

CENTER FOR ASIAN AMERICAN MEDIA PRESENTS
CAAMFEST 37

“SELF EVIDENT,” A NEW PODCAST TAKING ON AMERICAN IDENTITY THROUGH AN ASIAN AMERICAN LENS, WILL LAUNCH AT CAAMFEST37

SAN FRANCISCO (APRIL 9, 2019) – To kick off its first season, **Self Evident**, a new podcast that challenges the narratives about where we’re from, where we belong, and where we’re going - by telling Asian America’s stories, is partnering with the [Center for Asian American Media](#) to present a live storytelling event at [CAAMFest37](#). The event will bring the show’s first season to the stage, offering CAAMFest attendees a sneak peek of stories to come, moving personal narratives, and a panel discussion on the term “Asian American,” led by Self Evident host Cathy Erway.

The team of award-winning producers, filmmakers, and journalists — from places like Latino USA, Gimlet Creative, The Moth, and Snap Judgment — hopes to join a long line of Asian American storytellers who are creating deeper representation of Asian American perspectives and experiences. The show will tackle identity, cultural change, and nationhood through reported features, community conversations, and personal stories. “We are excited to help bring this new podcast to public media,” said Stephen Gong, Executive Director of CAAM. “We recognize more than ever that ‘representation matters,’ especially from voices under-represented in the most important conversations and issues that we face as a nation. We think the Self Evident podcast will fill this gap with style and substance.”

“We’re exploring American identity because it’s something the whole country is grappling with right now,” said James Boo, managing producer of Self Evident. “We want to do this in a way that really stays with listeners and lets them decide how this dialogue fits into their lives. We think audio storytelling offers one of the most intimate and powerful ways to examine underrepresented perspectives in that national conversation.”

The launch event at CAAMFest37 will be an extension of the intimate experience they hope to create for listeners.

“It’s important to us that the show and event reflect the conversations we see moving forward in Asian American communities, as well as a multitude of Asian American identities and experiences,” said Erway, who will emcee the launch event.

Since its inception, Self Evident has been rooted in community participation. The team has built and nurtured a nationwide panel of more than 200 people from a diverse range of Asian American communities and identities; this panel has helped shape the show by sharing their perspectives, giving feedback on episodes-in-progress, and in some cases, volunteering to tell their personal stories on the show.

“Studiotope is committed to producing stories that lift up the perspectives of women and people of color,” said Ken Ikeda, executive producer of Self Evident, Partner at Studiotope, and CEO of the Association of Independents in Radio. “There is both talent and courage behind this effort. We love that the Self Evident team is moving urgently to share these stories. The team’s experience and networks align already with

public media distribution and we are eager to pursue this pathway and strategy with the support of CAAM.”

“Co-presenting with CAAM at CAAMFest gives us the chance to reach wider audiences and celebrate the Asian American storytellers who inspire us, during a festival with a mission that matches our own,” said Boo. “We want to send a message that there’s a robust audience for stories by and about Asian Americans. Especially on public radio, where many talented Asian American producers are already working incredibly hard to pitch their stories, get new programs off the ground, and foster more inclusive newsrooms.”

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About Self Evident:

Self Evident is a podcast that challenges the narratives about where we’re from, where we belong, and where we’re going - by telling Asian America’s stories. With host Cathy Erway, Self Evident tackles today’s tough questions around identity, cultural change, and nationhood, with direct input from its audience. Season 1 premieres May 2019 and is presented with the Center for Asian American Media and additional support from the Ford Foundation. Self Evident is a Studiotobe production, incubated at the Made in NY Media Center by IFP.

To learn more: www.selfevidentshow.com

For event details: https://caamfest.com/2019/special_events/self-evident-asian-americas-stories/

Follow Self Evident on [Instagram](#), [Twitter](#), and [Facebook](#)

About Cathy Erway:

Cathy Erway is the award-winning podcast host of Self Evident and also a seasoned writer, focusing on food, sustainability, and Asian and mixed Asian identity. Most recently she hosted Gimlet’s *Why We Eat What We Eat*, a podcast that earned the IACP award and a James Beard nomination. She’s also produced and hosted the podcast *Eat Your Words* at Heritage Radio Network since 2009. Cathy reached food blog fame with “Not Eating Out in New York,” which led to her memoir “The Art of Eating In,” and her cookbook “The Food of Taiwan.” She continues to report on the intersection of food, identity, and politics and has bylines in *Saveur*, *Food & Wine*, *Serious Eats*, *Grub Street*, *Eater*, and *Civil Eats*.

About CAAMFest:

CAAMFest, formerly the San Francisco International Asian American Film Festival (SFIAAFF), celebrates the world’s largest showcase for new Asian American and Asian film, food, and music programs. Annually presenting over 120 works in the Bay Area, CAAMFest presents its 37th year from May 9-19, 2019. For more information, please visit <http://www.caamfest.com>.

About CAAM:

CAAM (Center for Asian American Media) is a nonprofit organization dedicated to presenting stories that convey the richness and diversity of Asian American experiences to the broadest audience possible. CAAM does this by funding, producing, distributing, and exhibiting works in film, television, and digital media. For more information on CAAM, please visit www.caamedia.org.