

WELCOME

Welcome to the 2019 C3: Conference for Creative Content, presented by Visual Communications and Nielsen. C3: Conference brings together the foremost media professionals in film, television, cable, digital, and transmedia to create a dialogue on the ever-changing media industry, share best practices, network, celebrate and build a collective vision for our community. We're excited to bring the 9th edition of C3: Conference to the Los Angeles Asian Pacific Film Festival, from Friday May 3 to Thursday May 9.

Building off of our previous C3: Conferences, the way we create, consume, and connect content continues to shift and evolve rapidly – it's our goal to dive in and hear from the forerunners of this change.

For an updated schedule of programs and to learn more, please visit festival.vcmedia.org



FRANCIS CULLADO
Executive Director

RYAN FUKUDA
C3: Conference
Producer

PAOLA MARDO
C3: Conference Host

PRICING

FREE for Festival Badge Holders

(Single Program Price)

\$15 – General
\$14 – Students & Seniors
\$13 – VC Members

(All-Day Pass to Saturday May 4)

\$35 – General
\$30 – Students, Seniors, & VC/JANM Members

VENUES & PARKING

341 FSN
341 E 1st St
Los Angeles, CA 90012
Parking: Several pay lots and metered street parking are available

Japanese American National Museum
100 N Central Ave
Los Angeles, CA 90012
Parking: Several pay lots and metered street parking are available

Tateuchi Democracy Forum @ JANM
100 N Central Ave
Los Angeles, CA 90012
Parking: Several pay lots and metered street parking are available

Regal L.A. LIVE: A Barco Innovation Center
1000 W Olympic Blvd
Los Angeles, CA 90015
Parking: Lot 4 or Lot W, 4 hours validated parking for \$8


CONFERENCE SCHEDULE

FRIDAY, MAY 3 / 12:00 PM / ARATANI CENTRAL HALL @ JANM (Free Program)

BREAKING THROUGH | presented by  

SATURDAY, MAY 4 / ARATANI CENTRAL HALL @ JANM (Only All-Day Pass Available)


10:00 AM

FESTIVAL INDUSTRY WELCOME BRUNCH | presented by 
(invited filmmakers and industry guests only)

12:00 PM

FILMMAKERS SPOTLIGHT: CRAFTING THE NARRATIVE

1:30 PM - 2:50 PM

POST-PRODUCTION ROUNDTABLES: BEYOND THE CUTTING ROOM
presented by 

2:00 PM

FOREVER CHANGED: IMPACTFUL MOMENTS THAT SHAPE US

3:30 PM

FIRESIDE WITH JUSTIN CHON

4:45 PM

SURVIVING AND THRIVING IN HOLLYWOOD: A DISCUSSION W/ ASIAN
FEMALE WRITERS | presented by 

6:00 PM

NEVER ERASED: CULTURAL PRESERVATION IN MEDIA 

7:00 PM

C3: CONFERENCE PARTY
hosted by the Asian Pacific Filmmakers Experience Committee 

SUNDAY, MAY 5 / 10:30 AM / 341 FSN (Free Program)

AN ASIAN DUDE'S GUIDE TO SURVIVING HOLLYWOOD

SUNDAY, MAY 5 / 3:00 PM / TATEUCHI DEMOCRACY FORUM @ JANM

(Free Program)

FAMILY STYLE | presented by  

TUESDAY, MAY 7 / REGAL L.A. LIVE

6:00 PM (Free Program)

OPINIONATED: A CONVERSATION W/ WALT LOUIE

7:30 PM (Single Program Price)

STILL ALL-AMERICAN: ALL-AMERICAN GIRL 25TH ANNIVERSARY REUNION SCREENING
presented by  

THURSDAY, MAY 9 / 6:00 PM / REGAL L.A. LIVE (Single Program Price)

