DisOrient Film Festival
PR Plan

Brooklynn Wisher / Amanda Craig / Casey Brogan
Rikki Ford / Carly Smith

J454 Campaigns
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Executive Summary
This plan is for the DisOrient Asian American Film Festival, and it is tailored to help increase awareness and attendance. The key public is college-aged students, specifically those with interests tied to the film festival and the social issues that it addresses. Our goals and objectives are aimed at creating a broader audience in order to fulfill DisOrient’s mission of breaking down stereotypes and stigmas surrounding Asian American and Pacific Islanders in the media.

We started this project two weeks prior to the 2015 film festival. Our main goal was to increase attendance and utilize social media to raise awareness before the event. Based on our experience with the 2015 festival, we hope to provide a specific framework for festival directors and volunteers to follow for the upcoming 2016 festival.

Background
The DisOrient Asian American Film Festival is an independent film festival that showcases Asian American and Pacific Islander films in order to promote their authentic portrayals of culture and to breakdown preexisting stereotypes that exist within media. DisOrient was founded in 2005 by Jason Mak, who was born and raised in Eugene, and then graduated from the University of Oregon with a degree in Ethnic Studies. While completing graduate work at UCLA, Jason immersed himself in Asian American film. Upon his return to Eugene, he created the idea of an Asian American film festival, and shortly after, DisOrient was born.

This past year DisOrient celebrated its 10th anniversary, which helped to establish its credibility throughout the community. The festival takes place over a three-day period at the Bijou Art Cinemas in Eugene, Oregon. DisOrient is run by volunteers of all ages and is funded by donations and sponsorships. The volunteers are from a variety of backgrounds, professions, and ethnic and cultural groups. DisOrient is a program within the Chinese American Benevolent Association (CABA), which is a 501c3 nonprofit cultural arts organization. CABA offers scholarships to local Asian American youth with a passion for film.

Situation Analysis
The DisOrient film festival aims to breakdown Asian American and Pacific Islander stereotypes through the art of film. Because the festival is centered around certain cultures, the audience viewing the films may seem limited to only those cultures. The film festival hopes to broaden its audience in size and diversity for the upcoming 2016 film festival.
The organization’s current public relations plan needs some revisions and additions in order to better communicate with a wider audience for the 2016 festival. Our plan targets college students at the five universities and colleges in Eugene and surrounding areas. We plan to target students between the ages of 18 to 25. The plan will create awareness about the festival and mitigate stereotypes surrounding Asian Americans.

DisOrient needs a communication plan in order to build a better relationship with potential attendees that will continue to attend the festival annually. A thorough plan will help to raise awareness surrounding the film festival and secure a broad, diverse audience. Without implementing a new communication plan, DisOrient will not be successful in broadening their existing audience. By executing certain strategies, the film festival will gain awareness from college students in Eugene.

**SWOT**

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
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<tr>
<td>• PR plan already in place with several strategies and tactics</td>
<td>• Wide age range of volunteers (ages 15-65) which creates a generational</td>
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<td>• DisOrient film festival supports CABA, a non-profit cultural arts</td>
<td>technology gaps and affects internal communication</td>
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<td>program</td>
<td>• The festival only occurs at one</td>
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<td>• Community support from many local sponsors (venue: The Bijou / LCC,</td>
<td>theatre</td>
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<tr>
<td>EWEB, restaurants, etc.)</td>
<td>• No evaluation or measurement of</td>
</tr>
<tr>
<td>• Social media presence on Facebook and Twitter</td>
<td>previous festivals</td>
</tr>
<tr>
<td>• Has a loyal group of volunteers</td>
<td>• No evaluation or measurement of</td>
</tr>
<tr>
<td>• Currently has over 50 sponsors from around the state Oregon</td>
<td>previous social media analytics</td>
</tr>
<tr>
<td>• Support and recognition letters from members of the including one from</td>
<td>• Three separate Facebook pages with different members belonging to each</td>
</tr>
<tr>
<td>the mayor</td>
<td>one</td>
</tr>
<tr>
<td>• Wide age range of volunteers which makes for wider age range of</td>
<td>• Social media content is not consistent across all platforms being used</td>
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<tr>
<td>audience</td>
<td>• Only one traditional medium mentions the event prior to the 2015</td>
</tr>
<tr>
<td>• Positive feedback from past attendees about the previous festivals</td>
<td>opening day</td>
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<tr>
<td>• Internationally recognized</td>
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### OPPORTUNITIES

