

# KOREAN SPOTLIGHT

FALL 2022

AUG -OCT 2022

*BUSINESS PLAN*



NEWPORT BEACH  
FILM FESTIVAL

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# SECTION 1

## Event Description



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Who

The Korean Spotlight is one of the most prominent cultural events held at the Newport Beach Film Festival. The Korean Spotlight at the Newport Beach Film Festival, which is a component of the Pacific Rim showcase, emphasizes and celebrates Korean and Korean American culture, film, filmmakers, and their people. The Newport Beach Film Festival takes pleasure in providing a wide selection of foreign films, which enhances the festival's cultural experience.

Gregg Schwenk, one of the co-founders and CEO of the Newport Beach Film Festival, supervises the students directly as part of the event planning and management course at California State University, Fullerton. Students are assigned to teams that each have a particular spotlight they work with during the semester. The designated group, Team Korea, is responsible for working closely to implement the Korean Spotlight.

Korean Americans make up a significant portion of the population in Southern California, particularly in the greater Los Angeles and Orange County regions. The goal of the Korean Spotlight at the Newport Beach Film Festival is to provide the greatest possible assistance to the Korean and Korean American communities. The Korean Spotlight is focused on collaborating with our natural allies in the Korean and Korean American community, while the Newport Beach Film Festival strives to culturally enrich and educate society on many worldwide cultures. The Korean Spotlight will always try to support those groups, whether it's by helping to raise awareness or by promoting events organized by Korean and Korean American community organizations.

The Korean Spotlight makes an effort to contact a wide range of groups, businesses, and people who are part of the Korean and Korean American communities. This can range from the chambers of commerce in various cities and counties around southern California to the Korean consulate in Los Angeles. The Korean Spotlight, though, continues in other ways. We connect with groups run by students, performance groups, youth organizations, educational institutions, and even diverse media-related businesses.

Our main goal is to assist as many members of the Korean and Korean American communities as we can, while also establishing connections and partnerships with them to work toward creating a fantastic Korean Spotlight at the Pacific Rim showcase of the Newport Beach Film Festival. Even while the Korean Spotlight's dedicated crew works hard to put on a respectable event that celebrates and highlights Korean and Korean American culture, it would not be nearly as significant or successful without their help. They are responsible for making the Korean Spotlight such a costly and exciting annual event. We put on the most authentic celebration. We can thank the partners, sponsors, and supporters we have from the Korean and Korean American communities. Examples of these include performances by incredibly talented college students as part of K-Pop and traditional Korean dance performances, as well as sponsors that gave goodies to Newport Beach Film Festival participants.

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It is a pleasure for the Korean Spotlight at the Newport Beach Film Festival to be able to interact with such a lovely and diverse community. It gives us the utmost pleasure to connect with the Korean and Korean American communities and establish lasting bonds with them so that we may encourage and congratulate one another.

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## What

The Newport Beach Film Festival is a festival that features films from over one hundred countries over a week-long festival that takes place at four different theaters in Newport Beach, CA with tons of events for guests and filmmakers to enjoy. This year, the festival celebrates its 23rd year anniversary and featured fantastic films all throughout the 8-day festival. Opening night featured the film *Weird: The Al Yankovic Story* starring Daniel Radcliffe and Evan Rachel Wood and the closing night featured the hit *Knives Out*'s sequel film *Glass Onion: A Knives Out Mystery* with Daniel Craig reprising his role as Detective Benoit Blanc.

The festival as a whole is largely known for its diversity and inclusion of films as well as the luxury experiences accessible to paying guests and filmmakers looking to promote their work and form connections with other filmmakers. CEOs Gregg Schwenk and Todd Quartararo built this festival upon the values of putting the filmmaker first and an emphasis on community. They focused on maximizing the experience for the audience and putting the spotlight on underrepresented communities in the Southern California region from as far as LA county, to the Inland Empire, to Orange County, and down to San Diego. It places a large focus on serving the communities that the festival represents and ensuring that the festival and those communities can strengthen their relationships.

The Korean Spotlight is one of the many spotlights of the Newport Beach Film Festival that features a film from one of 13 countries that are featured during the festival. The Korean Spotlight is part of the Pacific Rim Showcase that highlights four chosen films from the countries of Korea, Japan, Australia, and China. After the screenings, an afterparty at Time Nightclub with food and entertainment was arranged by the festival as well as the students who contacted Supporters, Partners, and Sponsors to promote the event. This year, the Korean Spotlight team comprised of 7 total members also featured 5 international students, 4 from Korea and 1 from Prague. All 7 members worked together to contact various organizations within the Korean and Korean American community to promote the event and produce an audience for the screening and the afterparty event.

As this class is an Event Planning class, the team was responsible for contacting supporters, partners, and sponsors that would be willing to promote the event and come support the festival. The team had to facilitate social media marketing partnerships in order to promote the event and also obtain four photographers, a videographer, and entertainment for the afterparty.

The Korean Spotlight film was *My Perfect Roommate* directed by Soon-Sung Lee and starring Moon-hee Na and Choi Woo-Sung. As a team, we presented an introduction to the screening. Three speakers from the team greeted our audience and touched on what the experience in this class has provided for us. We also thanked our supporters and partners and of course our sponsors, and later helped to set up for the event at Time Nightclub. The team managed to secure 4 photographers and a videographer as well as KimChi Beauty products as a gift to those who checked into the nightclub and two performances from a traditional Korean drum group and a Kpop cover group from UCI.

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## When

The Newport Beach Film Festival will be held during October 13th-October 20th. The Korean Spotlight included in the Pacific Rim Spotlight, which also includes Japan, China, and Australia, will take place on October 19th. This festival run date was applied from last year. Up until 2019, the festival took place in April. In 2020, it occurred in August, and the subsequent year got pushed to October.

The change in time makes the screenings more likely to be eligible for award nominations. In the case of April, it's too far away from when movies will be considered and from when award nominations are being thought about. However, having it in October, since it's right towards the end of the year, makes it the perfect period for when movies are seriously considered for awards and only a few months away from all the award shows.

The timeline of the night was as follows. First, it began with the red carpet, where we had time for photo shoots of supporters and teams and interviews. Then, we gave quick speeches to thank our sponsors before the Korean spotlight film screening. Once the screening ended, we guided everyone to the Time Nightclub venue for the afterparty. It took roughly five minutes to walk there. Since this night was for the Pacific Rim spotlight, which includes four countries, there were four countries' film screenings at the same time. The order is arranged according to the time of the movie. The longest film began first to make sure that all screenings would be over at approximately the same time, which can also ensure that everyone will be in attendance at Time Nightclub at the same time.

For an approximate timeline of the night, considering hours may be off by 30 minutes to an hour, depending on the scheduling, the red carpet started at approximately 5-6, going until 7:30 pm at the latest. The films began around 7:30-8 pm varying by film screen time. Next, the afterparty at Time Nightclub was arranged once all four films concluded. It began from 9 pm to 10 pm and finished after a few hours. Plus, for the club event, we had performances by KKAP and Hansori from the University of California, Irvine, as part of the Korean spotlight.

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## Where

Triangle Square, a large shopping center located in Costa Mesa, will host the Newport Beach Film Festival Pacific Rim showcase. The venue is ideal for the event showcase, which aims to draw in and honor other cultures. This square is home to a variety of eateries, including sushi bars and Mexican restaurants. The perfect fusion of coastal architecture unites the location and the event. Due to its proximity to Newport Boulevard, where the 55 Freeway finishes, this area is also very accessible. It is simple to move from the red carpet to the screening and the after-screening celebration because all of the locations used for the evening are close to one another.

The event's screening section will be hosted at Starlight Triangle Cinemas. Additionally, a red carpet will be set up here where sponsors, partners, and supporters can pose for photographs and socialize with one another. Visitors to the event will be allowed to take pictures of themselves as they walk the red carpet. The theater offers 160–250 traditional stadium seats for viewing the Korean Spotlight film lineup.

Time Nightclub will stage the post-screening event. Only a 5-minute walk distinguishes this 14,000-square-foot club from Starlight Triangle Cinemas. It features a dance floor ideal for our partners, who will be entertaining guests as part of the after-party event. Around the dance floor, there is also tier-style seating which also helps people to mingle with each other.

One of the most crucial elements of planning an event is the location. Visitors will find it easier to attend, given how close the different locations are to one another, and there won't be any problems with transportation or time. It is crucial that these activities and after-parties occur in the vicinity of the festival since it supports the neighborhood's small businesses and ensures their prosperity while we host our own event.



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## Why

The Newport Beach Film festival is the largest film festival in Southern California. Its mission is to be committed “to enlightening the public with a first-class international film program as well as providing a forum for cultural understanding and enriching educational opportunities; the Festival focuses on showcasing a diverse collection of both studio and independent films.”

NBFF is dedicated to supporting artistic cinematic works from all over the world and seeks talented artists that could present their work to the public. It also supports international talents through its Spotlight events. Through this, the festival hosts various countries to show their cinematic art, including Korea. The Korean Spotlight emphasizes great Korean films and gives the local Korean community the opportunity to be a part of the event through Korean organizations, companies, partners, and sponsors. Partners and sponsors are crucial to connecting the community and bonding the Los Angeles and Orange County Korean and Korean American demographic that helps promote and attend the Korean spotlight event.