INTERSECTIONALITY NOW: WE GON' BE ALRIGHT


VISUAL COMMUNICATIONS





PRESENTED BY NIELSEN



VISUAL COMMUNICATIONS
Connecting Communities Through Media Arts

120 Judge John Aiso St. Los Angeles, CA 90012
213.680.4462 | www.vcmedia.org

CONFERENCE — FOR — CREATIVE CONTENT

May 3 - May 9, 2019

#VCMedia #LAAPFF2019

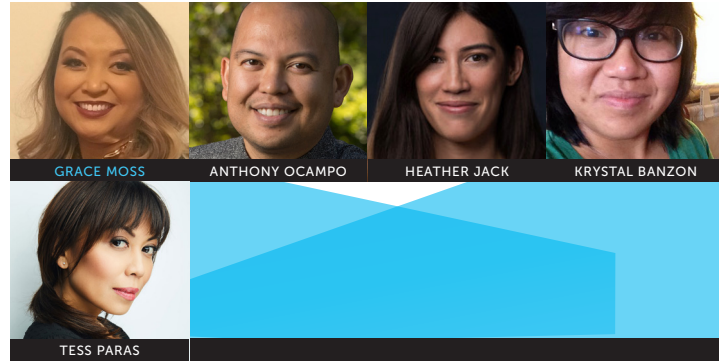
LOS ANGELES
ASIAN
PACIFIC
FILM FESTIVAL



FRIDAY, MAY 3 | 12:00 PM | ARATANI CENTRAL HALL @ JANM

BREAKING THROUGH

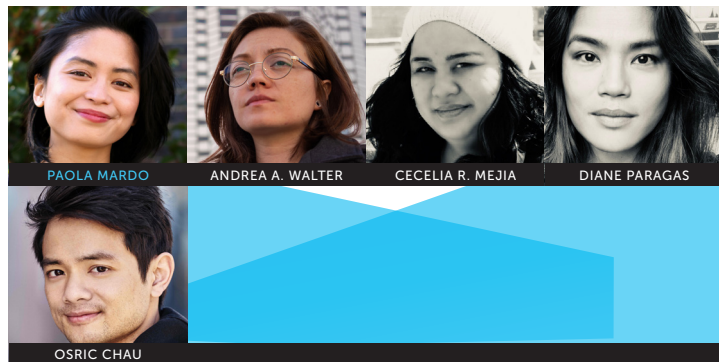
Learn about NBC's talent development initiatives from some of the writers and directors that have experienced them first-hand. Then take a deeper dive into the complexities of Filipino identity within the Asian American monolith in media.



SATURDAY, MAY 4 | 12:00 PM | ARATANI CENTRAL HALL @ JANM

FILMMAKERS SPOTLIGHT: CRAFTING THE NARRATIVE

Join Paola Mardo, host and producer of narrative podcast Long Distance, in a conversation about the making of the Festival's Opening and Closing Night films, YELLOW ROSE and EMPTY BY DESIGN.



SATURDAY, MAY 4 | 1:30 PM - 2:50 PM | ARATANI CENTRAL HALL @ JANM

POST-PRODUCTION ROUNDTABLES: BEYOND THE CUTTING ROOM

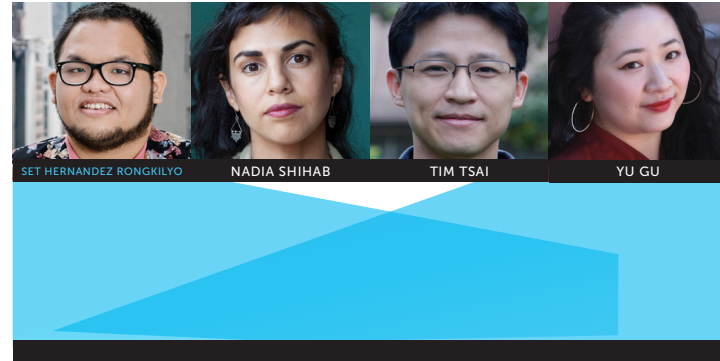
Editors from MPEG share their insight on how to best prepare with the finished film in mind, before even beginning to shoot a single frame. You will have the choice to participate in one (1) of several roundtable discussions. Moderated by Cecilia Hyoun and Tricia Rodrigo



