

Annual Report

2021 Festival

DisOrient Asian American
Film Festival of Oregon
April 2021

Virtual Festival

Due to the COVID 19 pandemic, our 16th Annual film festival was our first ever virtual festival. We used Eventive as our virtual platform. A Herculean staff effort and steep learning curve made the festival not only a reality, but a huge success.

2021 Staff



Executive Director: **Pamela Quan**

Programming Director: **Susan Hirata**

Technical Supervisor: **Widya Mak**

Trailer Design: **Patricia Quan**

Technical Support: **Britt Hua, Patricia Quan, Gardner and Pandora Kimm**

Board Members: **Gordon Nagayama Hall, Mark Young, Ron Miyaguchi, Mee Wai Lam**

Newsletter Editor: **Jade Young**

Social Media Editor: **Madelaine Au (not pictured)**

Graphics: **Kelli Urabe (not pictured), Katey Williams, Kelly Lin**

Bookkeeper: **Mike Takahashi**

Program support: **Jason Mak**

"A truly great festival with dedicated staff and a beautifully curated selection of films. Would love to have been able to go in person in a non-pandemic time, but the staff did an amazing job!"

- Audience Member

Response to violence against Asian Americans

Recent national current events prompted our official response to the hate crimes directed towards Asian Americans:

March 18th, 2021

We, at the DisOrient Asian American Film Festival of Oregon, extend support and encouragement to members and allies of the Asian American community in Oregon and beyond. Our hearts go out to the friends, family members and loved ones of those who suffered and continue to suffer from anti-Asian American violence. The recent shootings in Atlanta are another vivid and unwelcome reminder that there are people who will act on their ignorance and intolerance toward Asian Americans, particularly Asian American women.

The story of America is one rooted in oppression and discrimination toward people of color. We cannot fully attain the ideals of life, liberty and the pursuit of happiness while we continue to tolerate the xenophobia, privilege, and biases that allow others to target Asian Americans.

We refuse to accept injustice and intolerance directed toward ourselves or others in the BIPOC community. Please visit [Stop AAPI Hate](#), [APANO](#) and [Asian Americans Advancing Justice](#) for information on how to get involved.

We appreciate your support of DisOrient, which each year helps its audience learn about the diversity and complexity of the experiences of Asian Americans and Pacific Islanders. We hope the festival increases understanding, acceptance, and support of Asian American and Pacific Islander communities.

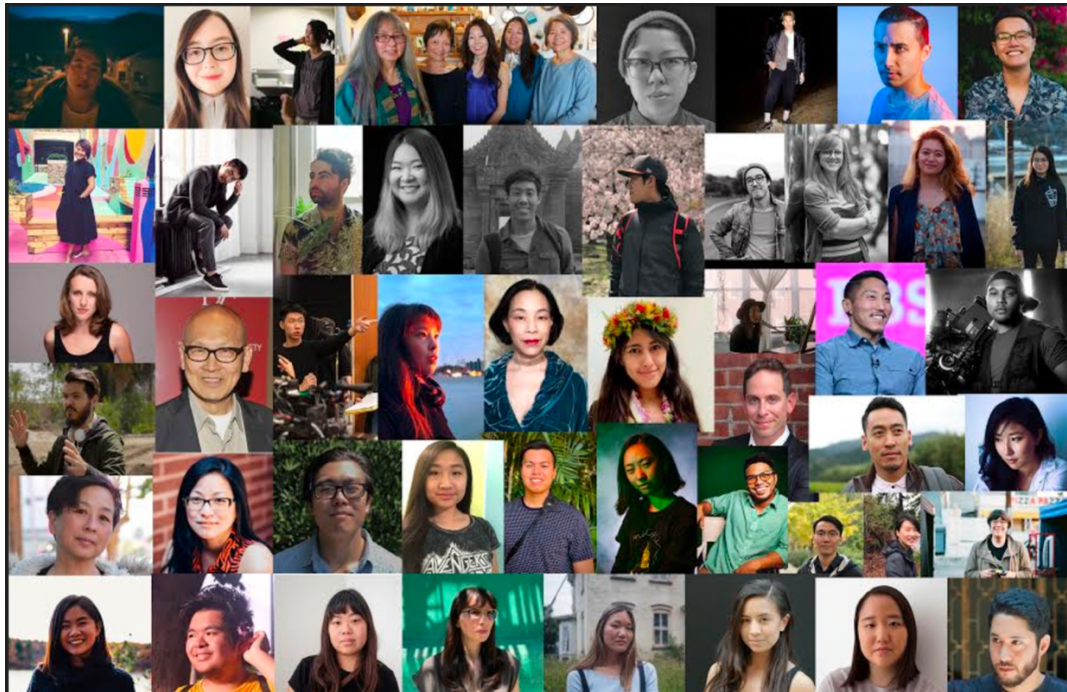
Additional Resources:

