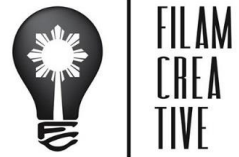


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*FOR IMMEDIATE RELEASE*

## **FILIPINOS IN ENTERTAINMENT AND MEDIA TO SHARE INSIGHT WITH UC BERKELEY'S FIL-AM COMMUNITY**

*Professionals will address issues about Filipino visibility in mainstream media with students at UC Berkeley*

LOS ANGELES (February 19, 2014) -- Los Angeles-based organization FilAm Creative, along with UC Berkeley's Asian Pacific American Student Development group and Pilipin@ Community Council, will host a "[Pilipin@s in Entertainment and Media](#)" panel discussion on **Saturday, March 1, 2014** from 3:30 to 6 p.m. at 56 Barrows on campus. The event will address issues of both misrepresentation and under-representation of Filipino Americans in the mainstream media.

Professionals in film, music, television, broadcast media, and comedy will share their experiences, achievements, and struggles as Filipinos in their careers. The audience, which is expected to be made up of mostly college students, will get a chance to ask the panelists questions, learn about opportunities in entertainment and media, as well as build their network of contacts.

Panelists include **Christina Luna** (The Luna Company, Founder/Manager), **Joey Guila** (Comedian/TV Show Host), **Keesa Ocampo** (Corporate Affairs, ABS-CBN International), and **Walter Boholst** (Filmmaker/Entertainment Lawyer/FilAm Creative Co-Founder). Additional panelists may also be added prior to the event.

Moderating the discussion is Melissa Arce, a FilAm Creative board member and the event's producer. "After two successful panel discussions in Southern California, FilAm Creative is excited to bring the event to college students up north," said Arce. "I enjoy putting these panels together because of a sense of camaraderie and a motivation to push passed the identity barriers in entertainment and media."

The collaborative effort by the Filipino American student organizations at UC Berkeley – Pilipin@ Community Council, Pilipin@ American Alliance (PAA), Partnership for Pre-Professional Pilipin@s (P4), and {maganda} Magazine – is what makes this event possible.

Aldrin Carreon, Pilipin@ Community Council Chair 2012 - 2013, is who approached Arce about the panel. "I believe bringing this event to UC Berkeley is not only an opportunity for our community to collaborate on programming, but to engage with a topic that is so prevalent in our time and bring to light issues – from oppression to misrepresentation – we as Pilipin@s must endure on a daily basis," stated Carreon.

This March 1 event is free and open to the public. For more information and updates, visit:  
<https://www.facebook.com/events/462219503878660/>

**FilAm Creative** is a not-for-profit community organization dedicated to the advancement of Filipino Americans in entertainment and media. The all-volunteer group provides an outlet for Filipino Americans to showcase individual talents, the skills of all the members, and the capability of Filipino Americans as a collective. FilAm Creative touts the development of its members through the combination of "do-it-yourself ambition" and "a pro-community attitude." [www.facebook.com/FilAmCreative](http://www.facebook.com/FilAmCreative)

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