SATURDAY, MAY 4 | 2:00 PM | ARATANI CENTRAL HALL @ JANM

FOREVER CHANGED: IMPACTFUL MOMENTS THAT SHAPE US

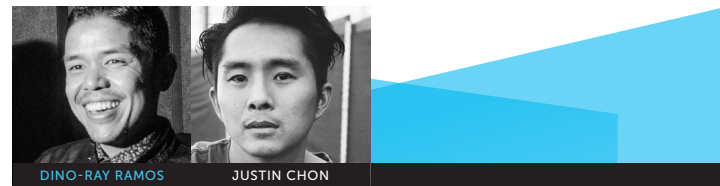
Industry leading filmmakers discuss the moments that are often overlooked that shape who we are and why capturing these moments on film are significant to the future of storytelling.



SATURDAY, MAY 4 | 3:30 PM | ARATANI CENTRAL HALL @ JANM

FIRESIDE WITH JUSTIN CHON

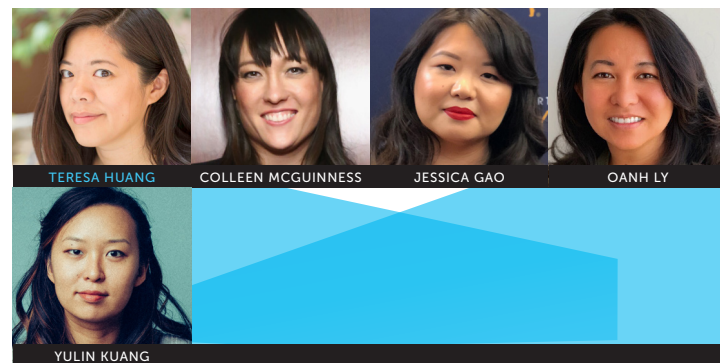
With a recently successful Kickstarter campaign and acquisition at this year's Sundance for his film MS. PURPLE, Justin Chon's unyielding drive to tell honest stories has contributed to having strong Asian American voices heard in Hollywood. What makes the award-winning actor-director-writer tick? Join this intimate fireside chat w/ Justin to get some of those burning questions answered about the filmmaker's past, present, and what's next for Asian Americans in the industry.



SATURDAY, MAY 4 | 4:45 PM | ARATANI CENTRAL HALL @ JANM

SURVIVING AND THRIVING IN HOLLYWOOD: A DISCUSSION W/ ASIAN FEMALE WRITERS

Fearless Asian female writers talk breaking in, building authenticity into television narratives, writing humor and drama, and surviving and thriving in Hollywood.



SATURDAY, MAY 4 | 6:00 PM | ARATANI CENTRAL HALL @ JANM

NEVER ERASED: CULTURAL PRESERVATION IN MEDIA

In a time where information can be readily available and shared across media, this is the time to capture our stories. Industry visionaries discuss utilizing filmmaking as a way to preserve the cultural tradition and stories of Oceania, and passing it onto the next generation.