It is so important for the Newport Beach Festival to host the Korean Spotlight because it gives those in the surrounding areas a chance to see Korean representation, not only through the film but through dance and art. It gives the LA/OC area people who would like to see more Korean and Asian representation a chance to have their culture not only highlighted but celebrated.

With supporters and partners, the Festival can become even better and reach a larger audience. It gives the Festival the opportunity to present Korean films, traditions, food, cosmetics, dances, and much more. It also bonds the community and supports motivation to create more film content for the future. The night of the event is also important to cross-promote other cultures, such as the Australian, Chinese, Japanese, and more.

The event is important to draw more attention to international cultures and expand the horizons of the audience. On top of that, the Festival gives a chance to promote small organizations and performers and give the audience an experience of a lifetime.

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## How

Thanks to Diane Kim and our predecessors, we were set up quite well in terms of who to contact and what we needed to get done. Luckily, our entertainment (Hansori and KKAP from UCI) was already confirmed, so we just needed to generate the audience. It was quite hard to tell from the screening who Diane invited and who we brought in, but from what we saw at the beginning of the screening, we had a half-full theater that was good enough. It was tough doing outreach and getting organizations to work with us, so we're proud we had an audience happy with the screening and the event.

In terms of outreach, we had worked off of the SPS profiles provided by our predecessors from the Spring of 2022 and built off of those primarily. We tried to bring in other familiar groups, including the CSUF Kpop Club and the skincare brand Glow Recipe. It was also nice connecting with AWE and networking on that day, as well as having the chance to promote the festival at such a nice event supporting the Asian community.

However, no project or event plan comes with no difficulties. When contacting many groups on social media or with the emails and numbers provided, we found that many numbers were outdated, some accounts were down, and many times we were ghosted on social media and via email. It was even more frustrating when we would be able to see that certain accounts had seen our messages but chose not to respond. What we should have done earlier was to contact faculty advisors assigned to university KASAs first rather than the actual club. That way, maybe the advisor would be more proactive about cross-promotion. Otherwise, it was honestly quite difficult reaching out to groups that would have been great partners and supporters. It was hard not to be discouraged, but we at least did not give up since we did have last-minute miracles.

Our social media strategies included posting daily, creating stories, following users with similar interests, and liking/commenting on our own posts and other people's posts. First, our team started off making various posts dedicated to a specific day of the week in order to have a consistent feed and to be able to draw in other users across all social media platforms. Each person was in charge of one specific day of the week, and it helped us maintain a consistent feed and posting schedule while marketing for the event. We also attempted to create interactive and general Instagram stories to draw in more views and engagement. Next, to help gain more followers and activity on our social media platforms, specifically Instagram, we as a team followed various accounts that would be interested in our event, and we would also comment and like under their different posts to hopefully gain more followers and engagement on our end. Not only that, but our team would also go onto their personal Instagram accounts and like and comment on our event Instagram to help with the algorithm so that our posts on the Korean Spotlight Instagram would attract more and more people.

We could have done better at making more Instagram stories and making them interactive instead of just reposting posts that were already created and on our feed. If we had taken more time to make interactive stories, our engagement would have seen a different fate in a positive way. Another thing that we could have done better is to follow and engage with other accounts across all social media platforms, like Facebook and Twitter, instead of just primarily focusing on Instagram. If we had consistently liked, commented, and followed our own posts and other posts across the other two platforms, our engagement could have looked different. Next year's team can do better to schedule Instagram, Facebook possibly, and Twitter posts to go off at the same time on specific days of the week, and make sure to schedule these posts a week in advance. Doing this will be less stressful than having to post manually every day, and the posts that will go out on social media will be more consistent, and that consistently will hopefully create a better engagement outcome. Another thing that next year's team can do better is to assign specific people to handle social media and other people to deal with getting

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sponsorships. This would help the team be less stressed in having to do multiple things simultaneously. By assigning specific people to handle social media and other people to handle emailing and partnerships, it would make the whole event planning process a little less stressful. All in all, this was an amazing experience, and all the knowledge we will be taking away from this class will ultimately be very useful and valuable for our future careers and goals.

To-Do List/Tips

- Ensure you have your entertainment confirmed early on.
- Change of clothes for set up is NOT NEEDED.
- Split up your SPS people evenly
- Try to contact people at least every 3 days from the day of contact
- For university KASAs, be diligent about contact. THEY WILL LEAVE YOU ON READ. Try contacting their faculty advisors if contacting the club won't work.
- Stay diligent on social media posting (keep on a schedule and assign days to your team)
- Make sure to engage on SM (try following, liking, and commenting on Korean language community accounts and see about Korean influencers)
- FYI your whiteboard isn't necessary during the party
- Ensure your Instagram Stories are interactive and engaging

Tips for Korean international students in the future

< Newport Film Festival 당일 행사 관련 >

- 조원을 잘 만나는게 굉장히 중요합니다. 저희는 조장이 매우 유능한 인재이고 영화제 인턴으로 활동중이라 도움을 많이 받았습니다.
- Afterparty는 클럽에서 개최되기 때문에 만나이 21살 미만일시 교수님께서 수업중에는 다 관참을거라고 했지만.. 결국 20살인 친구들은 들어가지 못했습니다.
- 행사 당일 날 cocktail dress와 formal한 옷(suit)이 필요합니다.
- 행사 전 수업시간에 담당자께서 오셔서 편한 신발과 옷이 필요하다고 하셨지만 생각보다 강도 높은 일은 없으며 행사도 충분히 즐길 수 있었던 것 같습니다.
- 담당자분께서 준비되어 있는 음식을 섭취하거나 춤을 같이 추거나, 술 마실 생각도 하지 말라며 강도가 매우 높을 것이라고 경고를 하셨어서 모두 겁을 먹은 상태였습니다. 걱정과 달리 막상 행사장 분위기는 매우 좋았고 다같이 재밌게 즐길 수 있었습니다. 물론 약간의 노동이 있었지만 스태프로서 당연한 것이었으며, 혹여나 담당자분께서 내년에 다시 겁을 주시더라도 신경쓰지 말라고 말씀드리고 싶습니다.
- 대부분 실내에서 진행이 되므로 추위에 크게 걱정하지 않아도 관참을 것 같습니다.
- 아무래도 파티이다보니 준비되어 있는 음식이 finger food이고, 사람이 많고 분주하게 움직여야할 때가 있어 여유롭게 먹지 못합니다. 허기질 수 있기 때문에 행사 직전 점저를 먹고 참여하는 것을 권장합니다.

# SECTION 2

## Organization & Management



## Section 2 - Organization & Management

### Roles and Responsibilities

As a large team of 7, we tried to split the work evenly, so no one was overwhelmed. Loralyn Narvaez was the team leader who created a lot of templates and documents for the team's reference and tried to keep everyone as organized as possible. As the team leader, her responsibilities included keeping track of the team's contacts, coordinating team meetings, confirming details, and contacting other supporters, partners, and sponsors. It is important for the team leader to be checking in on other team members and keep everyone updated and accountable. They are also primarily responsible for contact with Diane Kim, but every team member is allowed to contact Diane for help if necessary. Lastly, she coordinated the shot list for the photographers and was invited to the Asian Women Entrepreneurs luncheon to promote the event.

Nicole Anita was one of the event coordinators on the team who contacted her assigned supporters and partners via email and over the phone. She was also in charge of helping make various posts and templates for social media, along with posting stories and posts on the Korean Spotlight's Instagram page. Nicole also looked over social media analytics, primarily for the Korean Spotlight's Instagram.

Sylvie Pilipova mainly took care of the KKAP Dance Team and organized their performance. She also contacted several partners via e-mail and phone. One of the other partners she was taking care of was the Korean American Student Association Chapman, with which she organized social-media cross-promotion. Apart from that, Sylvie was responsible for the Facebook page of NBFF, and also for several Instagram posts each week.

Juhee Im was in charge of contacting several partners via email and phone as well as coordinating with the traditional Korean drum group, Hansori. She was also responsible for follow-up and confirming with her assigned supporters and partners, as well as managing Korean Spotlight's Instagram. She also created content for social media posting, especially about the spotlight of the event. She secured one of our 4 photographers, Steven Le, and coordinated with him in terms of briefing information about the festival and discussing photographer expectations. On the event night, she took care of the Hansori UCI team and helped prepare for their performance.

Sooyeon Kim was in charge of several main partners who contributed a lot in terms of promotion on social media. She contacted various partners via email and phone calls. She successfully developed a partnership with the Koreatown Youth and Community Center (KYCC) and thus encouraged awareness of the Korean Spotlight on social media through their sharing content on social media. Soo Yeon also created content called 'Food Friday' and was responsible for posting her share every Friday on Instagram and Twitter. She also managed the Korean Spotlight's Twitter account and actively interacted with other accounts to boost activity. Taking advantage of her own social media accounts, she aggressively put them to use in promoting the Korean Spotlight's social media posts.

Hyobeen Kim was in charge of contacting partners primarily via email and phone. Although it was arduous to fulfill a partnership, she tried her best by sending Instagram DMs to partners without their contact information. She was also in charge of promoting the film festival. She created weekly posts called 'Music Monday' and introduced Korean culture on Instagram with information about K-pop.

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Hyeonah Kim was in charge of communicating with supporters by email and phone. Even if the partner did not have an email address, she made phone calls and actively tried contacting sponsors. Every Wednesday, she created an Instagram post on the topic of a famous Korean drama or movie content. Also, she created content about the film festival schedule using her design skills. She managed the Korean Spotlight's Twitter account and actively interacted with other accounts to boost activity.