- [Stand Against Hatred](#): This website is made available by Asian Americans Advancing Justice to document hate and to educate about the environment of hate around the country.
- [Donate to Asian Americans Advancing Justice – Atlanta](#): All funding will go directly to the victims and their families impacted by the violent acts that took place on Tuesday, March 16, 2021 in Georgia.
- [Asian Mental Health Collective](#)
- [HATE IS A VIRUS Community Action Fund](#)
- [Union of Pan Asian Communities](#)



Programming

Our 2021 Filmmakers

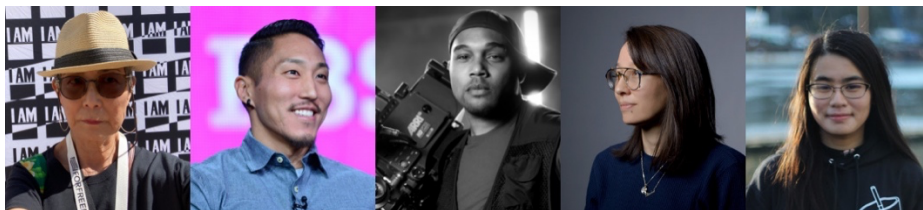


February Sneak Preview



Down A Dark Stairwell and Livestream Q&A with Director Ursula Liang and Film Editor Jason Harper

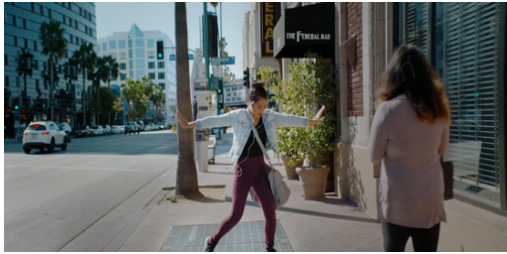
Livestream Panel Discussion



The role of AAPI filmmakers in support of Black Lives Matter

(Left to right) Author/Historian Karen Ishizuka; Filmmaker Tadashi Nakamura; Filmmaker Hisonni Mustafa; Filmmaker Ursula Liang; Filmmaker Daisy Truong
Moderated by Jason Mak, co-founder of DisOrient

Opening Night Program



Livestream Q&A with filmmakers Mallorie Ortega, Emy Coligado, Paolo Montalban, Haven Everly, Anna Anaka, Joella Cabalu

The Girl Who Left Home	Feature Narrative	Mallorie Ortega
Looking Back	Short Narrative	Anna Anaka
Ode to a Seafaring People	Short Narrative	Joella Cabalu

Centerpiece Program



Livestream Q&A with filmmakers Anthony Banua Simon, Gavin Arucan, Kalilinoe Detwiler

Cane Fire	Feature Documentary	Anthony Banua Simon
The Pakālā Kids	Short Animation	Gavin Arucan
Where Smoke Rises	Short Animation	Kalilinoe Detwiler

Closing Night Program



Livestream Q&A with filmmakers Don Young, Garth Kravits, Lia Chang, Virginia Wing, Jo Yang, Jason Ma

Coming Home Again	Feature Narrative	Wayne Wang
When the World Was Young	Short Narrative	Garth Kravits

"Thank you to everyone who brought DisOrient online and to my living room this year! It was a special treat to be able to watch it despite the pandemic!!"

