,000 Underwriting**

- Public recognition from podium by Asia Society representative
- Print, online, and on-site logo placement
- Tickets and priority seating for up to 20 guests
- Invitation for all guests to pre-program reception
- Complimentary gold-level corporate membership to Asia Society

### **\$5,000 Sponsorship**

- Public recognition from podium by Asia Society representative
- Print, online, and on-site logo placement
- Tickets and priority seating for up to 12 guests
- Invitation for all guests to pre-program reception
- Complimentary silver-level corporate membership to Asia Society

### **\$2,500 Sponsorship**

- Print and online logo placement
- Tickets and priority seating for up to 8 guests
- Invitation for all guests to pre-program reception
- Complimentary bronze-level corporate membership to Asia Society

### **For More Information:**

Jordan Witherspoon  
Director of Institutional Giving  
[jwitherspoon@asiasociety.org](mailto:jwitherspoon@asiasociety.org) | (713) 496-9909

John Bradshaw, Jr.  
Deputy Director and Senior Director of Development  
[jbradshaw@asiasociety.org](mailto:jbradshaw@asiasociety.org) | (713) 496-9904

**Last Possible Sponsorship Agreement: Thursday, June 5**



## Speaker Biographies

### Louisa Lim

Based in Beijing, NPR foreign correspondent Louisa Lim finds China a hugely diverse, vibrant, fascinating place. "Everywhere you look and everyone you talk to has a fascinating story," she notes, adding that she's "spoiled with choices" of stories to cover. In her reports, Lim takes "NPR listeners to places they never knew existed. I want to give them an idea of how China is changing and what that might mean for them."



Lim opened NPR's Shanghai bureau in February 2006, but she's reported for NPR from up Tibetan glaciers and down the shaft of a Shaanxi coalmine. She made a very rare reporting trip to North Korea, covered illegal abortions in Guangxi province, and worked on the major multimedia series on religion in China "New Believers: A Religious Revolution in China." Lim has been part of NPR teams who multiple awards, including the Alfred I. duPont-Columbia University Award, a Peabody and two Edward R. Murrow awards, for their coverage of the Sichuan earthquake in 2008 and the Beijing Olympics. She's been honored in the Human Rights Press Awards, as well as winning prizes for her multimedia work.

In 1995, Lim moved to Hong Kong and worked at the Eastern Express newspaper until its demise six months later and then for TVB Pearl, the local television station. Eventually Lim joined the BBC, working first for five years at the World Service in London, and then as a correspondent at the BBC in Beijing for almost three years.

Lim found her path into journalism after graduating with a degree in Modern Chinese studies from Leeds University in England. She worked as an editor, polisher, and translator at a state-run publishing company in China, a job that helped her strengthen her Chinese. Simultaneously, she began writing for a magazine and soon realized her talents fit perfectly with journalism.

NPR London correspondent Rob Gifford, who previously spent six years reporting from China for NPR, thinks that Lim is uniquely suited for his former post. "Not only does Louisa have a sharp journalistic brain," Gifford says, "but she sees stories from more than one angle, and can often open up a whole new understanding of an issue through her reporting. By listening to Louisa's reports, NPR listeners will certainly get a feel for what 21st century China is like. It is no longer a country of black and white, and the complexity is important, a complexity that you always feel in Louisa's intelligent, nuanced reporting."

Out of all of her reporting, Lim says she most enjoys covering stories that are quirky or slightly offbeat. However, she gravitates towards reporting on arts stories with a deeper significance. For example, early in her tenure at NPR, Lim highlighted a musical on stage in Seoul, South Korea, based on a North Korean prison camp. The play, and Lim's piece, highlighted the ignorance of many South Koreans of the suffering of their northern neighbors.

Married with a son and a daughter, Lim recommends any NPR listeners travelling to Shanghai stop by a branch of her husband's Yunnan restaurant, Southern Barbarian, where they can snack on deep fried bumblebees, a specialty from that part of southwest China. In Beijing, her husband owns and runs what she calls "the first and best fish and chip shop in China", Fish Nation.