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Loralyn Narvaez

- Kimchi Beauty
- Korean American Bar Association
- Halie Rey Photography
- Anthony Fernandez
- Joey Chu Photography
- Kpop Club CSUF
- Asian Women Entrepreneurs
- 3 Kings Public Affairs
- K-Your Personal Achievement
- KASA USC

Nicole Anita

- Korea Daily
- Korean American Center
- Korean Education Center Los Angeles
- Koreatown Life
- 88 Rising

Soo Yeon Kim

- Koreatown Youth and Community Center (KYCC)
- The Korea Times
- Korean Tourism Organization
- Korean Cultural Center of Los Angeles
- KPOP Center – The Source OC KPC Dance Studio

Juhee Im

- Hansori UCI
- The Source
- Korean Resource Center
- Korean American Bar Association of Southern California
- University of California, Los Angeles

Hyobeen Kim

- Radio Korea
- Orange County Korean Cultural Center (OCKCC)
- UCI Korean American Alumni Chapter
- KASA UCLA
- CSULB Korean American Student Association

Sylvie Pilipova

- KKAP Dance Team
- AAX Media Group

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- Radio Seoul
- Korean American National Museum
- Korean American Student Association Chapman

Hyeonah Kim

- SOKA
- Korean American Chamber of Commerce of Orange County
- Korean Consulate
- Korean American Chamber of Commerce of Los Angeles County
- MaDang Courtyard



## Loralyn Narvaez Biography



Loralyn Narvaez is a Northern California native pursuing her Master's Degree in Communications with a concentration in Entertainment and Tourism at CSUF. She was raised in Sacramento, CA, until she graduated high school in 2016 and moved to Washington to attend the University of Washington, Bothell. After one year of pursuing business administration, she decided to move back to California and pursue her Associate's Degree in Communications. She finally received her Bachelor's in Communications at the University of California, San Diego, where she went on to be accepted as part of the Master's program at CSUF. Throughout her education, she has been an avid fan of storytelling and writing and helped found the first chapter at the University of Washington, Bothell, for the online magazine Her Campus, which supports female writers and readers. Even after leaving the campus after one year, she went on to continue being Head Writer for another year while attending Saddleback College to pursue her Associate's Degree in Communications, where she graduated Cum Laude. She then transferred to UCSD, founded and became President of the UCSD Her Campus chapter. She has been passionate about writing and has written dozens of articles regarding her lifestyle, education, beauty, fashion, and entertainment.

After graduating from UCSD with her Bachelor's in Communications with a minor in Business, she decided to continue her education at CSUF to pursue her Masters in Communications with a concentration in Entertainment and Tourism. She is currently the leader of Team Korea for the Pacific Rim Korean Spotlight for the Newport Beach Film Festival and an Associate Programmer for the festival. In addition, she became the Public Relations and Sponsorship Coordinator for the Entertainment and Tourism Club at CSUF to help support other students aspiring to work in the entertainment industry.

As a child, she was raised with many film and TV fanatics who constantly quoted famous movies and TV shows and loved having movie marathon nights when her family would spend summers watching new movies that her grandfather would get in the mail from Netflix, which sparked her love for film. In the pursuit of her degree, she intends to work in the film industry in any capacity with a passion for diversity and inclusion, global communications, casting, and marketing. Ultimately, Loralyn feels that working with film and television is something that she would be doing as a tribute to her late grandfather, who exposed her to so many great films as a child but also to the rest of her family, which helped cultivate her huge love for film and storytelling.

In addition to her love of film, she enjoys learning new languages. She took many language classes growing up for fun and went on to pursue learning Korean, Chinese, and Japanese. She recently received her TEFL certificate that would allow her to teach English in foreign countries and is excited to interact with her online overseas students to teach them English. Her favorite films include Spirited Away, Marriage Story, and The Little Mermaid, and her favorite TV shows are Friends, The Untamed, and any show related to food. Additionally, she loves to sing, play guitar, cook, and watch the Actors' Roundtable during her free time.

### Socials:

- Instagram: @lo.loves2
- Facebook: Loralyn Narvaez
- TikTok: lo\_loves22
- LinkedIn: <https://www.linkedin.com/in/loralynnarvaez>

# SECTION 3

## Marketing Strategies



## Section 3 – Marketing Strategies

### Market Summary

The Korean Spotlight has a major advantage in that Orange County and Los Angeles both have huge Korean and Korean American populations. Orange County has an estimated 99,566 Korean citizens while Los Angeles has an estimated 200,138 Korean citizens according to the US 2021 Census Bureau. These are the two counties in the U.S. with the largest Korean populations. This does not include the San Diego region and the Inland Empire, two other regions we hoped to target with our marketing and promotions. Therefore, we had a lot of ground to cover in terms of outreach for SPS. However, we knew that with Korean culture booming in the U.S, much of our target age demographic would likely be between the ages of 21 and 60 with young people engaging so much with Korean culture and those of the older generation being prideful in their community.



We hoped that the locations would be willing to commute to Newport Beach for this celebration of their culture, but we knew that for a Wednesday night screening and party, it would be slightly difficult to attract those from the farther regions such as San Diego or Riverside. This is why we focused our marketing efforts on OC colleges and Korean organizations and those in Los Angeles county as the commute would be a little bit less of a hassle. These communities are also enthusiastic about their culture, so we felt this would be beneficial to us in the hopes that they would be more willing to come out to our event.

Our marketing mainly focused on utilizing Instagram, Twitter, and Facebook as the primary platforms of advertising and outreach. We found it beneficial to simply make all three accounts cohesive at the same time by posting every day with the same post across all three platforms. Aside from the Reels on Instagram, every post was consistent on all three platforms. We leaned heavily on Instagram as many of the organizations we were contacting had Instagram accounts with a substantial amount of followers. The audience on Twitter and Facebook struggled, so Instagram became a top priority in terms of outreach and engagement as our audience on that platform was much more engaging and more likely to see the content we were putting out. It was also easier to target groups and narrow down the accounts we wanted to reach and follow based on related hashtags and content.

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To spread the work evenly, we played to our strengths in terms of who was used to using which platform. Nicole, Hyobeen, and Hyeonah were primarily responsible for creating content and posting on Instagram. Sooyeon and Juhee posted on Twitter while Loralyn and Sylvie posted on Facebook. We wanted to see if it was possible to integrate Instagram and Facebook since that feature is an option, however, the Facebook account was not properly set up. A new Facebook account would have to be made in order to integrate the two platforms smoothly to allow for what is posted on Instagram to be posted on Facebook with ease.

Regarding the posting schedule, we decided to change much of the aesthetic of the original Instagram to be more cohesive in terms of theme and more regular with the content production. With seven members, it was easy to designate one person a week to create a post. That person would create the post on the international spotlight Canva account and then share that post with the rest of the group for one person per platform to post along with the copy for the caption which includes relevant hashtags. To make things easier to see and remember, we utilized Loomly to simply designate the days and list the themes of each day. For example, Music Monday or Talk to Me Tuesday in which we posted about a new Kpop single that had been released or a Korean phrase and translation respectively. It made for a much more even spread of the work and a more fluid posting schedule. We found that the posts regarding popular music and Kdramas had the most engagement compared to the ones regarding the event. Definitely leverage that if possible. We also tried to follow and engage with all of our SPS groups with Instagram accounts, but we could have done a little more with that including following related and engaging more with related accounts such as Korean language or Kdrama accounts. It is quite difficult though since the Korean culture content “market” online is so highly saturated.

In terms of how we worked with all three platforms, we felt that more of the traction and viewing traffic was specifically on Instagram. Every organization we followed that was on our SPS list did not have a huge Facebook following either, so we came to the conclusion that we would be more successful in general on Instagram. Twitter did have some success in post engagement, especially ones where popular Korean music or entertainment was mentioned. However, similar to Instagram, content that did not relate to the event did better than the ones that did.

This is why we highly recommend finding other ways to engage aside from commenting and liking. We tried to post a couple of Reels and those were semi-successful. However, the real focus should be on those social media partnerships. Future teams may find that it was difficult to convince groups to post our content because they did not want ads to ruin their feeds or simply wanted an ad-free feed. Our team was a little less forceful in our push for a partnership and we were also quite ignored by many college KASAs. Therefore, we also suggest getting in contact with the KASA advisors and inviting them to the event, and asking them to have their KASA discuss our event. More ideas should be developed in reaching those college organizations.

### **Analysis of Target Media and Outreach Partners**

Your priority as the Team Korea Spotlight is to analyze your market and understand who you believe would be a great supporter of your event. Not only in the promotion sense, but also in the actual attendance of your event. Our Spring 2022 predecessors did a great job setting us up with a great list of local supporters and partners. Diane Kim will be your main contact for many of the Korean organizations in the area as you will see in the analysis below. However, it is still up to your team to do extra research to find other groups that will support you, your event, and the festival as a whole. This also includes recruiting photographers and a videographer and DJ to assist in gathering content for your

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event. These people will be considered the sponsors for your event as they are providing a service to you, most likely for free since we cannot actually compensate. Be aware of this going forward as you begin to think about people who would be willing to work for free and for experience for the event.

Based on the organizations our team and the one before us found, it was important to evaluate the organizations' values, goals, and general audience demographics to determine whether they are aligned with our interests. The organizations we partnered with and tried to do outreach with the most were college organizations and non-profits because their demographics would be more likely to attend an event like this but also because of the age demographic being more likely to have a social media presence that would promote the event. All of the partnerships were strictly social media ones without compensation. A repost for repost partnership you could call it. So it was crucial that we formed relationships with these organizations and do our best to persuade them to support us.

