United States of Asian America Festival (USAAAF)

We did it!
Asian Americans forge the future in annual San Francisco festival

SF Chronicle Datebook - Brandon Yu - 4/30/2021

‘Sowing Agency’ pays homage to Bay Area Asian Americans fighting climate change

SF Chronicle Datebook - Jessica Flores - 4/30/2021

What Can the Environmental Movement Learn From Asian American Art?

Sierra Club Magazine - Aaron Mok - 5/18/2021

ABC7 NEWS SEGMENT

ABC7 - Chinatown: Our future is now! (featured) - 5/30/2021
01. **Identified Angles**
Rise in anti-Asian violence, Intersectionality between environmental justice and race, Celebration of Asian Culture

02. **Press Release /Targeted Relevant Reporters**
Targeted writers in arts + Asian culture (specially in the SF Bay Area)

03. **Utilized Tools**
Alexa, Streak, Google analytics, Squarespace analytics
<table>
<thead>
<tr>
<th>MEDIA</th>
<th>US</th>
<th>GLOBAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>SF Chronicle Datebook</td>
<td>1,548</td>
<td>7,935</td>
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<tr>
<td>Sierra Club Magazine</td>
<td>11,915</td>
<td>46,313</td>
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<td>ABC7 News</td>
<td>4,052</td>
<td>17,818</td>
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<tr>
<td>48 hills</td>
<td>264,605</td>
<td>71,301</td>
</tr>
</tbody>
</table>
Asian Americans forge the future in annual San Francisco festival

The latest issue of Asian America: A Festival features a range of programs, from live readings to theater performances, educational workshops to visual art showcases.

BY MATT RYAN

'Sowing Agency' pays homage to Bay Area Asian Americans fighting climate change

BY JESSICA FLORES

FESTIVALS
Asian Americans forge the future in annual San Francisco festival

By Brendan Yu

The Gilroy Garlic Festival is coming back this year, for the first time since the 2019.

By Vanessa Arredondo

Festival celebrates art by Asian Americans

Festivals

BY JESSICA FLORES

FESTIVALS

Burning Man 2021 officially cancelled. But 2022 reservations are on sale for...

By Michael Williams

DATEBOOK PICKS

DATEBOOK HIGHLIGHTS
**Alexa Rank**

This site ranks: **#358,723**

In global internet traffic and engagement over the past 90 days

**Top Devices by Visits**

- Total: 8,051
- Desktop
- Mobile
- Tablet

**Top Sources by Visits**

- Brazil
- Japan
- Mexico
- Facebook
- Instagram
- Others

**Similar Sites**

- aawaa.org
- erinyoshi.com
- apiculturalcenter.com
- erinacalejo.com
- asianamericanart.com

**Sites Linking In:** 24

**Related Keywords**

- sowing agency aawaa
- lenore chinn
- ellen bepp
- vida
- kuang
- aawaa
APICC WEBSITE + TRAFFIC

Overview

- **Users**: VS. Select a metric
  - **April 2021**: 200
  - **May 2021**: 300
  - **June 2021**: 100

Traffic Sources

- Custom

Alexa Rank

- **#159,400** (↑ 116,977)
- United States Rank: **#36,246**

Sites Linking In: **70**

Related Keywords

- apicc, apicc sf, asian pacific islander cultural center, somarts cultural center, raquel redondiez

Similar Sites

- kearnystreet.org
- bindleffstudio.org
- aawaa.net
- erinacalejo.com
- apilegaloutreach.o...

This site ranks:

- **#159,400**
- In global internet traffic and engagement over the past 90 days
- (↑ 117 K)

Alexa Rank #

- 90 days ago: #269,714
- Today: #159,400
### GEOGRAPHY/COVERAGE (AAWAA)

#### AAWAA

<table>
<thead>
<tr>
<th>Country</th>
<th>Population</th>
<th>% of Total Population</th>
<th>% of Total Coverage</th>
<th>% of Total Sales</th>
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</thead>
<tbody>
<tr>
<td>United States</td>
<td>3,661</td>
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<td>(44.1%)</td>
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<tr>
<td>New York</td>
<td>254</td>
<td>(4.6%)</td>
<td>(4.6%)</td>
<td>(4.6%)</td>
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<tr>
<td>California</td>
<td>3,268</td>
<td>(41.1%)</td>
<td>(41.1%)</td>
<td>(41.1%)</td>
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<tr>
<td>Virginia</td>
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<td>(4.1%)</td>
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<tr>
<td>Washington</td>
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<tr>
<td>Texas</td>
<td>155</td>
<td>(2.8%)</td>
<td>(2.8%)</td>
<td>(2.8%)</td>
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<tr>
<td>Massachusetts</td>
<td>131</td>
<td>(2.0%)</td>
<td>(2.0%)</td>
<td>(2.0%)</td>
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<tr>
<td>Oregon</td>
<td>66</td>
<td>(1.0%)</td>
<td>(1.0%)</td>
<td>(1.0%)</td>
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</tbody>
</table>

