



a Visual Communications production

**LOS ANGELES  
ASIAN PACIFIC FILM FESTIVAL**

# **VIRTUAL SHOWCASE**

**May 2020**

[festival.vcmmedia.org](http://festival.vcmmedia.org)



## **VIRTUAL SHOWCASE REPORT**

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# VISUAL GOES VIRTUAL. FROM SOCIAL TO POLITICAL

We appreciate you joining us for the Los Angeles Asian Pacific Film Festival Virtual Showcase, presented by Visual Communications. In response to COVID-19, Visual Communications rescheduled its live film festival for the first time in the organization's history. The virus has been racialized and incited hateful acts towards our communities, and while we are seeing anti-Asian sentiments that perpetuate perilous narratives, Visual Communications continues to be a space for education, engagement, and empowerment. In the time of social distancing, Visual Communications pivoted to think about the way we interact and stay connected with one another. Most importantly, we wanted to continue to support our artist community.

On May 1st, 2020, Visual Communications presented the first ever Los Angeles Asian Pacific Film Festival Virtual Showcase: a kickoff to celebrate Asian American & Pacific Islander Heritage Month. The LAAPFF Virtual Showcase highlighted artists whose stories are critical at this moment. From celebrating our histories and cultures, to mobilizing our communities to be socially and politically active, we presented 31 days of FREE programming, over 62 programs, 80 films, and 26 live streaming panels to keep our communities CONNECTED. Our programs reached over 83K people and were viewed from over 105 countries around the world including Tunisia, Philippines, Cambodia, and Kyrgyzstan.

We shared with you our American stories - our histories, our heartbreaks, and our hopes. To keep us inspired, we showed you our heroes from the past and visionaries for the future. Our showcase opened with the PBS series ASIAN AMERICANS, chronicling the contributions and challenges of Asian Americans, the fastest growing ethnic group in America. In our continued pursuit to celebrate native Hawaiians & Pacific Islander stories, we presented KA HUAKA'I - THE JOURNEY TO MERRIE MONARCH, STANDING ABOVE THE CLOUDS, and MELE MURALS. In the powerful panel discussion with Justyn Ah Chong, Kumu Hula Lono Padilla & Kumu Hula Robert Keano Ka'upu IV, and Pualani "Auntie Pua" Case, they shared their transformative actions and movements in Hawaii.

As we count down to Visual Communications' 50th anniversary, **Monday Nite VC** was an opportunity to look back at our earlier works like OMAI FA'ATASI: SAMOA MO SAMOA, VAITAFE: RUNNING WATER, and MANONG, where we were once again reminded of the strength of our people.

Our **Visionary Fridays** were presented by HBO, streaming winning films from past winners of the HBO APA Visionaries Short Film Competition. Visual Communications is grateful for HBO and their commitment to magnify emerging filmmakers.

We showcased 32 Programmers' Picks, screened at past editions of LAAPFF, including THE CHINESE EXCLUSION ACT, which examines the origin, history, and impact of the 1882 law that made it illegal for Chinese workers to come to America and for the Chinese nationals already here ever to become U.S. citizens - a first in a long line of acts targeting Asians for exclusion.

Our deepest gratitude to our friends and supporters who continue to believe in what we collectively make happen. The LAAPFF Virtual Showcase would not have been possible without your support. Our communities, while ever transforming, continue to act in solidarity.

The LAAPFF Virtual Showcase is co-presented with our friends who empower communities through media. Thank you for your partnerships. In this time of isolation, we stay connected.

With Gratitude,



# VISUAL COMMUNICATIONS IS SUPPORTED BY



*Friends of Linda Mahalot*

*We had over 100 Corporate, Community, and Organizational Partners. THANK YOU for all your support.*