While the major focus was on the organizations already found by the previous team, we delved a little deeper to find a couple more organizations we thought would be beneficial to our team's promotion such as Glow Recipe or BuzzFeed Apop. While we never heard from them, we highly encourage reaching out to other organizations that may be willing to promote or sponsor the event. Do not be afraid to reach out. The geographic focus was mainly surrounding Orange County and Los Angeles organizations, but as I mentioned, feel free to expand that reach simply for promotional purposes.

## **SPS Outreach Strategies**

### **KimChi Beauty**

KimChi Beauty is a beauty brand created by Korean drag queen KimChi. The 2021 fall Korean Spotlight team reached out to them and they provided products for the event. They have over 300,000 followers on Instagram, so we found it a great brand to do outreach with and tag as a sponsor. Loralyn was able to find a previous contact in the shared Gmail for the Korean Spotlight and contacted Lauren Torres again to see if KimChi would be interested in attending the event and donating to the event once again as they did for the 2021 event. Unfortunately, KimChi was unable to attend the event. However, Lauren was happy to send 400 mascaras to the Newport Beach Film Festival office to be picked up and given to the check-in people at the nightclub. We tagged them in photos featured on Instagram.

### **Korean American Bar Association**

The Korean American Bar Association took some time to get in contact with them to form a social media partnership. While they did not want to put ads on their Instagram, they were happy to take our social media toolkit and let their members know about the event. They have a small following of around 300 followers on Instagram, but they still have a loyal following. They reposted about our event, so they made a great partner for this purpose. However, just know that sometimes the communication might not be consistent.

### **Kpop Club CSUF**

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With the Kpop Club at CSUF, we found it great that there was an organization on campus that celebrated Korean culture. By promoting with them, we would be able to reach the students on campus in the hopes that they would be interested in celebrating Korean film and enjoy the after-party. With many of the members being under 21, however, they did post the social media toolkit posts onto their Instagram stories. They had a small following of 510 followers, but since they were on campus, we thought it would still be beneficial to ask them to help promote.

### **Asian Women Entrepreneurs**

Alice Lei, the founder of the organization Asian Women Entrepreneurs has been a longtime supporter of the festival and invites two students every year to the luncheon to promote the event. This year, Loralyn and Jordanne from team China were chosen to attend the event and speak about what the event entails. They gave away two tickets to the event on behalf of the festival. We wanted to have them promote on social media, but Deidre, the social media coordinator for AWE did not respond to our emails. In the future, it would be beneficial to contact Alice first to have Deidre follow up regarding promotion for the event.

### **3 Kings Public Affairs**

Alex Kim is the founder of 3 Kings Public Affairs and Loralyn met him at the AWE luncheon. He has also been a supporter of the festival and was happy to promote the event to the organizations he supports and oversees. He and Diane Kim did collaborate to reach out to the organizations they had connections with. He brought some associates with him to the event. We provided him with two tickets to the event for him and his wife.

### **KYCC**

Alexa Kim was the contact representative for KYCC. Soo Yeon Kim was primarily our contact person. As KYCC did not have a contact number listed, she visited their website and filled out a contact form. She took the time to research what qualities the Koreatown Youth Community Center prioritized, and how the Newport Beach Film Festival synchronized with their causes to persuade them. The KYCC also had a very large group of potential consumers for the Film Festival, as their followers were not limited to only Koreatown but all over Orange County. They also had an enormous number of followers on Facebook, Instagram, and Twitter. Soo Yeon Kim thought they were the perfect match to ask for a social media partnership. She arranged a phone call with Alexa, and after confirmation followed up via email.

### **The Korea Times**

Diane Kim was primarily our contact person regarding our potential partnership with the Korea Times. Thanks to her we successfully partnered with the Korea Times. She did request that we send her a press release which we did receive. However, it was received a little last minute. Ensure that she receives the press release as soon as it is available.

### **Korean Cultural Center Los Angeles**

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Diane Kim was responsible for contacting the Korean Cultural Center Los Angeles. We were able to hold hands with them thanks to her. They donated money toward the festival and promoted to their community. However, we don't know too much about this since Diane Kim was at the forefront of the outreach with this organization.

### **Hansori UCI**

We were lucky that the Spring 2022 team had secured a partnership with Hansori UCI to confirm sponsorship for the afterparty performance. Diane also worked with them to secure this, so we were able to arrange the performance successfully. Hansori also reposted some of our content, which helped to promote to their followers.

### **KKAP Dance Team**

Sylvie was responsible for KKAP and their performance at the night of the event. She communicated not only the time schedule of the group, and the necessary details of their performance, such as the music, but also their social media promotion of the event. The dance group promoted their event on social media several times, including posts and mystories. KKAP was an essential partner, as they performed at the event, which could attract for example their fans and followers. They are also part of the Korean community in Orange County, and their followers were an ideal audience to target.

### **Chapman KASA**

The Korean American Student Association Chapman was another partner of the Korean Spotlight at NBFF. Sylvie contacted the organization several times, initially with no response. However, shortly before the event, KASA finally connected with Sylvie, and they started to promote the event on their social media. The organization has posted four post on its social media promoting the event. KASA was an ideal partner, as it targeted followers that are interested in Korean culture, and are located in Orange County.

### **AAX Media Group**

Diane was taking care of the communication and promotion with AAX Media Group. She and the CEO of AAX Media Group, David Choi, are great supporters of the event, so they worked together to promote the event to their organizations. David brought guests with him to the event who also work at AAX Media, so it was nice to have more supporters from his company attending the event.

### **Korean Resource Center**

Korean Resource Center was an organization of the Korean community, which has a big connection with our target market. Juhee outreached with email and Instagram Direct message to ask for partnership. We wanted them to promote our event to their people and on their social media. She explained the benefits that they can take with this partnership, however there was no response eventually.

The other organizations that Diane Kim was associated with include the **Korean Consulate**, the **Korean American Chamber of Commerce of OC**, the **Orange County Korean Cultural Center**, and the **UCI Korean American Alumni Chapter**. She took care of a lot of the outreach and communication between these organizations, so very

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little was needed on our end aside from the information regarding the event. When communicating with her, please offer your help in any way that you can just to be able to assist her. We found she needed very little from us, but always offer just in case she does need more materials or information from you.



# SECTION 4

## SPS Profiles



**CONFIRMED S/P/S**



**Name of Organization:** AAX Media Group

**Website:** <https://aaxmedia.com/>

**Contact Person:** David Choi and Diane Kim

**Phone Number:** (949) 233-2731

**Email:** [COMMUNITY@AAXmedia.com](mailto:COMMUNITY@AAXmedia.com)

**Address:** 6940 Beach Boulevard, Buena Park, California 90621, United States

**Type of Organization:** Media Outlet

**Team Contact Name/Number:** Sylvie Pilipova

**Status:** Confirmed

- **Full Description of Organization:**

Asian American eXchange (AAX) Media is the first media platform devoted entirely to Asian American audiences. The first part of AAX Media - AAX Radio - is now On-Air via FM 106.3 HD2 in LA/OC area. AAX media promotes AAPI talent and stories by showcasing amazing AAPI talent. AAX's second goal is to provide AAPI voices a platform and promote the positive impact of AAPI in America through these stories. Through entertainment, they hope to connect AAPI communities and cultures with one another.

- **Why are we working with them:**

We wanted to work with them as they have a strong connection to the AAPI community, including Korean Americans. They were able to reach a huge population in Orange County and Los Angeles County which are our primary target market regions.

- **Size of Organization (Readership/Membership):**

Orange County, Buena Park specifically as well as the greater Southern California area

- **Geographic Reach:**

Orange County and Los Angeles County

- **Social Media Outreach:**

We did not engage in any social media outreach because of Diane's connection.

- **Size of Social Media (as of date):**

Instagram (new account): 18 followers

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Facebook: 399 like the page, 411 followers

- **What are they doing for the event:**  
AAX media worked directly with Diane Kim to promote the event on their socials and on their radio station.
- **What are we doing for them:**  
Diane took primary responsibility in contacting them and doing outreach with David Choi, the CEO of AAX Media.



**Name of Organization:** Korea Daily

**Website:** <https://koreadaily.com> // <https://www.koreadailyus.com>

**Contact Person:** Diane Kim

**Phone Number:** (949) 233-2731

**Email:** lee.soyoon@koreadaily.com

**Address:** 690 Wilshire Place Los Angeles, CA 90005

**Type of Organization:** News

**Team Contact Name/Number:** Nicole Anita/(805) 297-6615

**Status:** Confirmed

- **Full Description of Organization:**

The Korea Daily is the largest medium of Korean media in the US. It is responsible for “serving breaking news, local news, national, and international news since 1974.” Korea Daily has the largest Korean Media in the United States network. They are headquartered in Los Angeles with regional offices in New York, Washington D.C., Atlanta, Chicago, San Diego, San Francisco, Texas, Denver, Vancouver, and Toronto. “They are serving to bridge mainstream America with the Korean and Korean American Communities.”

- **Why are we working with them? :**

We wanted to work with them because of their huge audience and ability to connect with the broader Korean community.

