



Yerba Buena Center for the Arts

701 Mission Street
San Francisco, CA 94103
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MU-Connector Video & Blog Promos

5/9/2023

OVERVIEW

MU-Connector/When the land stands alone

MU-Connector/When the land stands alone with *The Storytellers' Mero Geet Mero Yatra* is a multi-part ritual theater experience from Korean shamanistic performance artist Dohee Lee. The performance explores ancestral traditions transmuted through dance, singing, drumming, and storytelling, weaving together electronic soundscapes, an altar installation, and community participation to create a communal creative ritual experience.

Built from collective community healing rituals previously at YBCA, *MU-Connector* delves into our myths, ancestral land, history, and stories, while also reflecting on wounds suffered and inflicted through systemic oppression in the U.S. and our homelands.

I Hear a Butterfly

Experience the new film *I Hear A Butterfly* created by [Asian Refugees United](#). Featuring Asian refugees and immigrant community members, this new short film shares their vibrant stories of migration and resilience.

OBJECTIVES

- Produce two (2) promo videos for social media, YouTube, email, and website to generate awareness, website traffic, and ticket sales
 - One (1) promo video for *MU-Connector* with photos and clips from previous performances
 - One (1) promo video for *I Hear a Butterfly* with clips from one of the films
- Publish YBCA Zine post highlighting Lee's relationship with YBCA and the upcoming performances
- Publish Artist Power Center blog post featuring Lee's advice and inspiration for artists

MESSAGING

- YBCA performances provide opportunities for artists and to create with the community
- Art can inspire us to consider timely questions and ways to heal

AUDIENCES

- Potential ticket buyers with interests in:
 - Dance and performing arts
 - Social justice advocacy
 - Contemporary and modern art
 - Korean/AAPI Cultural Groups
 - Ex.
 - Stop AAPI Hate
 - AAPI Women Lead
 - Asian Pacific American Community Center
 - Korean Center, Inc.
 - Asian Pacific Islander Cultural Center
 - Korean Cultural Center of San Francisco
- YBCA gallery and museum visitors
- Local dancers and choreographers
 - Partners and community rentals?
- Local Press and culturally specific media

RESOURCES

- [MU-Connector/When the land stands alone](#) webpage
 - [I Hear a Butterfly](#) webpage
 - [Dohee Lee artist page on YBCA](#)
 - Past workshops and performances
 - [Connect/Reflect/Enact](#)
 - [Dohee Lee: Mago](#)
 - [Dohee Lee website](#)
 - Films and photos
 - [Google Drive from Dohee Lee](#)
 - [MU/巫: 9 Goddesses photos](#)
 - [Connect/Reflect/Enact workshop photos](#)
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SPECS & DELIVERABLES

Social Media Specs

- Aspect ratio: 16:9 1920 x 1080 px
- Facebook max file size: 4MB
- YouTube max file size: 128GB
- Instagram
 - Aspect ratio: 9:16 or 1080 x 1920 px
 - Max file size: 650MB

Other requirements

- Add open captions in all videos

TIMELINE

Dates	Milestones	Notes
Monday, 5/15	Interview Dohee Lee on-site at YBCA (Brooke and Christian)	Questions include topics for: <ul style="list-style-type: none">● YBCA Zine blog post● Artist Power Center blog post● Short promo video for June performances
Friday, 5/19	First draft of promo videos (Brooke) First draft of YBCA Zine and Artist Power Center blog posts (Christian)	Reviewers <ul style="list-style-type: none">● Lauren Macmadu, Jodi Cobalt, Anna Lisa Escobedo
Tuesday, 5/23	Second draft of promo videos Second draft of YBCA Zine and Artist Power Center blog posts (Christian)	Reviewers <ul style="list-style-type: none">● Lauren Macmadu, Jodi Cobalt, Anna Lisa Escobedo, and Dohee Lee
Thursday, 6/1	Publish <i>MU-Connector</i> promo video on social media, YouTube, and website (Brooke and Amelia) Publish <i>I Hear a Butterfly</i> promo video on social media, YouTube, and website (Brooke and Amelia)	Reviewers <ul style="list-style-type: none">● Lauren Macmadu, Jodi Cobalt, Anna Lisa Escobedo, and Dohee Lee
Friday, 6/9	Publish YBCA Zine post (Amelia) Publish Artist Power Center blog post (Nasira)	Writer <ul style="list-style-type: none">● Christian Medina Beltz Reviewers <ul style="list-style-type: none">● Lauren Macmadu
Monday, 6/12	Promote Zine and Artist Power Center blog post on social media (Brooke, Mark)	Social media content <ul style="list-style-type: none">● Copy (Brooke Vlasich)● Video (Mark Sabb) Reviewer <ul style="list-style-type: none">● Lauren Macmadu

INTERVIEW QUESTIONS

Dohee's Creative Practice

- What was your introduction to dance as a practice? What made you want to pursue it as a full-time venture?
- Has shamanistic ritual always been a part of your practice? Or was it something incorporated later in your artistic practice?
- Tell us about your spiritual journey and how that informed your art?
- What advice do you have for artists working to include ancestral wisdom and spiritual practices into their practice?
- What brought about your migration to the Bay Area/USA? What was that transition like as an artist?
- How do you hold the tensions between being innovative/progressive in your work while remaining connected to your cultural and traditional roots?
- How do you approach incorporating and addressing social and cultural issues into dance?

About *MU-Connector* & *I Hear a Butterfly*

- Tell us about the Connect/Reflect/Enact workshops at YBCA. How did they inform and shape performances *MU-Connector/When the land stands alone*?
- Tell us about your upcoming show at YBCA *MU-Connector/When the land stands alone*? What was the inspiration? How does this differ from past offerings/performances like *9 Goddess*?
- What are hoping the audiences take away with them after experiencing *MU-Connector/When the land stands alone*?
- What does collective community healing look like?
- Why did you decide to include *I Hear a Butterfly* as part of your performances? What kinds of films can audiences see during the screenings?
- Who are your community partners that you are working with? How did you meet and connect? Or how did they find you?

Dohee's Relationship with YBCA

- Tell us about the first time you worked with YBCA? How has YBCA supported you?
- When you think of YBCA, what comes to mind?