### APICC

<table>
<thead>
<tr>
<th>Location</th>
<th>Population</th>
<th>% of Total Population</th>
<th>% of Total Coverage</th>
<th>% of Total Sales</th>
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</thead>
<tbody>
<tr>
<td>San Francisco</td>
<td>1,311</td>
<td>(47.8%)</td>
<td>(47.8%)</td>
<td>(47.8%)</td>
</tr>
<tr>
<td>Oakland</td>
<td>326</td>
<td>(11.0%)</td>
<td>(11.0%)</td>
<td>(11.0%)</td>
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<tr>
<td>Los Angeles</td>
<td>189</td>
<td>(6.3%)</td>
<td>(6.3%)</td>
<td>(6.3%)</td>
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<tr>
<td>Roseville</td>
<td>155</td>
<td>(4.9%)</td>
<td>(4.9%)</td>
<td>(4.9%)</td>
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<tr>
<td>San Jose</td>
<td>107</td>
<td>(3.5%)</td>
<td>(3.5%)</td>
<td>(3.5%)</td>
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<tr>
<td>Richmond</td>
<td>81</td>
<td>(2.7%)</td>
<td>(2.7%)</td>
<td>(2.7%)</td>
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<tr>
<td>Berkeley</td>
<td>74</td>
<td>(2.5%)</td>
<td>(2.5%)</td>
<td>(2.5%)</td>
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<tr>
<td>South San Francisco</td>
<td>48</td>
<td>(1.6%)</td>
<td>(1.6%)</td>
<td>(1.6%)</td>
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<tr>
<td>Sacramento</td>
<td>47</td>
<td>(1.4%)</td>
<td>(1.4%)</td>
<td>(1.4%)</td>
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<tr>
<td>Daly City</td>
<td>46</td>
<td>(1.3%)</td>
<td>(1.3%)</td>
<td>(1.3%)</td>
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**POPULAR CONTENT**

**AAWAA KEY WORDS**

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Clicks</th>
<th>Impressions</th>
<th>CTR</th>
<th>CPM</th>
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<tr>
<td>anime</td>
<td>29 (10.3%)</td>
<td>776</td>
<td>6.68%</td>
<td>128</td>
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<tr>
<td>rent a king</td>
<td>30 (9.9%)</td>
<td>836</td>
<td>3.09%</td>
<td>466</td>
</tr>
<tr>
<td>asian american women artists...</td>
<td>21 (0.7%)</td>
<td>59</td>
<td>73.44%</td>
<td>1</td>
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<tr>
<td>anime membership</td>
<td>6 (0.2%)</td>
<td>606</td>
<td>1.95%</td>
<td>176</td>
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<tr>
<td>anime internship</td>
<td>5 (0.1%)</td>
<td>652</td>
<td>0.16%</td>
<td>2.22</td>
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<tr>
<td>bowling agency</td>
<td>5 (0.1%)</td>
<td>11</td>
<td>54.53%</td>
<td>139</td>
</tr>
<tr>
<td>kittens catting</td>
<td>5 (0.1%)</td>
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<td>38.44%</td>
<td>4.74</td>
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<tr>
<td>anime Joshua</td>
<td>4 (0.1%)</td>
<td>1072</td>
<td>0.60%</td>
<td>2.8</td>
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</tbody>
</table>

**USAAF POPULAR EVENTS**

- **USAAF KICKOFF AND SOWING AGENCY OPENING (225)**
- **INVISIBLE TRACES: SF CHINATOWN (164)**
- **YUGTO (136)**
- **BOTH IN PERSON EVENTS WERE SUCCESSFUL (I BELIEVE WE SOLD OUT OF BOTH)**

**APICC AGE/GENDER GROUPS**

- **Gender**
  - Female: 45.5%
  - Male: 54.15%

- **Age**
  - 18-24: 27.50%
  - 25-34: 33.50%
  - 35-44: 15.50%
  - 45-54: 12.50%
  - 55-64: 5.50%
  - 65+: 5.50%
LOOKING FORWARD

- Foundation built for next year (follow up with reporters?)
- Continue to build global audience with global content
- Focus on key words/what people are interested in to
- Keep on integrating current events/political and social climate into content creation and pitching
- Get more connected with colleges/young adult groups