- **Size of Organization (Readership/Membership):**

US/California/Southern California (Orange County/LA County)

Nationally in US and Canada

- **Geographic Reach:**

Nationally in US/ Canada

- **Social Media Outreach:**

We did not do social media outreach as Diane Kim was primarily responsible for communicating with them regarding outreach.

- **Size of Social Media (FaceBook/Twitter)(as of 9/16):**

Instagram: N/A

Facebook: 74,883 like the page/ 76,253 followers

Twitter: 2,545 followers (last active in 2019)

Other: YouTube: 1.21K Subscribers 9

- **What are they doing for the event? :**

The Korea Daily wrote an article about the Newport Beach Film Festival, specifically the Korean Spotlight event. We provided Diane with all of the information regarding the event which she passed on.

- **What are we doing for them? :**

We provided a press release for the event and gave them a thank you shout out during the speech.

# The Korea Times

**Name of Organization:** The Korea Times

**Website:** <http://www.koreatimesus.com/>

**Contact Person:** Diane Kim

**Phone Number:** (323) 692-2000 Diane: (949) 233-2731

**Email:** N/A

**Address:** 3731 Wilshire Blvd., 10th Floor Los Angeles, CA 90010

**Type of Organization:** News

**Team Contact Name/Number:** Soo Yeon Kim

**Status:** Confirmed

- **Full Description of Organization:**

The Korea Times is a news organization focused on Korean news or news relevant to Koreans pertaining to those in the United States. They state that they “continue to be the eyes and the voice for these hard-working Koreans that are living in the United States. They continue to stand firm in their commitment to providing the community with quality journalism while displaying dedication to community services.

- **Why are we working with them:**

We are working with Korea Times to develop a working relationship that promotes our spotlight event to their national audience with a target of Southern California readers. They are able to reach millions of Korean Americans across the nation with a headquarters in one of our main geographic target areas. Their platform as the most read and the largest Korean media in the United States makes them an essential part of our promotion and outreach to attract Korean Americans to the spotlight.

- **Size of Organization (Readership/Membership):**

US/California/Southern California (Orange County)

- **Geographic Reach:**

US/California/Southern California (Orange County)

- **Social Media Outreach:**

With Diane Kim primarily leading the communications with this organization, we only had to provide a press release that they would be putting into their newspaper in order to promote to their audience. Diane did not request that we provide her with any social media for them specifically, so we assumed that was taken care of on her end.

- **Size of Social Media (as of date):**

Facebook: 268,656 like the page, 290K followers

Twitter: 44.3k followers

YouTube: 134K subscribers

- **What are they doing for the event:**

They have been an essential part of promoting, marketing, and raising awareness for the spotlight event. The articles written promoting the event and providing all necessary information allowed readers to learn about the event and become interested in attending. Having their support and promotion pushed our outreach to all our targeted geographic regions and target market, making our attendance goal even more likely to be met.

- **What are we doing for them:**

Diane has been our contact person for the newspaper, so we did not have much work thanks to her. We intended to formulate and send them press release details, and hope this was done on her end.



**Name of Organization:** Korean Cultural Center of Los Angeles

**Website:** <https://www.kccla.org/>

**Contact Person:** Diane Kim

**Phone Number:** Diane: (949) 233-2731

**Email:** N/A

**Address:** 5505 Wilshire Blvd

**Type of Organization:** Community/Cultural Organization

**Team Contact Name/Number:** Soo Yeon Kim

**Status:** Confirmed

- **Full Description of Organization:**

The Korean Cultural Center of Los Angeles is dedicated to expanding knowledge of Korea. The Korean Cultural Center is essential to the LA region as it provides the general public with resources, programs, and sponsored events that allow for people to learn more about Korea and



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Korea's culture and history. Because it is operated by the Korean government's Ministry of Culture, Sports, and Tourism, the primary goal of the organization is to spread Korean culture to a broader audience and make this information accessible to others.

- **Why are we working with them:**  
Diane Kim has a special association with them that we are hoping will benefit us in terms of promotion because they celebrate Korean culture. They serve the Korean community as well as the LA community as a whole, so we hope that their audience will be receptive to our promotion with them as organizations that both embrace Korean culture and entertainment.
- **Size of Organization (Readership/Membership):**  
US/California/Southern California (Los Angeles County)
- **Geographic Reach:**  
US/California/Southern California (Los Angeles County)
- **Social Media Outreach:**  
Regarding outreach, Diane Kim was in charge of the communication and promotion for this organization, so she did not request we send any social media to her regarding having them promote the event.
- **Size of Social Media (as of date):**  
**Instagram:** 10.2K followers  
**Twitter:** 2,850 followers  
**Youtube:** 7.01k subscribers  
**Facebook:** 5,147 like the page, 5,606 followers
- **What are they doing for the event:**  
They will play a big role in providing promotion on their end for the event in support of the spotlight's mission to promote Korean culture.
- **What are we doing for them:**  
As Diane was in charge of this partnership, we did not have much work to do on our end.



**Name of Organization:** Hansori(UCI)

**Website:** <https://hansoriatuci.com/>  
<https://www.facebook.com/hansoriatuci>

**Contact Person:** Kenny Tsing

**Phone Number:** (808) 758 - 5488

**Email:** hansori@gmail.com

**Address:** 113 Pereira Dr, Irvine, California

**Type of Organization:** Student Organization and Entertainment

**Team Contact Name/Number:** Juhee Im

**Status:** Confirmed

- **Full Description of Organization:**

Hansori is a student organization at UCI that practices traditional Korean drumming known as Poongmul. They are a great organization that not only provides great performances but is also dedicated to cultural awareness. Through Poongmul, their goal is to spread awareness for Poongmul itself, but to also show their campus community and the community at large the different cultural aspects of Korea.

- **Why are we working with them:**

Hansori shares our mutual goal of sharing Korean culture with a larger audience. Poongmul is

not a commonly known cultural activity here in the states, so their connection to the culture is crucial in spreading more knowledge about Korean culture. Their connection with Irvine Valley College and UCI provided us with the ability to promote to a larger community. They also confirmed that they would perform for us for the event, so we wanted to make sure that we could repay them by promoting their organization as well.

- **Size of Organization (Readership/Membership):**  
Orange County, Irvine specifically the UCI student community
- **Geographic Reach:**  
Orange County, Irvine, and the greater Southern California community
- **Social Media Outreach:**  
We provided a social media toolkit as well as reposted their information to create a mutually beneficial relationship. We were thankful that they decided to perform for us and promote us, so we thanked them on our social media and promoted their content on our stories.
- **Size of Social Media (as of date):**  
Facebook: 332 like the page, 334 followers  
Instagram: 170 followers  
YouTube: 51 subscribers
- **What are they doing for the event:**  
Hansori did a traditional Korean drumming performance at the Korean Spotlight event night.
- **What are we doing for them:**  
We promoted their organization and posts on our social media to give them more exposure and spotlight their performances. We shouted them out on social media and also featured their dances and content on our own pages to extend their outreach and increase their following. Any showcase they have that they are promoting, we were willing to repost to boost their reach and hopefully help provide more exposure to their organization. We helped them to further their mission of promoting cultural awareness and having others experience traditional Korean heritage.



**Name of Organization:** Orange County Korean Cultural Center (OCKCC)

**Website:** N/A

**Contact Person:** Diane Kim

**Phone Number:** (949) 233-2731

**Email:** info@ockcc.com

**Address:** N/A

**Type of Organization:** Community Organization

**Team Contact Name/Number:** Hyobeen Kim

**Status:** Confirmed

- **Full Description of Organization:**

Orange County Korean Cultural Center (OCKCC) was founded in 2004 as a non-profit organization to spread awareness of Korean culture to the OC community similarly to the Korean Cultural Center in LA. They are a great organization dedicated to providing accessibility of Korean culture and heritage to their audience.

- **Why are we working with them:**

We wanted to work with them as a means of fulfilling a shared goal of spreading Korean culture and celebrating it. Their mission and our primary objective would be fulfilled by crosspromoting

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each other and helping to provide our audiences with more awareness of Korean cultural resources and events that celebrate the culture itself.

- **Size of Organization (Readership/Membership):**  
US/California/southern California (Orange County)
- **Geographic Reach:**  
US/California/southern California (Orange County)
- **Social Media Outreach:**  
Regarding outreach, Diane Kim was in charge of the communication and promotion for this organization, so she did not request we send any social media to her regarding having them promote the event.
- **Size of Social Media (as of date):**  
Facebook: 286 like the page, 295 followers  
Instagram: 30 followers
- **What are they doing for the event:**  
OCKCC was managed by Diane Kim, and therefore, she handled all of the promotion they did on their end.
- **What are we doing for them:**  
Diane did not request any further information or social media regarding their organization, so we simply reposted some of their content on our stories.



**Name of Organization:** UCI Korean American Alumni Chapter

**Website:** <https://www.facebook.com/groups/775278919264948/>

**Contact Person:** Diane Kim

**Phone Number:** (949) 233-2731

**Email:** N/A

**Address:** N/A

**Type of Organization:** Supporter - Alumni/Community Organization

**Team Contact Name/Number:** Hyobeen Kim

**Status:** Confirmed

- **Full Description of Organization:**  
The UCI Korean American Alumni Chapter is an organization that allows for Korean American alumni to network and reconnect with each other. It helps to grow their Korean American community at their campus and provide a group and space for Korean American students to feel connected to their peers.
- **Why are we working with them:**  
We wanted to work with them because of their direct connection to the Korean American community which is one of the primary target demographics we have.
- **Size of Organization (Readership/Membership):**  
US/California/Southern California (Orange County): UCI Korean American Graduates
- **Geographic Reach:**  
US/California/Southern California (Orange County): Irvine, UCI Community

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- **Social Media Outreach:**  
Regarding outreach, Diane Kim was in charge of the communication and promotion for this organization, so she did not request we send any social media to her regarding having them promote the event.
- **Size of Social Media (as of date):**  
Facebook: 283 group members
- **What are they doing for the event:**  
They promoted the event on their social media and to their organization.
- **What are we doing for them:**  
Diane primarily took care of the communication between them, so nothing was really done on our end.