- Increase media presence in local news sources (For 2015 festival)
- Create social media plan (For 2016 festival)
- Short term- SM “Countdown” to festival (For 2015 festival)
- Build on existing social media plan (For 2016 festival)
- Create Instagram and have content that features films and filmmakers (For 2015 festival)
- Contact more potential donors (For 2016 festival)
- Capitalize on their upcoming 10th anniversary (For 2015 festival)
- Create E newsletter for current and potential attendees of the festival (For 2016 festival)
- Television and radio public service announcements (For 2016 festival)
- Increase visibility of advertisements around college and high school campuses (For 2015 & 2016 festival)

### THREATS

- Limited budget for marketing tools to promote the event
- Other events, including film festivals, taking place within the Eugene Community
- Not enough donors to have a substantial yearly budget
- Specificity and genre of films shown could eliminate a wider variety of audiences

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**Opportunity Statement**

The DisOrient organization wants to raise awareness about its annual film festival in order to gain more attendees and a more diverse audience. To do this, we will use traditional media and social media outlets to reach more members of the community in order to increase attendance at the 2016 festival.

**Target Audiences**

- College students (ages 18-25)
  - Clubs & Organizations within Colleges & Universities

**Primary Target Audience**
For our key publics we identified college students ages eighteen to twenty-five. There are five colleges and universities located in the city of Eugene: University of Oregon, Lane Community College, Northwest Christian University, New Hope and Pioneer Pacific College. According to quickfacts.census.gov, University of Oregon students alone make up roughly 13 percent of the Eugene population. Because of the Bijou’s close proximity to campuses, such as the University of Oregon and Northwest Christian University, it provides the festival with an easy opportunity to reach an untapped demographic. DisOrient already has a strong presence on social media and can easily reach out to college students who are avid users of social media. According to effectivestudentmarketing.com, social media is the most effective and fastest way to communicate with this age group. By focusing on these students, especially through social media channels, it will foster lasting relationships with this demographic and expand DisOrient’s audience.

**Secondary Target Audience**
To segment college students further, we will focus on different departments and on-campus organizations that have a connection to the festival. Each college and university in Eugene has a number of organizations and clubs that could have or do have an interest in the film festival. We will section our key publics by psychographics, targeting students who are involved in cinema studies, the arts and many multicultural clubs and organizations.
Key Messaging:

Primary Target Audience: College Age Students
- As a student, you have the ability to use your voice and social media presence as a platform to help spread awareness to debunk stereotypes
- It does not take a direct experience with racial stereotypes to be able to relate and support others
- By supporting filmmakers and films that highlight Asian American and Pacific Islander stereotypes you are joining a movement to breakdown stereotypes and make a difference in society

Secondary Target Audience: Clubs & Organizations within Colleges & Universities
- By already being a part of a group you can network with your colleagues and become a part of another organization that supports a cause similar to your club or organization

Goal
To raise awareness and increase participation amongst college students at the DisOrient Film Festival

Objective 1: (Short term) To raise awareness of the event by 25 percent by April 17, 2015 through media outreach.