- Audience Member

Feature Programs



Curtain Up!

Feature Documentary

Kelly Ng, Hui Tong

Ghost Mountain

Feature Documentary

James Taing, Virginia Lynch Dean

Keep Saray Home

Short Documentary

Brian Redondo

Cambodia Town: Not for Sale

Short Documentary

Brandon Soun

See You Then

Feature Narrative

Mari Walker

KAYE: Next Life Around

Short Documentary

Dave Yim

Take Out Girl

Feature Narrative

Hisonni Mustafa

Blue Lanterns

Short Narrative

Brandon Chen

Shorts Programs



Emerging Voices

Summer Soundtrack

Narrative

Artemis Snow

I Sound Asian

Narrative

Jeff Fong

Carnival

Narrative

Jiahao Zhang

An Object of Merit

Documentary

Amanda Wong

Refrigerate After Opening

Narrative

Kevin Ung

Blue Suit

Narrative

Kevin Nguyen

Valley

Narrative

Allan Zhang Tran

Shorts Programs - Cont'd



Japanese American Voices

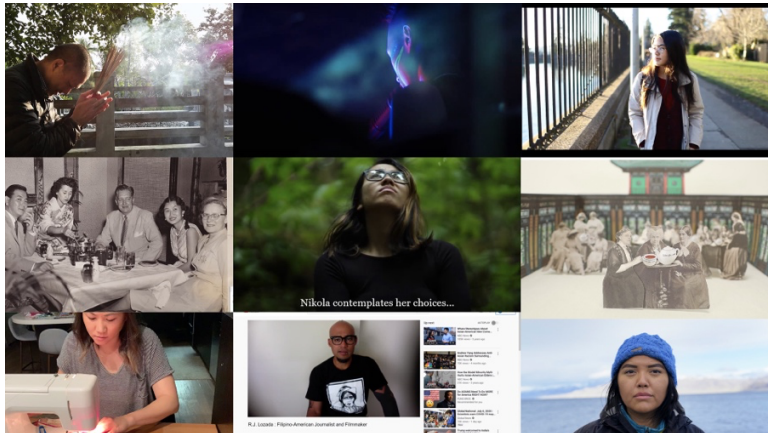
Hanami	Narrative	Lisa Maeda
Atomic Café: The Noisiest Corner in J-Town	Documentary	Tadashi Nakamura
Parabola	Narrative	Lee Shorten
Fugetsu-Do	Documentary	Kaia Rose
Sansei Granddaughters' Journey	Documentary	S. DeBoer, E. Bepp, R. Fuji-Oka, N. J. Shintani



Voices of Family

Desperation	Narrative	Wendy Wang
Sixteen	Narrative	Nahyeon Lee
Limitation of Life	Narrative	Renkai Tan
Mother Tongue	Narrative	Eris Qian
Hello from Taiwan	Narrative	Tiffany Frances
Running Shadow	Narrative	Carlos Rafael Betancourt
Unpot	Narrative	Huieun Park

Shorts Programs - Cont'd



Raising Our Voices

Saigon
Equality Tea
Beyond the Model
Confluence
Connection
I Am But I Am Not
Radical Care
Vanishing Seattle
Brightside

Music Video
Documentary
Documentary
Documentary
Documentary
Documentary
Documentary
Documentary
Narrative

Ben Phantom
Jaime Sunwoo
Jessica Lin
ETA
Tracy Nguyen-Chung
Daisy Truong
Valerie Soe
Ellison Shieh
Julia Levanne, Myhraliza Aala

Thank you so much for putting on this amazing festival! [We] were so grateful to have had the opportunity to participate. We found the films to be a wonderfully-curated mix, and presented important issues in uniquely creative ways that continue to provoke valuable discussions within our household to this day. We look forward to participating in DisOrient in future years, as well as incorporating more independent Asian American film into our regular media consumption habits.