# VIRTUAL SHOWCASE PROGRAMMING

**FRIDAY - MAY 1, 2020**

5pm PT: ASIAN AMERICANS + Q&A

**SATURDAY - MAY 2, 2020**

5pm PT: BULGE BRACKET + Q&A

**SUNDAY - MAY 3, 2020**

3pm PT: Q&A: Pacific Cinewaves

**MONDAY - MAY 4, 2020**

5pm PT: Monday Nite VC: CLAIMING A VOICE + Q&A

**TUESDAY - MAY 5, 2020**

5pm PT: FIRST VOTE World Premiere + Q&A

**WEDNESDAY - MAY 6, 2020**

12pm PT: Vietnamese American Retro: ALL ABOUT DAD + Q&A

**THURSDAY - MAY 7, 2020**

5pm PT: VC x Youth FX presents: The Future is NeXt + Q&A

**FRIDAY - MAY 8, 2020**

5pm PT: We Are Together + Q&A

**SATURDAY - MAY 9, 2020**

2pm PT: So What Now?! with Cole Walliser

5pm PT: Cinema Sala presents: AMped Up + Q&A

**MONDAY - MAY 11, 2020**

5pm PT: Monday Nite VC: Past Pasifika + Q&A

**THURSDAY - MAY 14, 2020**

7pm PT: CTFF presents: Khmer Americana + Q&A

**FRIDAY - MAY 15, 2020**

12pm PT: HBO Presents: HBO APA Visionaries 2017

2pm PT: Vietnamese Boat People presents: Being Bao Nguyen

**SATURDAY - MAY 16, 2020**

2pm PT: So What Now?! with Sherry Cola

5pm PT: Cinema Sala presents: Cine Diaz

**MONDAY - MAY 18, 2020**

6pm PT: Monday Nite VC: HOWZIT! + Q&A

**THURSDAY - MAY 21, 2020**

5pm PT: Q&A: Pop Dreams & Heartaches

**FRIDAY - MAY 22, 2020**

12pm PT: HBO Presents: HBO APA Visionaries 2018

6pm PT: CTFF presents: Rise & Dough

**SATURDAY - MAY 23, 2020**

2pm PT: So What Now?! with Randall Park

5pm PT: Cinema Sala presents: LUMPIA + Q&A

**WEDNESDAY - MAY 27, 2020**

12pm PT: Q&A: THE ROGERS

1pm PT: Q&A: BORN THIS WAY

**FRIDAY - MAY 29, 2020**

12pm PT: HBO Presents: HBO APA Visionaries 2019

2pm PT: HBO APA Visionaries Roundtable Conversation

5pm PT: AND SHE COULD BE NEXT + Q&A

**SATURDAY - MAY 30, 2020**

2pm PT: So What Now?! with Leonard Wu

6pm PT: FRESH OFF THE BOAT and KIM'S CONVENIENCE Live Table Reads



# PANEL HIGHLIGHTS

*"We as documentary filmmakers have a role to play in terms of telling stories so our own communities can identify where they've been and where they are going."* **RENEE TAJIMA PEÑA, ASIAN AMERICANS**

*"You are the heartbeat, filmmakers, you enable us to get our message out hoping that today whoever is watching. This is our hearts that we put out there."* **-AUNTIE PUA, STANDING ABOVE THE CLOUDS**

*"We need leadership that reflects the lived experiences of the new American majority the soon non-white majority of this country."* **-MARJAN SAFINIA, AND SHE COULD BE NEXT**





# PANEL HIGHLIGHTS

*"It was great to finally connect and to know we're not alone in this COVID world. Hope that next time we gather -- it'll be in-person."*

**THAVARY KROUCH  
(WRITER/DIRECTOR, BITTER  
MELONS)**

*"... we are so honored to be a part of this, and really appreciate all that you are doing to support artists in this challenging time."*

**LEENA PENDHARKAR  
(WRITER/DIRECTOR, AWAKEN)**

# 31 DAYS

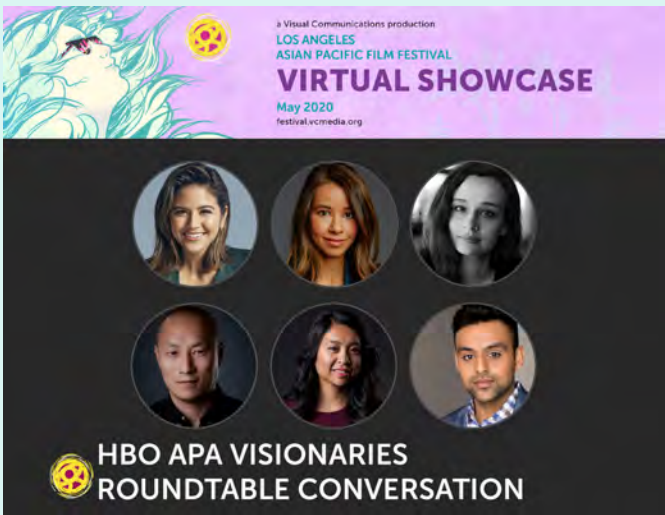
*of Virtual Showcase in  
Celebration of Asian American  
and Pacific Islander Heritage  
Month*

## 26 PANELS



## OVER 80 FILMS

## 62 PROGRAMS



## 100 PANELISTS ENGAGED



## 32 PROGRAMMER PICKS

*35 Narrative Films,  
40 Documentary Films  
3 DocuSeries*







**83K**

**We reached an audience over 3 platforms; Eventive, YouTube, & Facebook**

**105 COUNTRIES**

**We had a Global audience that reached as far as Tunisia, Philippines, Brazil, and Kyrgyzstan.**



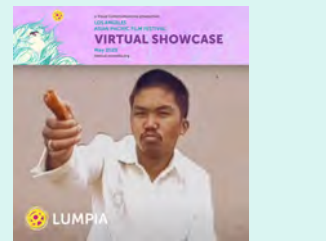
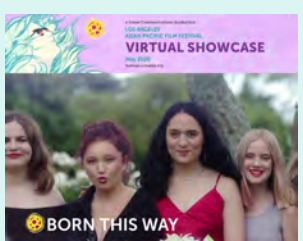
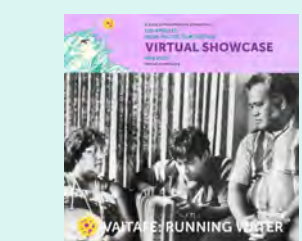
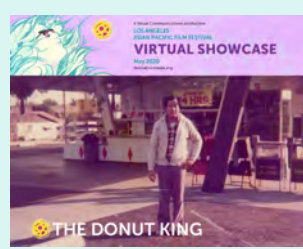
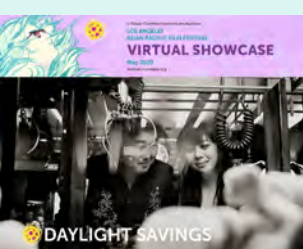
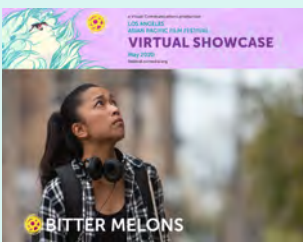
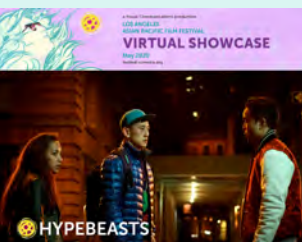
**24.4M**

**The Virtual Showcase online media reach**



# WATCH OUR PANELS

\*CLICK ON THUMBNAIL TO WATCH OR VIEW ON OUR [YOUTUBE CHANNEL](#)





VIEW OUR 2020  
VIRTUAL SHOWCASE  
HIGHLIGHT REEL

for more information,  
please contact:

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