



vision • visibility • voice

**V3 Digital Media Conference**  
*presented by*



**Asian American  
Journalists Association –  
Los Angeles Chapter**

*Mailing Address:*  
2245 East Colorado Blvd.  
Suite #104-353  
Pasadena, CA 91107  
<http://www.aja-la.org>

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Japanese American National Museum

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Pacific Asia Museum

**Media Contact**  
Laarni Rosca Dacanay  
(925) 984-6069  
[laarni\\_dacanay@cable.comcast.com](mailto:laarni_dacanay@cable.comcast.com)

**ASIAN AMERICAN PIONEERS HONORED AT DIGITAL MEDIA EVENT**

LOS ANGELES – Restaurateur Roy Choi, civil rights pioneer Grace Lee Boggs and journalists Richard Lui and Gil Asakawa will be honored at the V3 Digital Media Conference, to be held June 14-15 in celebration of Asian American contributions to media and culture.

The second annual conference, presented by the Los Angeles Chapter of the Asian American Journalists Association, recognizes the “Vision. Visibility. Voice.” of Asian Americans and Pacific Islanders in digital and social media, with the goal of showcasing the most influential and interesting Asian Americans online while connecting diverse communities and building new media skills.

The two-day event, which last year drew more than 500 attendees, will again open with a gala evening awards reception at the Pacific Asia Museum in Pasadena, June 14, to be followed by an all-day conference at the Japanese American National Museum in Little Tokyo in downtown Los Angeles, June 15.

“We are privileged to recognize four such distinguished honorees at V3con,” said Jocelyn “Joz” Wang, founder and executive director of the event. “They come from such varied walks of life, yet the paths they have chosen represent a lifetime of service to their communities and accomplishments that have boosted the stature of Asian Americans everywhere.”

The three “V” awards given at V3con recognize the contributions, talents and values of path-breaking individuals who have enabled Asian Americans and Pacific Islanders to become recognized as a significant force in media. Each of this year’s recipients has significantly raised the profile of the AAPI community in the mainstream.

**Vision Awards: Richard Lui and Roy Choi**

The Vision Award, given for a career spent covering or promoting Asian America, this year recognizes two individuals who have fulfilled this mission in different ways.

**Richard Lui** is a journalist and dayside news anchor for MSNBC whose reporting focus is on politics. From his base in New York, he also anchors “Early Today” for NBC News. Lui previously served for five years at CNN Worldwide, anchoring the 10 a.m. edition of CNN Headline News’ “Morning Express”; in that role, he was the first male Asian American in the U.S. to anchor a daily national cable news show. Before entering journalism, he spent 15 years in business with Fortune 500 and technology companies. Lui, a first-generation Asian American, has spent 25 years in community service in the U.S., Asia and Africa, volunteering for organizations including the Asian Pacific American Institute for Congressional Studies and APIA Vote.



Los Angeles chef **Roy Choi** has been at the forefront of the food truck phenomenon, leading a movement through the innovative use of social media to connect with customers. The South Korean-born chef, through Kogi Korean BBQ To-Go, dishes out a fusion of Korean and Mexican food throughout Los Angeles and Orange counties. Choi's prominence within the culinary community has helped bring Asian cuisine to the forefront. He was named Best New Chef by Food & Wine magazine in 2010 and recently appeared on Bravo TV's "Top Chef" as a guest judge, elevating the AAPI community's presence in the mainstream media.

### **Visibility Award: Grace Lee Boggs**

The Visibility Award recognizes media personalities and artists who are helping Asian Americans become accepted as part of the mainstream pop culture, not exotic outsiders. The 2013 honoree, **Grace Lee Boggs**, is an activist, writer and philosopher whose career in political involvement encompasses the major U.S. social movements of the last seven decades. Boggs, still advocating and educating today at age 97, came to prominence in the 1940s and '50s, when she developed a political partnership with black Marxists. She continued her activism in the civil rights and Black Power movements in Detroit with her husband, the late James Boggs. She is the subject of a documentary, "American Revolutionary: The Evolution of Grace Lee Boggs," which will make its world premiere June 16 at the 19th Los Angeles Film Festival.

### **Voice Award: Gil Asakawa**

The Voice Award is given to a recipient who leads by example to give voice to Asian Americans and help others find their voices. **Gil Asakawa** has worked as a writer, editor and online authority for some 30 years, including stints at alternative weekly newspaper Westword in Denver, where he was the longtime music editor, and at daily newspapers and news websites. He is currently manager of student media at the University of Colorado's School of Journalism and Mass Communications. Asakawa blogs about Asian American culture at Nikkeiview and is the author of "Being Japanese American." Asakawa, long active in Denver's Asian American community, has filled leadership roles with the Japanese American Citizens League and AAJA.

### **Event Information:**

#### **Opening Awards Reception**

Friday, June 14, 6 to 9 p.m.

Pacific Asia Museum

46 N. Los Robles Ave., Pasadena, CA 91101

#### **V3 Digital Media Conference**

Saturday, June 15, 8 a.m. to 6 p.m.

Japanese American National Museum

100 N. Central Ave., Los Angeles, CA 90012

### **About V3con**

V3con is the only digital media conference centered on AAPI mainstream journalists, digital media journalists, bloggers and those interested in social media. The conference is an opportunity for those communicating on multiple digital platforms, including social media and blogs, and their audiences to interact, engage in person and inspire those who are interested in communicating online. Visit <http://v3con.com> for full conference details.

### **About AAJA-LA**

The mission of the Asian American Journalists Association is to provide a means of association and support among Asian American and Pacific Islander journalists; provide encouragement, information, advice and scholarship assistance to AAPI students who aspire to professional journalism careers; provide to the AAPI community an awareness of new media and an understanding of how to gain fair access; and research and point out when news media organizations stray from accuracy and fairness in coverage of AAPIs. The Los Angeles Chapter, established in 1981, is the organization's founding chapter. <http://aaja-la.org>

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