- Audience Member

Festival trailers



Land Acknowledgement

https://drive.google.com/file/d/1aZS7wcs_z5zB_mkzjm4IvNmSLbbvQH0/view?usp=sharing



Trailer: Close (shorts)

https://drive.google.com/file/d/1-yI9IAgs4YBSKuXM8IeRj_h8g07r1sA2/view?usp=sharing



Trailer: Always Come Back Home

<https://drive.google.com/file/d/1VYRwj8PjFbeaQeL1GEYwZYObmBGn0AqR/view?usp=sharing>



Trailer: Saigon

https://drive.google.com/file/d/10xWI_JXcDOr8TPfCJxi2tG81bnnyBVnn/view?usp=sharing

Festival Marketing and Outreach

Eugene Weekly Ads



Daily Festival Newsletter



A festival newsletter was sent each day of the festival to all passholders. We began the festival with 199 recipients and ended with 283 recipients, with an average of 50% open rate over the course of the week.

Festival t-shirts



Our festival t-shirt was designed by Kelli Urabe and Britt Hua. The shirts were free to staff and filmmakers and 11 were bought by the public via our website.

Staff interviews/outreach

KOIN TV News and podcast:

<https://www.google.com/amp/s/www.koin.com/podcasts/beyond-the-headlines/beyond-the-headlines-racism-violence-and-asians-in-america/amp/>

Ken Fong's Asian American Podcast: <https://asianamerica.libsyn.com/dr-gordon-nagayama-hall>

Jefferson Exchange: <https://www.ijpr.org/show/the-jefferson-exchange/2021-03-25/fri-8-30-onscreen-but-online-eugenes-disorient-filmfest-returns>

KLCC: <https://www.klcc.org/post/disorient-film-festival-raising-aapi-voices>

Register Guard: <https://www.registerguard.com/story/news/2021/03/18/disorient-asian-american-film-festival-set-begin-friday-online/4739898001/>

KEZI: <https://www.kezi.com/content/news/Annual-DisOrient-Asian-American-Film-Festival-is-virtual-this-year-573988081.html>

Willamette University: Pamela Quan, Susan Hirata

Festival Awards



Award

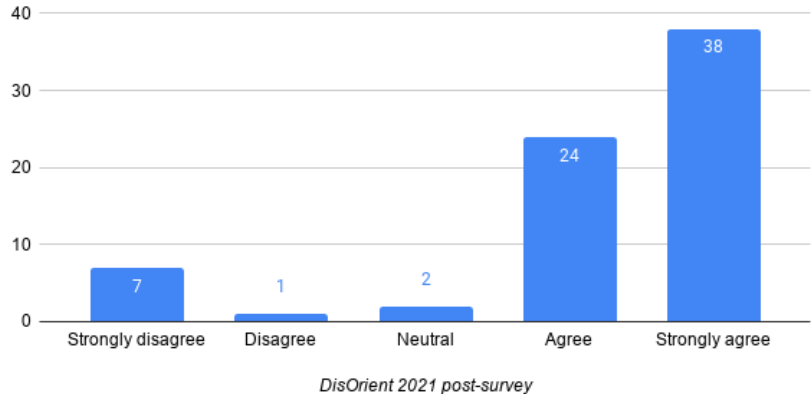
Best Feature Narrative
Best Feature Documentary
Best Short Narrative
Best Short Documentary
JDM award for Social Justice
Audience Choice: Feature Narrative
Audience Choice: Feature Documentary
Audience Choice: Short Narrative
Audience Choice: Short Documentary
DisOrient Inspirational Artist
DisOrient Special Recognition for Outstanding Music Video
DisOrient Heritage Award
DisOrient 2020 Raising Our Voices Award

