

The **Center for Asian American Media (CAAM)** is a non-profit organization dedicated to presenting stories that convey the richness and diversity of Asian American experiences to the broadest audience possible. We do this by funding, producing, distributing and exhibiting works in film, television and digital media.

# Bit of Background: Goals

- Increase participation at our Film Festival from specific ethnic communities: Multiracial Asian Americans(Hapas), Filipinos, and South Asians.

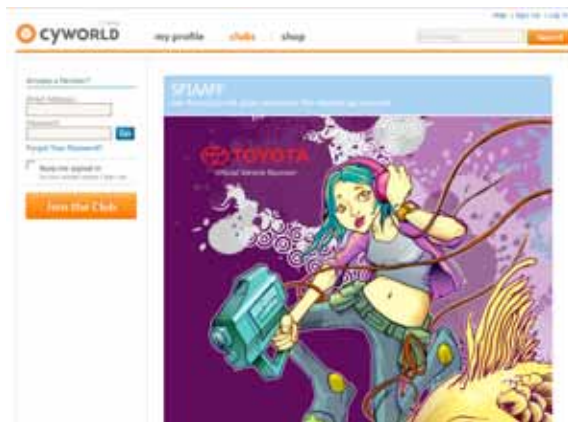
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- See more clearly the motivations, barriers, and opportunities for attending Festival and participating CAAM's New Media offerings

# CAAM Connections





hapas.us  
multiracial / multimedia

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- Social Media site for multiracial Asian Americans (hapas!)



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- A space where folks can share their stories in different forms about the multiracial experience

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- To explore perceptions of the SFIAAFF and CAAM brands and how to make them more appealing and "sticky"
- To discover ways to outreach to sub-communities of Hapas, Filipino Americans, and South Asian Americans so as to better market to these groups

Whoa we really need to think about this...

- How are people going from CAAM to SFIAAFF and vice versa
- We must build in capacity for maintaining and marketing our social media
- Oh you have to make, grow it, get feedback then change it - flexibility when creating interactive projects
- The research underscored barriers we knew existed but didn't stop to deal with until now

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[michella@asianamericanmedia.org](mailto:michella@asianamericanmedia.org)

Director of Digital Media  
Center for Asian American Media  
(CAAM)

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