Strategy 1: Use current social media accounts to increase awareness before the event.
Tactics:
- Create Instagram account
  - Start a countdown to the opening night using daily posts
- Post daily on Twitter
  - Include links to film trailers
  - Interact with Twitter followers
- Post daily on Facebook
  - Add photos from the 2015 festival to their albums

Strategy 2: Reach out to UO Departments to help promote festival
Tactics:
- Ask for promotion from University of Oregon departments including:
  - Cinema Studies department
- International Studies department
- Ethnic Studies department
- Women & Gender Studies department

- Display official advertisement of the DisOrient film festival on the monitors throughout the UO School of Journalism and Communication

**Strategy 3:** Use traditional media to increase awareness in Eugene and Portland area.

**Tactics:**
- Pitch DisOrient news release to specific reporters in Eugene and Portland area including:
  - Daily Emerald
  - LCC Torch
  - Register Guard
  - Eugene Weekly
  - Asian Reporter
  - Oregonian
  - TV stations (Anselmo had one)

**Strategy 4:** Use current social media accounts to encourage participation during and after the event.

**Tactics:**
- Create recognizable hashtag: #DisOrient2015
- Encourage attendees to use the hashtag on their own photos and posts during the event
  - By engaging with the hashtag, audience members are doing their part in joining DisOrient’s mission to breakdown Asian American and Pacific Islander stereotypes

**Objective 2:** (Long term) To increase attendance of the event through ticket sales and have 50 people seated in the Bijou theater for each film by April 17, 2015.

**Strategy 1:** Use social media to highlight last year’s festival and highlight future films and filmmakers participating in the 2016 festival.

**Tactics:**
- Encourage post-event conversation by asking attendees to post their favorite memories
  - Continue using the hashtag: #DisOrient2015 and #DisOrientFilmFest
  - Engage with audience through Retweets, Favorites, Likes, etc.
• Post photos or clips of last year’s award winners
  o Tag filmmakers, producers, actors, etc.
• Post relevant articles relating to film-making and Asian social issues

**Strategy 2:** Use media outreach to gain media exposure prior to the 2016 festival
*Tactics:*
• Pitch stories to publications in Eugene and Portland
• Focus on reporters or publications focused on social justice issues, multicultural issues, film studies, events in Eugene

**Strategy 3:** Create a contest for college students to submit a short film and the winner’s will be shown at the festival
*Tactics:*
• Develop a prompt for the entries to follow
• Winner will receive a monetary prize to put towards their education costs
• Reach out to potential candidates through school departments
  o University of Oregon
  o New Hope Christian College
  o Northwest Christian University
  o Lane Community College
  o Oregon State University
  o Portland State University
  o Willamette University
  o Lewis and Clark College
  o Create a hashtag to promote via social media: #StudentsForDisOrient

**Objective 3:** *(Long Term) Develop a social media plan to implement before the 2016 festival.*

**Strategy 1:** Motivate involvement and participation in the 11th annual DisOrient Asian American film festival by creating and implementing a social media plan prior to the 2016 festival.
*Tactics:*
• Within the proposed social media plan include:
  o Facebook, Twitter, Instagram
  o Timeline
  o Example posts
• Use the social media plan to help DisOrient reach college age students
Objective 4: Assess strengths and weaknesses of PR strategies after each festival.

Strategy 1: Evaluate current PR strategies and tactics to ensure DisOrient is meeting objectives.
Tactics:
• Run Google Analytics on Facebook and Twitter posts to gauge interaction and engagement with audience
• Establish a rating scale from 1-5 for each PR strategy to gain a better understanding of what is working and what is not
• Execute quantitative research about audience demographics
  o Distribute printed survey for attendees to fill out at Bijou Art Cinemas
  o Post link to survey on Facebook and Twitter for those who did not fill out one at festival

Measurement of Success
Objective 1: To raise awareness of the event by 25 percent by April 17, 2015.
Criteria: DisOrient must raise awareness of the film festival by 25 percent by the start of the event on April 17, 2015.
Tools: Count the number of media publications that promoted DisOrient before the festival. Count the number of Instagram followers and the number of likes on posts.
  • Starting followers: 0
  • Followers as of April 17, 2015: 64
  • Starting likes: 0
  • Likes as of April 17, 2015: 79

Objective 2: To change behaviors by having 50 people seated in the Bijou theater for each film by April 17, 2016.
Criteria: Increase attendance of the event through ticket sales and have 50 people seated in the Bijou theater for each film by April 17, 2015.
Tools: Count people as they enter the theatre to get an accurate number of people seated.