SUNDAY, MAY 5 | 10:30 AM | 341 FSN

AN ASIAN DUDE'S GUIDE TO SURVIVING HOLLYWOOD

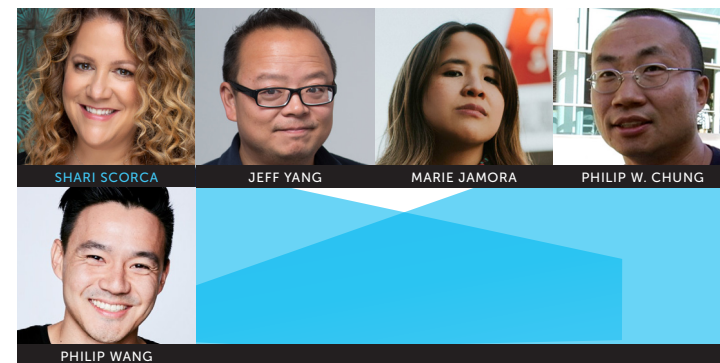
Tinseltown's a jungle. Come join this fun talk with X. Dean Lim on how to be Asian in entertainment and survive it - covering topics like *Reading a Room*, *Good Networking Practices*, *The Importance of Representation*, *Creating the Cult of You* and more. See how every day professional practices translate well into Hollywood habits as we explore being proactive, work/life balance and diversification of skills along with setting career goals.



SUNDAY, MAY 5 | 3:00 PM | TATEUCHI DEMOCRACY FORUM @ JANM

FAMILY STYLE

A new unscripted series from Warner Brothers' Stage 13 and YOMYOMF, FAMILY STYLE brings Asian American foodies and their famous friends together to explore Eastern delicacies, with a steamy side of hot topic commentary and engaging conversation. Pull up a seat and let's dig in...Family Style. The Festival will present an advance sneak peek of three episodes from the debut season before its premiere on May 13.

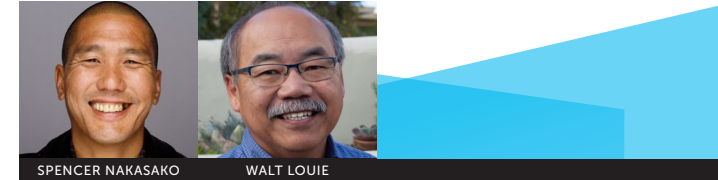


TUESDAY, MAY 7 | 6:00 PM | REGAL L.A. LIVE

OPINIONATED: A CONVERSATION W/ WALT LOUIE

Join in for a very rare screening and discussion with Walt Louie hosted by Spencer Nakasako. Louie will be showcasing a lifetime of work including clips of documentaries, narrative, trailers, and commercials. Nakasako, not known for holding back, will drive this bus to the edge as he seeks truth, justice and the Asian American Way.

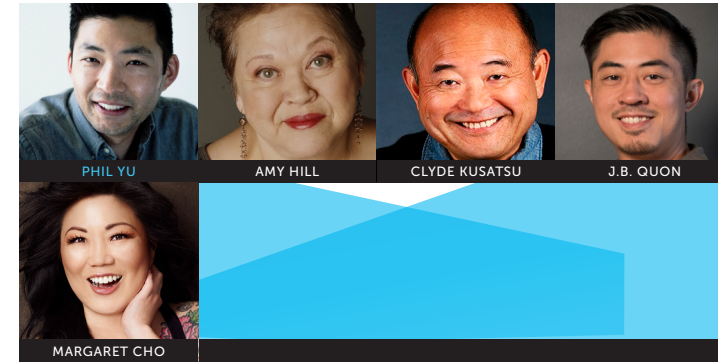
Partners: A-Doc & Motion Picture Editors Guild (MPEG)



TUESDAY, MAY 7 | 7:30 PM | REGAL L.A. LIVE

STILL ALL-AMERICAN: ALL-AMERICAN GIRL 25TH ANNIVERSARY REUNION SCREENING

In 1994, ALL-AMERICAN GIRL made history as the first network sitcom starring an Asian American family. Starring Margaret Cho, the short-lived but landmark show is considered a trailblazer for Asian Americans on television. 25 years later, we revisit the series and have a candid discussion with the reunited Kim family.



THURSDAY, MAY 9 | 6:00 PM | REGAL L.A. LIVE

INTERSECTIONALITY NOW: WE GON' BE ALRIGHT

Based on the bestselling book of the same name, writer Jeff Chang adapts and updates the ideas explored in *We Gon' Be Alright* into a new digital series for PBS Digital/Indie Lens Storycast. The screening of the first season will be followed by a panel discussion by the producers of the show.

