



WHO IS ARTHUR CHU?
A film by Yu Gu and Scott Drucker

National Premiere on AMERICA REFRAMED
Tuesday, May 22, 2018 at 8 p.m. on WORLD Channel

“...Raw, unfiltered and poignant...”— Kerry Levielle, [IndieWire](#)

MEDIA RELATIONS

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April 9, 2018 – (New York, NY) – **“WHO IS ARTHUR CHU?”** That is the answer to the question that filmmakers Yu Gu and Scott Drucker explore throughout their film about Arthur Chu whose success on the national game show, *Jeopardy!*, catapulted him into the public sphere.

WHO IS ARTHUR CHU? the documentary by Gu and Drucker, will make its U.S. broadcast premiere on Tuesday, May 22, 2018, at 8 p.m. on WORLD Channel ([check local listings](#)) as part of the new season of **AMERICA REFRAMED**, public media’s award-winning documentary series. Streaming will begin on May 23, 2018 on worldchannel.org and all station-branded PBS platforms including PBS.org, and on PBS apps for iOS, Android, Roku, Apple TV, Amazon Fire TV and Chromecast.

WHO IS ARTHUR CHU? follows 11-time *Jeopardy!* winner Arthur Chu, who won almost \$300,000 by using an unconventional strategy on the game show. The national attention led this insurance analyst to amass tens of thousands of fans and haters on Twitter. Arthur plans to put his 15 minutes of TV fame to good use, and launches a career as both a speaker and writer. By dissecting topics such as racism and sexism particularly in “nerd culture,” his posture shatters the “model” Asian American stereotype.

A sheltered childhood and fraught relationship with his father led Arthur to wish he could “erase his identity” and be seen solely as an American—one who is valued for his ideas and ideals. Determined to find his purpose, Arthur believes that he has the right to be different, break the rules and have a say. He harnesses his passion and newfound notoriety to face-off with social



media and gaming bullies. These struggles burden Chu and his wife, Eliza, both of whom are trying to build careers while supporting one another's passions.

The film tracks the ups-and-downs of Arthur's life as a quasi-celebrity and observes the influence of TV and social media on individuals, the new American Dream, and the significance of going viral in this day and age.

WHO IS ARTHUR CHU? is part of WORLD Channel's celebration of Asian and Pacific Islander (API) American Heritage Month throughout May 2018. In partnership with AMERICA REFRAMED, PBS, and other public television organizations, WORLD Channel is honored to participate in the social media campaign #MyAPALife. A great success among API Americans for the past several years, #MyAPALife brings together film and video content from across the PBS system that is relevant to the Heritage Month and to API audiences nationwide.

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Media Contacts

For interviews and special requests, journalists and reviewers may contact Neyda Martinez at **917-656-7846** or via email at neyda@amdoc.org.

Film Credits

A film by Yu Gu and Scott Drucker

WHO IS ARTHUR CHU? is a production of Transient Media with major funding provided by the Center for Asian American Media and the Corporation for Public Broadcasting (CPB).

About AMERICA REFRAMED

AMERICA REFRAMED is a co-production of the WORLD Channel and American Documentary, Inc.

AMERICA REFRAMED curates a diverse selection of films highlighting innovative and artistic approaches to storytelling from emerging and veteran filmmakers alike. Viewers will be immersed in personal stories from the streets of towns big and small to the exurbs and country roads that span the spectrum of American life. The documentaries invite audiences to reflect on topics as varied as culture, health care,



politics, gun violence, religion and more.

An award-winning documentary series, AMERICA REFRAMED is the recipient of an Alfred I. duPont-Columbia University Award for broadcast journalism. The series has earned several Christopher, GRACIE, Telly and Cine Golden Eagle Awards, as well as nominations for an EMMY, Independent Documentary Association, and Imagen Award.

AMERICA REFRAMED Series Credits

Executive Producers: Justine Nagan, Chris Hastings, Chris White

Series Producer: Carmen L. Vicencio

AMERICA REFRAMED can be accessed online via
<http://worldchannel.org/programs/america-reframed/>
and,
<https://www.facebook.com/WorldChannel>
<https://www.facebook.com/AmericaReFramed>

@worldchannel
@americareframed

AMERICA REFRAMED Co-Producers

American Documentary, Inc. (AmDoc) is a multimedia arts organization dedicated to creating, identifying and presenting contemporary stories that express opinions and perspectives rarely featured in mainstream media outlets. AmDoc is a catalyst for public culture, developing collaborative strategic engagement activities around socially relevant content on television, online and in community settings. These activities are designed to trigger action, from dialogue and feedback to educational opportunities and community participation. AmDoc is a 501(c)(3) not-for-profit organization. For more information, visit: www.amdoc.org

The **WORLD Channel** delivers the best of public television's nonfiction, news and documentary programming. The channel features original content by and about diverse communities to U.S. audiences through local public television stations and streaming online at worldchannel.org. WORLD reached 33.3 million unique viewers 18+ last year (52% adults 18-49) and over-indexes in key diversity demographics. Online, the WORLD Channel expands on broadcast topics and fuels dialogue across social media, providing opportunities for broad and diverse audience interaction. WORLD has won numerous national honors including an Alfred I. duPont-Columbia Award, Tellys, a Media for a Just Society Award, two Lesbian & Gay Journalist



Awards, a Gracie, an Asian American Journalists Award and many others. WORLD Channel also won the Radio Television Digital News Association's 2017 Kaleidoscope Award for its critically-acclaimed series, AMERICA REFRAMED and has received four National News & Documentary Emmy Nominations.

WORLD is programmed by WGBH/Boston, in partnership with American Public Television and WNET/New York, and in association with PBS and National Educational Telecommunications Association. Funding for the WORLD Channel is provided by the Corporation for Public Broadcasting, The John D. and Catherine T. MacArthur Foundation, the Wyncote Foundation and The Kendeda Fund. For more information about The WORLD Channel, visit www.worldchannel.org