**Name of Organization:** Korean Consulate

**Website:** <https://overseas.mofa.go.kr/us-losangeles-en/index.do>

**Contact Person:**

**Phone Number:** (+1) (213) 385-9300

**Email:**

**Address:** 3243 Wilshire Boulevard Los Angeles, CA 90010 United States

**Type of Organization:** Government

**Team Contact Name/Number:** Hyeonah Kim

**Status:** Confirmed

- **Full Description of Organization:**

The Korean Consulate is a government organization dedicated to connecting people to the many facets of Korea and providing government support to Koreans and Korean Americans regarding legal matters. They are a primary resource center for those in the Korean and Korean American community in Los Angeles.

- **Why are we working with them? :**

As the Korean Consulate is well connected to the Korean community in Los Angeles, Southern California, we are working with them.

- **Size of Organization (Readership/Membership):**

US/California/Southern California (Orange County)

- **Geographic Reach:**

Has jurisdiction over Southern California, Nevada, Arizona, and New Mexico.

- **Social Media Outreach:**

Regarding outreach, Diane Kim was in charge of the communication and promotion for this organization, so she did not request we send any social media to her regarding having them promote the event.

- **Size of Social Media (as of date):**

Facebook: 2980 followers / 2684 likes

Twitter: 1085 followers

- **What are they doing for the event? :**



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While they could not attend the event this year, Diane mentioned that they did do some sort of promotion on their end regarding the event since they have been big supporters of the event for years.

- **What are we doing for them? :**  
Nothing was asked from us on our end.



**Name of Organization:** Korean American Chamber of Commerce of Orange County

**Website:** <https://kaccoc.org/>

**Contact Person:** Diane Kim

**Phone Number:** (949)233-2731

**Email:**

**Address:** 5300 Beach Blvd., Suite 110-601, Buena Park, CA 90621

**Type of Organization:** Chamber of Commerce

**Team Contact Name/Number:** Hyeonah Kim

**Status:** Confirmed

- **Full Description of Organization:**

This organization is comprised of businesses and leaders interested in enhancing Orange County Korean American communities through voluntary memberships. This organization represents many business owned by Koreans and Korean Americans providing support for these businesses in the OC community.

- **Why are we working with them? :**

They are in service to the Korean American and Korean community which makes them an ideal partner that would hopefully provide support in our event celebrating Korean culture.

- **Size of Organization (Readership/Membership):**

US/California/Southern California (Orange County)

- **Geographic Reach:**

US/California/Southern California (Orange County)

- **Social Media Outreach:**

Regarding outreach, Diane Kim was in charge of the communication and promotion for this organization, so she did not request we send any social media to her regarding having them promote the event.

- **Size of Social Media (as of date):**

Instagram: 162 followers

Facebook: 396 followers / 327 likes

Twitter: 126 followers

- **What are they doing for the event? :**

Because Diane was directly working with them, she did not request additional promotional

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materials from us. However, we know they did some sort of promotion on their end and donated to the festival as a whole.

- **What are we doing for them?:**  
We did nothing as nothing was requested of us.



**Name of Organization:** Koreatown Youth and Community Center

**Website:** <https://www.kyccla.org/about/mission/>

**Contact Person:** Alexa Kim

**Phone Number:** (213) 365-7400 Ext. 5223

**Email:** [alexakim@kyccla.org](mailto:alexakim@kyccla.org) / <https://www.kyccla.org/contact/email/>

**Address:** 3727 West 6th Street Suite 300, Los Angeles, California 90020

**Type of Organization:** Community Organization

**Team Contact Name/Number:** Soo Yeon Kim

**Status:** Confirmed

- **Full Description of Organization:**

In 1975, KYCC (Koreatown Youth and Community Center) was established to support Los Angeles' at-risk youth population. The KYCC's mission is to make Koreatown a safer place for the population to live and work. Those who are recently immigrated and economically disadvantaged can take advantage of KYCC's programs and services, which promote socioeconomic empowerment of the community.

- **Why are we working with them:**

We are working with them as they have a large connection to our target market and would be able to help with promoting the spotlight event to their organization.

- **Size of Organization (Readership/Membership):**

US/California/Southern California (Los Angeles)

- **Geographic Reach:**

US/California/Southern California (Los Angeles)

- **Social Media Outreach:**

For social media, we sent them all the content that we wish for them to post on their accounts. This content will mostly include them posting about the upcoming event, such as save-the-date content, ticket sales, and a reminder post the week before the festival begins.

- **Size of Social Media (as of date):**

Instagram: 3,947 followers

Twitter: 1,388 followers

Youtube: 149 subscribers

- **What are they doing for the event:**

They have promoted the event on their social media platforms which helped in outreach about the event and marketing the event to those in the Korean community, to which they have close ties.

- **What are we doing for them:**

We have promoted their organization and reposted any content they would like us to that relates to their organization. To be specific, we have promoted their KYCC concert ( KOREATOWN STANDS VOL.3) which celebrates their 47 years in Koreatown. We posted it every day on Twitter, Instagram, and Facebook and interacted with them and their followers on social media. In return, they have taken turns promoting ours as a post on each of their social media. They had promised to post on Instagram on October 10th and 17th, as our major target group is on Instagram. The days they posted on other social media networks changed flexibly.



**Name of Organization:** Kimchi Beauty

**Website:** <https://kimchichicbeauty.com/>

**Contact Person:** Lauren Torres

**Phone Number:** (323) 417-2720

**Email:** [kimchichic@kimchichicbeauty.com](mailto:kimchichic@kimchichicbeauty.com) (laurentr@bespokebeautybrands.com)

**Address:**

**Type of Organization:** Beauty and Mass Media

**Team Contact Name/Number:** Loralyn Narvaez/(510) 504-1540

**Status:** Pending Confirmation

- **Full Description of Organization:**

KimChi Chic Beauty is proudly known as a vegan and cruelty-free beauty line. KimChi is a global sensation known for being a fabulous drag queen, performer, Instagram influencer with 1.9 million followers, and TV personality best known for being a finalist on Season 8 of RuPaul's Drag Race.

- **Why are we working with them:**

We worked with them as they have a large connection to our target market and would be able to help with promoting the spotlight event to their organization.

- **Size of Organization (Readership/Membership):**

US/California/Southern California (Los Angeles County)

- **Geographic Reach:**

US

- **Social Media Outreach:**

For social media, they did not request any social media posts be sent to them. However, they supported us posting about the brand on our social media.

- **Size of Social Media (as of date):**

Instagram: 316k

Twitter: 6813 followers

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- **What are they doing for the event:**

Lauren Torres sent us 400 mascaras from KimChi Beauty to give out to guests at the afterparty.

- **What are we doing for them:**

We promoted their brand on our socials. We also provided “thank you” posts as well as shout-outs and tags on any promotional content featuring them at the event to promote brand awareness.



**Name of Organization:** KPOP Dance Team at UCI (KKAP)

**Contact Person:** In contact via Twitter @KKAPUCI & Email

**Phone number:**

**Email:** kkapboard@gmail.com

**Address:**

**Type of Organization:** Student Organization and Entertainment

**Team Contact Name/Number:** Sylvie Pilipova

**Status:** Confirmed

- **Full Description of Organization:**

Konnect K-POP Aspiring Performers is a K-Pop cover dance team that originated at UCI. It is a student organization comprised of those who enjoy Kpop as well as dance. None of the members are professional dancers, however, they all participate in choreographing and learning Kpop dances and recording them for posting on their social media and Youtube channel.

- **Why are we working with them:**

Similarly to Hansori, they are an organization that celebrates Korean entertainment through the medium of dance. Because their audience is a younger audience that enjoys Korean culture, the hope was that they would be more enticed to come to the event as well as promote the event on their social media.

- **Size of Organization (Readership/Membership):**

Orange County, Irvine specifically the UCI college campus and students.

- **Geographic Reach:**

Orange County, Irvine specifically UCI college campus and students.

- **Social Media Outreach:**

We had a mutually beneficial social media presence with KKAP. We promoted the dance team in exchange for the promotion of the event from their side. The dance group gave us several posts that they wanted to highlight with the appropriate text and hashtags, and we highlighted it on our social media profiles. KKAP has promoted our event by posting several posts that were planned



ahead. The team posted not only the details about our event but also tickets and reminders of the Korean Spotlight to keep the audience aware and engaged.

This gave us the opportunity to reach KKAP's audience that is interested in Korean culture. Moreover, having them post our media and informative posts allowed us to reach our target audience and advertise the film festival to their audience and utilize that promotion to raise awareness and therefore attendance for the Korean spotlight.

- **Size of Social Media (as of 11/30):**

Instagram: 1,987 followers

Twitter: 141 followers

Facebook: 1.1K followers

Youtube: 15.8 K subscribers

- **What are they doing for the event:**

KKAP was performing a K-Pop dance at the Korean Spotlight club event. They were a great last performance of the night and made the end a more exciting one. They also promoted our event on their social media which extended our social media outreach.