Recipient

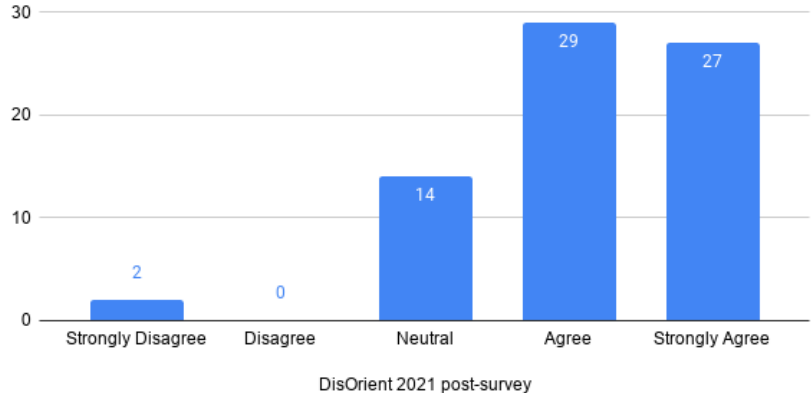
Coming Home Again
Curtain Up!
Valley
Equality Tea
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When the World Was Young
Atomic Café
Virginia Wing
Ben Phantom
Fugetsu-Do
Take Out Girl

Audience Survey Results

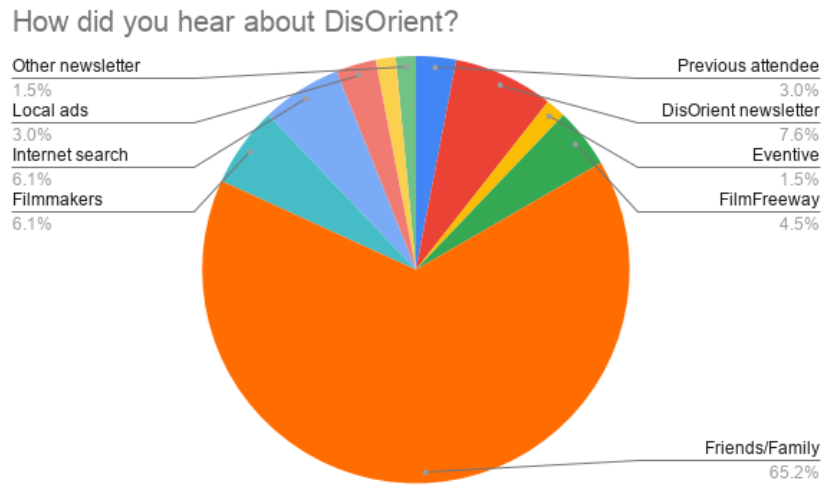
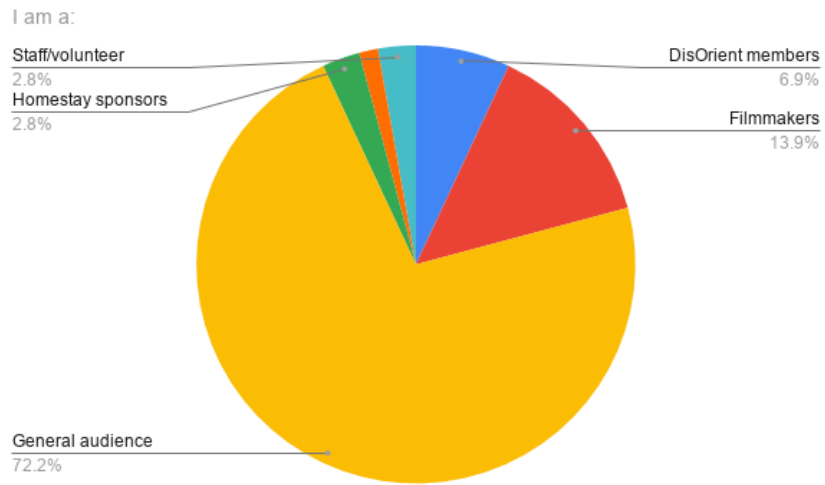
DisOrient film festival made me more aware of the experiences of Asian Americans/Pacific Islanders.