Objective 3: Develop a social media plan to implement prior to the 2016 festival.
Criteria: Create a social media plan tailored towards college students prior to next year’s festival.
Tools: Measure the amount of social media interaction on Twitter, Facebook and Instagram in order to track involvement. We will review likes, shares, retweets, views, comments and hashtag use to analyze conversation and attitude towards the festival.
Budget
DisOrient has a general operating budget of $22,000 for the festival. The 2016 budget will be based on donations and sponsorships that have not yet been secured.

Suggest PR-related Costs:
- Two $500 scholarship awards for college students who are selected to show their films at the festival
- Subscription to Hootsuite Pro social media management platform, starting at $9.99 per month
- One PR intern lasting from February to May 2015 to assist with planning and execution of event and social media, cost TBD
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<tr>
<th>Date</th>
<th>Event Description</th>
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Note: X indicates a specific action or event.
Conclusion
With the implementation of this plan, we hope to establish a successful framework to tailor towards college students. By doing so we will utilize the close proximity of the surrounding colleges as a way of appealing to a larger audience base. Through this plan we will provide a communication plan for the festival team to follow to bring more awareness to the cause.
Appendices

• Social Media Plan
• Content from the newly created DisOrient Instagram
• Content from DisOrient Twitter
• Pre-written press release
• Example pitch email #1
• Example pitch email #2
• SOJC social media content
• Cinema Studies content
• Paper and online survey
• Media Contact list
<table>
<thead>
<tr>
<th>Example Content/Social Media Platform</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
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</table>
| **Film**                             | - Post trailer of film  
- Post a brief statement about the plot, actors, etc. | - Instagram a still photo from one of the featured films  
- Instagram a short video clip from one of the featured films  
- Tag the filmmaker if they have an account  
- Utilized #DisOrient2016 and/or #DisOrientfilmfestival | - Compose a tweet describing one of the feature films  
- Tag the filmmaker if they have Twitter account  
- Utilize #DisOrient2016 and/or #DisOrientfilmfestival |
| **Filmmaker**                         | - Post with bio of filmmaker  
- Post picture of filmmaker | - Instagram a headshot or photo of the featured filmmaker  
- Tag the filmmaker  
- Hashtag their film’s title  
- Utilized #DisOrient2016 | - Compose a tweet describing a short bio of a filmmaker of one of the feature films  
- Tag the filmmaker if they have an account  
- Utilize #DisOrient2016  
- Utilize #DisOrientfilmfestival |
| **Social Justice**                    | - Post including a social justice related topic i.e. equality for Asian Americans, other festivals/events promoting equality, etc. | - Instagram a still photo relating to social justice  
- Hashtag #socialjustice  
- Utilize #DisOrient2016 | - Compose a tweet relating to social justice  
- Utilize #DisOrient2016  
- Utilize #DisOrientfilmfestival |
Instagram:

- @bwisher, @kikipterch, jasonkarman, allisonskyllock, rikkiford, carlysmit05, bencunha, lancangan, amandacraig
- @disorient_filmfestival Amazing to hear what the team for Under The Blood Red Sun has to say about the making of the film! Come check out the film at #DisorientFilmFest15 On Saturday!
- @bwisher, @disorient_filmfestival, brianlev, mckayla88, karsynreynolds, rhjace, alnafumiko, nikkitoddd, carlysmit05, amandacraig
- @disorient_filmfestival What an amazing way to start the night! Fantastic Chinese lion dancing brought to us by CR&A. Can’t wait for the night to begin #DisorientFilmFest
- @kikipterch, mckayla88, demik983, cb16, demikterrock, rhjace, alnafumiko, nikkitoddd, amandacraig
- @disorient_filmfestival Love our fans — thanks for your support @emmamoresrock #DisorientFilmFest #filmfest
Pre-Written Press Release:

FOR IMMEDIATE RELEASE

DISORIENT ASIAN AMERICAN FILM FESTIVAL OF OREGON
CELEBRATES 10TH ANNIVERSARY
April 16-19, 2015 – Bijou Art Cinemas, Eugene, OR

Eugene, OR – April 2, 2015 – The Chinese American Benevolent Association is proud to announce the 10th anniversary of the DisOrient Asian American Film Festival of Oregon, a juried, all-volunteer, grassroots celebration of independent film and social justice. DisOrient is known internationally for its warm and intimate festival experience showcasing fresh, independent films that present the vast diversity of Asian and Pacific Islander American voices and perspectives.