- **What are we doing for them:**

We were promoting their organization and posts on our social media to give them more exposure and spotlight their KPop dances.



**Name of Organization:** Korean American Student Association (Chapman University)

**Website:** <https://linktr.ee/chapmankasa>

**Contact Person:**

**Phone Number:** (408) 747-7315

**Email:** chapmankasa@gmail.com

**Address:**

**Type of Organization:** Campus Organization

**Team Contact Name/Number:** Sylvie Pilipova

**Status:** Confirmed

- **Full Description of Organization:**

As a member-driven organization, KASA strives to meet three main goals. The purpose of this project is to raise awareness of Korean culture at Chapman University. In addition to educating students (Korean and non-Korean) about Korean culture and history, the center provides a safe, safe space for social opportunities. Last but not least, their community is dedicated to networking with other Korean student associations across Southern California so that they can form a larger Korean community.

- **Why are we working with them:**

We were working with Chapman KASA as they have a large connection to our target audience and were able to help with promoting to their club members and to the Chapman campus.

- **Size of Organization (Readership/Membership):**

US/California/southern California (Orange County), largely the Chapman campus community

- **Geographic Reach:**

US/California/southern California (Orange County)

- **Social Media Outreach:**

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KASA Chapman promoted our event on social media, in order to reach our target audience. This included them posting about the upcoming event, such as save the date content, ticket sales, and a reminder post the week before the festival begins.

- **Size of Social Media (as of 11/30):**  
Instagram: 555 followers
- **What are they doing for the event:**  
KASA Chapman promoted the event on their social media platforms which helped in outreach about the event and marketing the event to those in the Korean community, which whom they have close ties.
- **What are we doing for them:**  
We were crosspromoting their social media posts.



**Name of Organization:** Korean American Bar Association of Southern California

**Website:** <https://kabasocal.org/>

**Contact Person:**

**Phone Number:**

**Email:** consultant@kabasocal.org

**Address:** 4470 W Sunset Blvd. Suite 107, PMB 93648; Los Angeles, CA 90027

**Type of Organization:** Community Organization

**Team Contact Name/Number:** Juhee Im

**Status:** Confirmed

- **Full Description of Organization:**  
Dedicated to serving the community, KABA is made up of attorneys and law students who work pro-bono. They are a great community that provides legal services to those in need and supports Korean American law students.
- **Why are we working with them:**  
We are working with them as they have a large connection to our target market and would be able to help with promoting the spotlight event to their organization.
- **Size of Organization (Readership/Membership):**  
US/California/Southern California (Los Angeles)
- **Geographic Reach:**  
US/California/Southern California (Los Angeles)
- **Social Media Outreach:**  
For social media, we sent them our social media toolkit which they reposted on their social media to spread more awareness of the event.
- **Size of Social Media (as of 9/21):**  
Facebook: 888 like the page, 967 followers  
Instagram: 335 followers
- **What are they doing for the event:**  
They mutually agreed to share more information about our event by reposting our content.
- **What are we doing for them:**

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We promoted their organization on our social medias and provided a thank you during our introduction speech.



**Name of Organization:** Asian Women Entrepreneurs

**Contact Person:** Alice Lei

**Phone Number:**

**Email:** nitech@verizon.net

**Address:**

**Type of Organization:** Community Organization

**Team Contact Name/Number:** Loralyn Narvaez/(510) 504-1540

**Status:** Confirmed

- **Full Description of Organization:**  
AWE is an organization that connects Asian Women entrepreneurs and promotes their businesses and practices. Their founder, Alice Lei, invites two students from Gregg's class every year to promote the festival. They also give away two tickets during their annual luncheon.
- **Why are we working with them:**  
We are working with them as they have a significant connection to our target market and would be able to help promote the spotlight event to their organization.
- **Size of Organization (Readership/Membership):**  
US/California/Southern California (Los Angeles)
- **Geographic Reach:**  
US/California/Southern California (Los Angeles)
- **Social Media Outreach:**  
The social media outreach did not quite pan out because their social media director Deidre never got back to my emails regarding promoting the event.
- **Size of Social Media (as of 9/21):**  
Facebook: 176 like the page, 190 followers
- **What are they doing for the event:**  
They invited two members of Gregg's class to promote the festival and Pacific Rim Showcase. Loralyn attended the event and they gave out two tickets as part of the luncheon raffle.
- **What are we doing for them:**  
We promoted the organization on our social media when our team leader, Loralyn, was invited to

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the luncheon. We also tried to get in touch with Deidre, the social media manager, but she never responded. We also provided a shoutout to them during our screening introduction speech.



**Name of Organization:** Kpop Club CSUF

**Website:** <https://www.instagram.com/kpopclubcsuf/>

**Contact Person:** Maya Serrano

**Phone Number:**

**Email:** kpopclubcsuf@gmail.com

**Address:**

**Type of Organization:** Campus Organization

**Team Contact Name/Number:** Loralyn Narvaez/(510) 504-1540

**Status:** Pending No Response

- **Full Description of Organization:**

CSUF's Kpop Club is a club that engages with Korea's music culture and provides a safe space for students to bond over trending Korean music and other aspects of Korean entertainment.

- **Why are we working with them:**

We are working with them as they have a large connection to our target market and would be able to help with promoting the spotlight event to their organization.

- **Size of Organization (Readership/Membership):**

Fullerton

- **Geographic Reach:**

US/California/Southern California (Los Angeles)

- **Social Media Outreach:**

For social media, we will send them all the content that we wish for them to post on their accounts. This content will mostly include them posting about the upcoming event, such as save the date content, ticket sales, and a reminder post the week before the festival begins.

- **Size of Social Media (as of 9/20):**

Instagram: 494 followers

TikTok: 12 followers

- **What are they doing for the event:**

They promoted our event on their social media using the social media toolkit that was sent to them.




# SECTION 5

## Timeline



## Section 5 Timeline



AUGUST 2022						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30 THANKSGIVING	31 ASSIGNMENT W/ DUE				

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<div>  <h1>SEPTEMBER 2022</h1> </div>							
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
			1	2	3	4	Placeholder email templates
5	6	7	8	9	10	11	Team Korea Zoom link
12	13	14	15	16	17	18	
<b>Tickets on Sale</b> RTT's & P Tickets on Sale Post Emailed KXCH Beauty - Linsyn	Internal Soc Meet <b>SSP Final Round of Emails</b> Meet the Team Posts	Internal Soc Meet Meet the Team Posts Team Korea Meet Up	Internal Soc Meet Meet the Team Posts <b>Called Diane Kim - Linsyn</b> E-mail to KKAP - Elyse E-mail to SE Yang-Nicole E-mail to KoreatownHe-Nicole email to Korean Edu. Center LA email to OC Korean Amer. Center Email USC KABA - Linsyn Email to UCLA KABA -Hyosun KXCH Center - The Source OC KPC Dance Studio	Internal Soc Meet Meet the Team Posts Sent Korean Resource center DM - Juliee Emailed Korean American Bar Association - Juliee Sent UCLA KABA DM - Juliee Email to Korean Consulate - H Email to Korean American chamber of OC - Myosun	Internal Soc Meet Meet the Team Posts Called KXCH - Linsyn Emailed UC KABA - Linsyn Email to Korean American chamber of LA - Myosun Email to SOA - Myosun	Internal Soc Meet Spotlight DM Post	
19	20	21	22	23	24	25	
<b>SSP Follow Up</b> Music Monday - Myosun Kim E-mail to Radio Seoul - Elyse DM's OCKorean - Nicole DM to Koreatown He Korean Edu. Center LA - Nicole E-mail to KYOC - Socheon	Internal Soc Meet Talk to Lili Tuesday-Nicole Call to Meking Courtney - Myosun	Internal Soc Meet Watch This Video - Myosun Team Korea Meet Up	Internal Soc Meet Thank You Thurs (Hanson) - Linsyn DM SE Yang-Nicole	Internal Soc Meet Food Friday -Socheon E-mail to Chapman KABA - Elyse Airtel Luncheon - Linsyn	Internal Soc Meet Korea Fact Email to KXOC-Socheon	Internal Soc Meet Festival Night Announced the film - Juliee	
26	27	28	29	30			
Music Monday - Myosun Kim Follow up DM to OCKorean - Nicole Follow up DM to Koreatown He Korean Edu. Center LA - Nicole DM SE Yang-Nicole	Internal Soc Meet Talk to Lili Tuesday-Nicole <b>Called Diane Kim - Linsyn</b> <b>Called KXOC-Socheon</b>	Internal Soc Meet Watch This Video - Myosun Emailed Korean Resource Center - Juliee DM to Chapman KABA Follow up DM to Koreatown He - Nicole Called Radio Korea - Myosun Team Korea Meet Up KXOC virtual concert post-Socheon	Thank you Thurs (KXOC) - Linsyn	Food Friday -Socheon			

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Korean Spotlight Marketing and Outreach Timeline

## OCTOBER 2022

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1 Internal Soc Med Korea Post	2 Internal Soc Med Countdown post - JUNE
3 PTT S & P Meet Monday - YouTube Liv	4 Internal Soc Med Trendy Tuesday - KODA - LUNBYN	5 Internal Soc Med KODA This Week - KODA - LUNBYN	6 PTT S & P Internal Soc Med KODA Announcement Post	7 Internal Soc Med PTT S & P KODA to Expect Canine post	8 Internal Soc Med Korea Post PHOTOGRAPHERS & PHOTOGRAPHERS CLUB	9 Internal Soc Med Countdown post
10 PTT S & P 100 Post Sent KODA Media Topic - LUNBYN	11 Internal Soc Med	12 Internal Soc Med Festival 24 HOUR KODA - LUNBYN	13 Internal Soc Med PTT S & P Festival 24 HOUR KODA - LUNBYN	14 Internal Soc Med PTT S & P Instagram Post about Event post	15 Internal Soc Med PTT S & P Video Promotional	16 Internal Soc Med Festival 24 HOUR KODA - LUNBYN
17 Reposting NBFF Posts throughout						

### August Notes

August is the introductory period where we will go over what the festival is about and begin introducing the timeline for the festival. Gregg will lay out all of his expectations and what we will be responsible for, so it is imperative that you take notes. He will be providing access to all of the past business plans from the past 2 classes, so it is crucial that those plans are thoroughly read through in order to understand what the process will be like for the next couple of months. Your predecessors should have laid out a thorough groundwork for what to expect and how they succeeded or could have improved. Take note of those throughout especially when it comes to marketing and outreach.