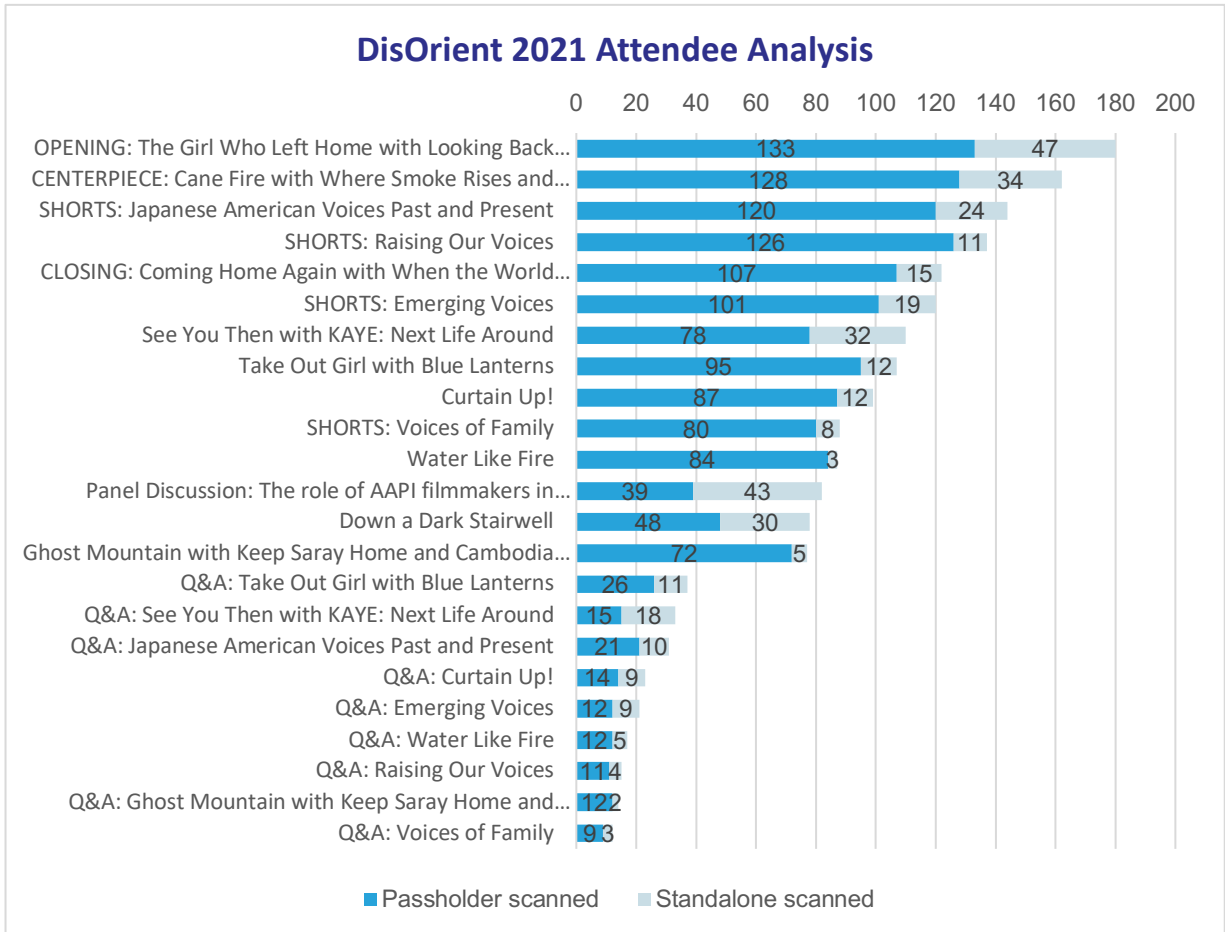
DisOrient film festival made me more aware of a perspective that I had never been exposed to before.