DisOrient brings directors, actors, and industry professionals from around the globe to Eugene, Oregon for a fabulous celebration of film as art to expand the discussion of American history, inclusiveness, and identity. Festival attendees will be engaged in narrative and documentary films, receptions, Q&As with filmmakers, and a workshop, all over 4 days at the Bijou Art Cinemas on 13th Avenue in Eugene. The Opening Night Film is Cicada, directed by Dean Yamada, on Friday, April 17th. It won the 2014 grand jury prize for best narrative feature at the Guam International Film Festival and the L.A. Asian Pacific Film Festival. Dean Yamada and Leilani Abad (Co-Editor) will take questions during the Q&A. The Opening Night catered Reception is at Sam Bond’s Brewing Company. The festival’s Centerpiece Film is Under the Blood Red Sun, based on the award winning book by Graham Salisbury. The filmmakers allow you to realistically experience what it was like to be a Japanese American family in 1941 Hawaii. Meet Director Tim Savage, Producer Dana Hankins, and award winning Author Graham Salisbury at the screening on Saturday night. They are also presenting a special “Making Of...” workshop for film buffs on Thursday, April 16th at New Hope Christian College at 4pm. After a weekend of 29 films, DisOrient ends with a bang by paying homage to an iconic Asian American actor in the Closing Night Film To Be Takei, directed by Jennifer Kroot and starring George and Brad Takei. The film explores the successful life of George Takei from his childhood years in an internment camp, extensive acting career, Star Trek fame, marriage, partnership in activism, to his status as a Facebook phenomenon. Oh My! Join To Be Takei’s Producer, Mayuran Tiruchelvam, for a post-screening Q&A.

The Closing Night Awards Gala is on Sunday, April 19th at the Jordan Schnitzer Museum of Art, University of Oregon. Admission to the private receptions is by VIP Pass or ticket stub from Opening Night Film for Sam Bond’s or ticket stub from the Closing Night Film for Jordan Schnitzer. Themes covered in this year’s films include Vietnamese refugee experiences, Chinese traditions, surviving life’s lows, being mahu, Asian American movie bad guys re-visited, labor union reform, love of hula, moral dilemmas, bullying, following the American Dream, Korean American hip hop song, lessons from war, an ode to Burmese leader Aung San Suu Kyi, Filipino American ethnic dance, Filipino farmworker movement and union organizing, Japanese American internment from Alaska to Hawaii, history of Guam, the search for acceptance, marriage equality, as well as many tales of courage, and cultural legacies. There is a free Sunday Shorts Program. Individual ticket prices range from $5-$12 (on-line or at the door), and seating is limited. VIP Passes are available for purchase ($75 in advance, $80 at the door). Ticketing links and schedule are posted at www.disorientfilm.org.
Email Pitch 1:

Hello,

My name is Amanda Craig and I am on a team for 2454, which is a journalism course where we work to promote a real client/event in the community. Our client is the DisOrient Asian American Film Festival, a grassroots and volunteer-run film festival committed to presenting honest portrayals of the diversity of the Asian and Pacific Islander American experience. The festival will happen April 17-19 at the Bijou Art Cinemas on 13th and Ferry. On behalf of my team we wanted to contact you and see if you would be willing to help us promote the festival to anyone who may be interested. We are hoping you could send out a short email to your list serve to help raise awareness about the festival. Attached you will find the 2015 press release which contains additional information. Please let me know if you have any further questions. We would really appreciate your help in promoting the event.