Be sure to also take some notes from the Social Media marketing book as the book had some good advice regarding different methods of boosting engagement for Twitter and Facebook. We tried to implement some of those, but we definitely could have done a little more. It was difficult not having the Facebook integrated with Instagram. Facebook will be the hardest one to market on in general and is the one where we lacked the most.

### September Notes

This month, it is important to schedule everything and have everything assigned and laid out within the first two weeks. Organize who will be responsible for what and who is doing what and when.

Make sure to also decide on what time of the day you will be posting your content. Posting at random times throughout the day every time you post may lead to inconsistent results on your insights and engagement. This will help the team stay organized and on top of things throughout the process. Hootsuite can be a very

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valuable tool as you can set (I believe) up to five scheduled posts to go off on any assigned date. Therefore making your posting more consistent. We utilized Loomly simply to lay out who was posting when and to create an outline that we could share to each other. It would be advisable to try utilizing Loomly, Hootsuite, or other related scheduling software to help boost posting consistency and organization.

Within those two weeks, try to make templates of what you want your daily posts to look like. There are templates in the Korean Spotlight folder on Canvas if you'd like to reuse them or if you'd like to use them for inspiration for new content. Making these templates will save you a lot of time and stress for when it's time to start posting daily, trust us. It was also suggested that the team post "Meet the Team" posts which were scheduled from Sept 14-Sept 18th. That way your audience can put a face to whose helping run the event! After those initial posts, we kept everything very structured with our themed days to make our content more fun and hopefully reach more audiences interested in K-Culture. It seemed a lot of our engagement was on posts related to popular songs and shows, so definitely leverage that.

Make sure to be active on social media, especially on Instagram so the account can gain more engagement and traction. Be sure to post everyday on the social media accounts, this includes a post and even an Instagram story to interact with your followers and to gain more engagement.

Since September is when you begin reaching out to different SPS organizations, email templates were very helpful for sending emails in a quick and efficient manner. They also helped the international students on the team to send emails without feeling overwhelmed with the language barrier. They have been organized by the type of SPS group it is. For example, a new organization will have their own template and one we've previously worked with also has their own. But feel free to personalize them if that is something you'd like to do.

Diane Kim will be a major resource to you in this process due to her connections with many Korean organizations in Southern California. Make sure to keep in contact with her and send her any information she needs or material she would like to send to the organizations she supports such as the Social Media Toolkit or the press release. This semester, she simply required the addresses for the screening and the after-party event as well as the IMDB page of the selected movie. She also requested a press release that would be provided to Korea Daily and The Korea Times for promotional purposes. The addresses and IMDB were provided this month while we waited for the press release to be generated and sent out by the marketing team direct from the festival. There was a bit of a delay in getting the press release out, so as soon as you get it, send it right away with the proper edits.

## **October Notes**

October is the month of the event, thus it is crucial to be informed of every detail. During this month, each member must be aware of what their supporters and partners are expecting and what they are expected to do in exchange – i.e. what should they be posting, and what should we post. By this time, all the partners

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should be contacted, and each team has to do the maximum to arrange a partnership with “pending” organizations. This means doing some last minute follow up with organizations, prepping more social media posts, and ensuring that entertainment and SPS people have all of the information they need.

The DJ, photographer, and videographer should be locked in at the beginning of October. Each of them should receive a timeline of the event, and information about the expected format of the photos or videos. During this period, the team should meet frequently, and help each other out with anything that needs to be done. The team leader has to make sure that each team member knows the schedule, and the contact information of important members of the event. During the actual event, it is crucial to keep track of the entertainment and make sure they are debriefed on the performance line up and how they will be cued in for their performance. All teams need to coordinate with each other on who is performing when as some groups need to go before others. Please be vigilant and keep that in mind during the event. All team members are also expected to help out the volunteers with food, so ensure that the work is distributed evenly so members can enjoy and also be able to work.

After the event, be sure to send your thank you emails and recaps and create a thank you post for the social media accounts. We were a little late on ours, so try to send them as soon as possible.

To-Do List from Korean Students:

학교 행사에 많이 참여해서 친구들 초대하기(CSUF & 주변 타 학교들)  
새로운 한국인 그룹들을 찾아보기- 타학교 교환 프로그램 담당자에게 연락드려  
교환학생들에게 이메일 홍보 부탁드립니다  
포스팅 관련 투두  
: 해시태그 많이 (특히 케이팝관련 ex BTS)  
행사 내용 관련 홍보성 포스팅 많이 (ex. 행사에서 제공되는 음식, 칵테일 무제한, DJ)  
포스팅 테마를 선정하여 일관성 유지  
포스팅 시 영어와 한국어 모두 작성하기  
영화후기 같은 홍보성 콘텐츠 릴스 업로드

Socialize hard with students at parties or campus events - this is what brings guests to our event. Help spread the word

Reach out to study abroad advisors from other universities in the OC area( Juim Kim is an example).

Persuade them to send out fliers or emails (promote in general) to their students.

Posting: post more specifically about the event i.e. unlimited supply of drinks, DJs, performances.

Try to reach out more via Reels and \* make your feeds consistent\*

Hashtags are of utmost importance. Use a lot of them and use the right ones for each post ( there are websites that generate hashtags for you)

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Find Influencers through Instagram, TikTok, and Korean-American Youtubers

Write posts both in Korean and English

Post Reels on recaps or reviews on our film or about our event itself. (Watch our film in advance and create contents)



# SECTION 6

## Location Analysis





## Section 6 - Location

### Triangle Square



The Triangle Square Center was the location for the screening and the after-party event at Time Nightclub. Triangle Square is a large center for shopping and restaurants. Also, it consists of the Triangle Square theater, where many of the festival's screenings were held, including the screenings for the Pacific Rim Showcase.

It was an ideal location as the theater and the nightclub are both in the same place, and the many restaurants in the Square make it an ideal place for people to gather before attending the screening. The Square consists of various cuisines, including Mexican, Japanese, American, and many more, making it a great place to have many people looking for a variety of food and an ideal social activity location with the movie theater in the same area.



The Triangle Square is located at 1870 Harbor Boulevard, Costa Mesa, CA, where the 55 freeway ends on Newport Boulevard. The Square has quite a bit of parking garage space and a lower level that leads to the Nightclub in the corner of the garage. It makes people's access easier when attending the screening and the club. In our experience, carpooling made it more convenient for all of us, but we never heard much about parking difficulties as the structure consists of 7 levels. The parking is also free, making it an ideal place to park. If guests are indulging in the hosted bar, however, we highly encourage

Lyft and Uber to make travel safer for guests coming to the event.

Starlight Triangle Cinemas



The screenings for the Pacific Rim Showcase, as well as other festival screenings, were held at the Starlight Triangle Cinemas. It features six theaters that hold between 160-250 audience members. Upon entering, a Newport Beach Film Festival backdrop and the red carpet were set up for people to take photos, mingle, and provide a space for interviews. Around 7 pm, guests were free to make their way to the snack bar for concessions and head to the designated theater for the screening. Our team did our event's introduction, and our film's programmer Cathy Udovch introduced the film and welcomed everyone to the screening. After introductions, we then left the theater to help set up at the nightclub.



### Time Nightclub



Time Nightclub is about a five-minute walk from the screening venue on the lower level of Triangle Square. It is a large space of about 14000 square feet with a large jumbotron, a stage for music and a DJ, a hosted bar, and plenty of seating for guests.

For performances, the dance floor was about 700 square feet of space. Please keep this in mind for future entertainers. They have a downstairs basement area where performers can leave their costumes and equipment and rehearse before showtime. There were also vendors throughout the venue passing out food to guests and two different photo booths. Our team was lucky enough to have Kpop cover group KKAP and traditional Korean drum group Hansori come to perform on behalf of our spotlight. Hansori's performance was about 12 minutes long, and KKAPs was about 8 minutes. You and the other teams will be responsible for helping coordinate the performances' times and keeping track of them, including cueing them in with the DJ.

Some performers, such as the Lion Dancers for Team China, will require a performance before a specific time which might shake up your schedule. Just keep track of everyone and arrange as necessary. Performers have plenty of space to move, and everyone has plenty of space to mingle.