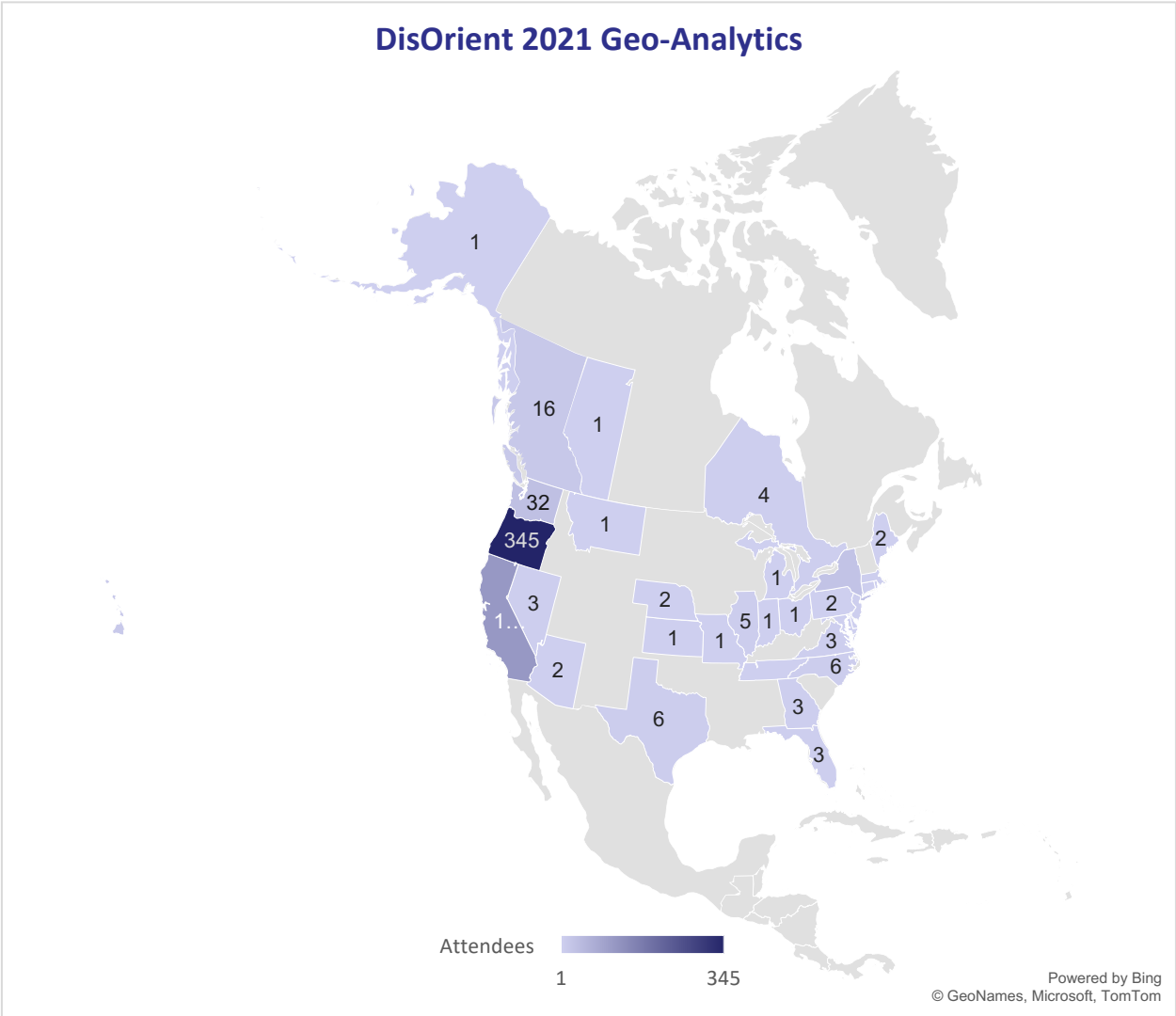
Audience Survey Results - Cont'd.



Attendance Analytics



Attendance Analytics - Cont'd.



Financial Analytics

Eventive Sales Summary Report

Category	Gross sales	Net sales	Fees
Total	\$16,136.12	\$14,720.72	\$1,415.40
Tickets	\$2,178.00	\$1,649.18	\$528.82
Passes	\$10,526.48	\$9,867.08	\$659.40
Donations	\$3,431.64	\$3,214.60	\$217.03
Other	0	-\$10.14	\$10.14

Festival Sponsors

Sponsors



Pamela M. Quan
Broker, GRI