DisOrient Asian American Film Festival
April 17-19, 2015 • Bijou Art Cinemas

DisOrient Asian American Film Festival is an internationally recognized social justice movement dedicated to deconstructing the stereotypes and representations of Asians and Asian Americans in the media. The power of film-as-art can educate, heal, and improve the lives of those affected by giving a voice to their experiences. Join us in the quest to debunk negative stereotypes as we celebrate our 10th anniversary from April 17-19 at the Bijou Art Cinemas in Eugene. Visit http://disorientfilm.org/2015anniversary/ for a full schedule and list of films.

Email Pitch 2:

Hello,

My name is Carly Smith and I am on a team for 2454 which is a public relations course where we work to promote a real client. Our client is the DisOrient film festival, a grassroots and volunteer-run film festival committed to presenting honest portrayals of the diversity of the Asian and Pacific Islander American experience. The festival will happen April 17th through the 19th at the Bijou theatre on 13th and Ferry. On behalf of my team we wanted to contact you and see if you would be willing to help us promote the festival to students and faculty in the cinema studies department. We are hoping you could send out a short email to your list serve to help raise awareness about the festival. We would really appreciate it. I am also attaching DisOrient’s 2015 press release to give you more information.

Please let me know if you have any further questions.

Thank you,

Carly Smith
SOJC Social Media Content:

University of Oregon School of Journalism and Communication

April 13

DisOrient Asian American Film Festival is celebrating the 10th anniversary, returns April 17, 18th & 19th, 2015 to the Bijou Art Cinemas in Eugene, Oregon. DisOrient is a social justice film festival dedicated to deconstructing the media stereotypes of Asians and Asian Americans as “Orientals”. We believe in the power of film-as-art to educate, heal and improve the lives of people by giving voice to our experiences. Please join us in celebrating!

For more information please visit: http://disorientfilm.org/2015anniversary/
Cinema Studies Content:

10th Annual DisOrient Asian American Film Festival
Apr 16 – Apr 19
Locator Events

The Chinese American Benevolent Association is proud to announce the 10th anniversary of the DisOrient Asian American Film Festival of Oregon, a juried, all-volunteer, grassroots celebration of independent film and social justice.

DisOrient is known internationally for its warm and intimate festival experience showcasing fresh, independent films that present the vast diversity of Asian and Pacific Islander American voices and perspectives.
April 17 - 19, 2015
Bijou Art Cinemas
For more information and a complete listing of events, please visit disorientfilm.org

UO Cinema Studies @UCinema · Apr 18
You’re invited to attend the 10th Annual DisOrient Asian American Film Festival this weekend! Details here: ow.ly/Lq0Uh
Paper and Online Survey:

Please check Yes or No if you are of Asian/Pacific Islander descent?

Yes       No

If not please list your ethnicity?

Please circle your age.

18 & below  19-25  26-40  40 & above

Is this your first time attending DisOrient Film Festival?

Please check Yes or No if you are a Eugene resident.

Yes       No

If not please list where you are from?

How did you hear about this event?

Optional Contact Information (E-mail):

Comments/Concerns:

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Carly Smith
May 4 at 12:44pm · Eugene, OR · Edited

Hi DisOrient fans! We created this short survey in order to figure out more about the audience of DisOrient. We would really appreciate it if you could take the time to fill it out. Thank you!

https://www.surveymonkey.com/s/LLHVHKh

DisOrient Film Festival Survey

If you attended the DisOrient film festival this year please take the time to fill out our survey. It should take 5 minutes or less. Thank you!

SURVEYMONKEY.COM

Like · Comment · Share

Anselmo Gary Villanueva and Amanda Craig like this.

Write a comment...
DisOrient Contact List

Publication Outreach

- University of Oregon Daily Emerald
- Editor in Chief – Sami Edge
- 541.346.5511 x325 - sedge@dailymerlad.com

