Amidst the uncertain times brought on by the COVID-19 pandemic, the Center for Asian American Media (CAAM) was proud to present a reimagined festival experience this past May 13-22, 2020. Our first ever digital festival, CAAMFest Online: Heritage at Home featured over 20 programs, including film screenings, watch parties, filmmaker panels, social gatherings, and live performances, and showcased the work and talents of over 50 filmmakers and their collaborators.

Nearly 5,000 attending households from around the Bay Area and the world tuned in live for our programs, all of which were free, thanks in part to the generous support of our sponsors and charity partners: you!

Thank you for believing in the value of diversity, storytelling, and bringing Asian American stories to light.

Click to view the CAAMFest Online Pre-Program Slide Roll
HERITAGE AT HOME (BY THE NUMBERS)

TOTAL ATTENDANCE: 9,439 Registered Households & 4,723 Attending Households

FACEBOOK
32,000 followers (on /CAAMedia and /CAAMFest)
9.9 million impressions
133.3K engagements
33.9K clicks

INSTAGRAM
5,214 followers
1.6 million impressions
6.9K engagements

TWITTER
13,130 followers
405.4K impressions
12.1K engagements
1.1K clicks

EMAIL
14,700 subscribers
5 CAAM Connect Newsletters w/ Sponsor Content:
23,181 Views

CAAMFEST.COM WEBSITE
4,300 daily website views
100K+ total page views
Two Blog Posts w/ Sponsor Content: 1,604 Views

PRESS
26 outlets (print, broadcast, and online)
Click below for notable coverage

*Listed social media numbers are for May 2020

“CAAMFest is online, with Lynn Chen, music, parties — and cookies”
- SF Chronicle

“With Anti-Asian Racism on the Rise, a Local Film Festival Seeks to Create a Safe Space” - SF WEEKLY
SPECIAL MOMENTS
What We’ll Remember

Lynn Chen, writer, director, & star of *I Will Make You Mine*, tuning into the film’s live Q&A from her home.

Co-directors Anna Oh and JQ Chan, in conversation with Dorothy Quock, a long-time Chinatown figure and field producer for *You Are Here*.

Grace Lee and Marjan Safinia, co-directors of *And She Could Be Next*, join Bushra Amiwala, who at 19 years old is the youngest Muslim elected official in the US.

A surprise *Saving Face* reunion during our spotlight conversation with director Alice Wu!

Baker Jasmine Cho teaches us about the intersections of cookies and cultural activism.

CAAM celebrates the tenth anniversary of H.P. Mendoza’s *Fruit Fly* with a special sing-along screening featuring a red carpet from home!
THANK YOU!

Thank you for helping make the first ever CAAMFest Online: Heritage at Home possible. This truly was a special and unforgettable CAAMFest for our team and our community of filmmakers, special guests, supporters, and partners, especially during these challenging times. Now, more than ever, we look to the power of storytelling to bring us together, and we are deeply grateful for your belief in the impact of our work.

We look forward to finding new and creative ways to partner with you again this fall and in the years ahead.

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