

## **Film Lab Selected for WNYC/WQXR Radio's Support The ARTS Initiative (STAR)!**

*WNYC's Support The Arts Initiative chose the Asian American Film Lab to profile over a 12-month period, through on-air promotional announcements and free website support.*

**MANHATTAN, N.Y. - May 12, 2015 - [PRLog](#)** -- WNYC's Support The ARTs Initiative, a program that profiles 36 small cultural non-profit organizations in the New York Metropolitan area over a 12-month period, through on-air promotional announcements and free website support, selected the Asian American Film Lab ("Film Lab") today to be profiled as part of this program!

The Film Lab (<http://www.asianamericanfilmlab.com/>) is a not-for-profit that has been dedicated to the promotion of gender and ethnic diversity since 1998. The Film Lab accomplishes that goal in three ways (1) education - running monthly events that are open to the public ranging from screenings to seminars to Q&As, all to draw light upon issues of race and gender in media - a recent example was a panel tomorrow with Time Warner/Turner/HBO on Distribution (<https://www.eventbrite.com/e/distribution-traditional-creative-tickets-16538365697>) featuring, among others FridaTorresblanco (producer of Pan's Labyrinth); (2) outreach-support - running various programs ranging from the famous 72 Hour Shootout filmmaking competition to filmmaking how-to workshops to networking parties, all of which work to connect people of color, particularly Asian Americans, and mainstream media executives and to create mentorship and distribution opportunities for people creating diverse works; and (3) production - we produce media with positive and prolific perceptions of women and people of color. For example, we produce the television series Film Lab Presents ( <http://www.imdb.com/title/tt3591302/>), which airs Friday nights on CrossingsTV & Time Warner Cable & Xfinity. We also have an online channel, AAFL TV (<http://www.asianamericanfilmlab.com/AAFLTV>).

Upcoming Film Lab events include:

### **2015 SHOOTOUT FILMMAKING COMPETITION BUILD YOUR TEAM NETWORKING PARTY**

May 13, 6:30-8:30pm at the Red Egg, 202 Centre Street, In NYC. RSVP on [www.film-lab.org](http://www.film-lab.org).

### **THE 2015 72 HOUR SHOOTOUT LAUNCH PARTY: LOOK DEEPER!**

June 4, 6-8pm in NYC

The Launch Party will include live musical guests, prizes, drinks and all sorts of fun so join us in person if you can! RSVP at [www.film-lab.org](http://www.film-lab.org)

### **THE 2015 72 HOUR SHOOTOUT**

June 4-7 all over the world

In just one weekend, some of the world's most brilliant filmmakers tackle racial inequality in their industry, with amazing results. All over the world, multi-racial teams work together with a common goal. In that brief span they laugh, love, cry, fight, discover, and learn until, finally, they see. Then they share that vision with us. The result is a staggering body of work, hundreds of short films to date, which entertain, encourage, and challenge viewers to go on their own journeys. After a decade of Shootouts, which have inspired thousands of filmmakers and audience members, it's your turn to become part of the legacy.

## THE 2015 72 HOUR SHOOTOUT WORLD PREMIERE AND WRAP PARTY

July 25 at The Asian American International Film Festival in NYC

Come out and see the world premiere of the top ten most incredible films of the 2015 72 Hour Shootout! Enjoy prizes from our sponsors, network and collaborate with fellow artists. Find out who won the awards, including mentorships from NBC, ABC and so much more! More at [Facebook.com/72HrShootout](https://www.facebook.com/72HrShootout)

In order to be eligible for WNYC's \*STAR\* Initiative, cultural organizations must be registered 501(c)(3) not-for-profits with annual operating budgets under \$500,000. Monthly participating organizations will be selected by WNYC staff; see below for application forms, which can also be requested from WNYC Listener Services at (646) 829-4000 and sent via regular mail to WNYC Radio, STAR Initiative, 160 Varick Street, 7th Floor, New York, NY 10013. For more: <http://www.wnyc.org/outreach/star/>

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