UO Department Outreach

ETHNIC STUDIES DEPT:
ethnic@uoregon.edu
Dept. Head (Lynn Fujikara)
fujikara@uoregon.edu
Associate Professor, Academic Advisor (Charise Cheney)
cheney@uoregon.edu
CINEMA STUDIES DEPT:
emmons@uoregon.edu
Dept. Instructor (Cai Emmons)
mtwright@uoregon.edu
Media Coordinator (Michelle Wright)
cinemal@uoregon.edu
Main contact for department
INTERNATIONAL STUDIES:
isp@uoregon.edu
(Yvonne Braun) - African Studies Director
ybraun@uoregon.edu
WOMEN’S GENDER STUDIES DEPT:
wgs@uoregon.edu
Dept. Head (Elizabeth Reis)
lkreis@uoregon.edu
JOURNALISM DEPT:
Deborah Merskin (Professor, focus in Gender/Diversity in the Media)
dmerskin@uoregon.edu
Gabriella Martinez (Professor, international/award winning documentary film maker)
mmartinez@uoregon.edu – Amy Pinkston (post on fb page)

UO Clubs Outreach

Mills International Center
mills@uoregon.edu
University Film Organization
uofilm@uoregon.edu
International Student Association
asuiscsa@uoregon.edu

Lane Community College

Donna Koehig, President’s Office / Chief Diversity Officer & Affirmative Action Officer
Professional Organization & Development
koehiggr@lanec.c.edu
May 13, 2015

To: Anselmo Villanueva and Pam Quan
From: Rikki Ford, Carly Smith, Casey Brogan, Brooke Wisher, Amanda Craig

Subject: DisOrient 2015-2016

**Summary of Work:**
Our team joined DisOrient almost two weeks before the 2015 film festival. This short period of time didn't allow us for much time to execute anything but we did make progress during this year’s festival. We started our plan by identifying what we thought DisOrient's needs were based on what Anselmo told us and on what we could observe. We decided that we wanted to start an Instagram account for Disorient to utilize during the festival so it could generate more attention towards the event. We tried to get as much media coverage as possible for the event but because of our time constraint this proved to be difficult for our team. After meeting with Anselmo, we discovered that DisOrient isn't aware of any of their demographics for the festival so we decided to hand out surveys for people who attended the 2015 festival. This provided us with age ranges, races and other valuable information about the people who are attending the festival.

After the 2015 Disorient Film Festival, our team focused on the results we received from the survey to determine how to plan for the 2016 festival. We found in our results that the most underrepresented age group was that of college students (ages 18-25). When creating the plan for the 2016 festival we focused on college students as our target audience because of our findings from the surveys and because it seemed to us that the near by higher education institutions were untapped resources. Our objectives for next years festival include increased attendance at the event, creating a social media plan and an ongoing objective of evaluating strengths and weaknesses of every future film festival.

**Accomplishments:**
We have created and grew the Instagram account for DisOrient from zero to 63 followers. We spread the word about the 2015 festival through clubs and programs at the University of Oregon which in turn created publicity for the event. We found out through our survey results that some people at the event were there because of what they had heard through clubs and programs at the U of O.

**Deliverables:**
• Instagram Account
• Social Media Plan (In Progress)
• Earned Media Through University Clubs
• Adding Photos to Photo bank

**What’s Next:**
When focusing on next year’s event we recommend the DisOrient team start engaging more on social media to spread attention and raise awareness of the organization and the festival. It would be beneficial to think of a compelling hashtag that will be easy to use and start using it three months before the festival to build excitement. This is something that can be started immediately and continue through the lifespan of the organization and festival. When it comes to traditional and earned media our team recommends starting four months before the event to give reporters time to plan to attend the event. This kind of outreach also needs persistence, follow up with said reporters at least two or three times with e-mails and phone calls. We also recommend creating a submission process especially for students, and whichever student has the best film will get their film played at the festival and win a scholarship for $500. This will create incentives for students to want to participate in the festival and it can be something promoted through several university classes and clubs. There can be a DisOrient hashtag for students who participate in the event to use so that it creates a buzz about the event and organization within our target audience. Lastly, our team recommends that the DisOrient team evaluate the strengths and weaknesses of each festival so there are tangible things that you can say worked and didn’t. This way when the next festival comes they will be prepared to make the changes necessary to have a more successful year than the last. We recommend continuing to issue surveys at each festival to compare the festivals year to year so that progress can be accurately tracked.