



UNIVERSITY  
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WEST O'AHU

**CALENDAR ALERT**

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**UH West O'ahu and the Academy for Creative Media System present the Creative Media Masters Series featuring YouTube sensation AJ Rafael**

**KAPOLEI** --- The University of Hawai'i Academy for Creative Media System together with the University of Hawai'i – West O'ahu will host a Creative Media Masters Series presentation featuring YouTube star AJ Rafael. The Masters Series is part of UH West O'ahu's new Creative Media concentration and aims to increase student understanding of the art and business of content creation. All presentations are free and open to students, faculty, and the public.

**YouTube star AJ Rafael, Thursday, Nov. 20, 11 a.m. - 12:30 p.m.  
UH West O'ahu Library 'Ulu'ulu Exhibition Space, First Floor**

Singer/songwriter AJ Rafael will discuss his songwriting process and how he uses YouTube and other social networks to share his music with the world.

Rafael, a singer/songwriter from Riverside, Calif., has become a top musician by leveraging the power of social networks. With 555,000 YouTube subscribers and more than 115 million views, over 360,000 Facebook likes, 11 million plays on MySpace, and 155,000 Twitter followers, he has consistently made the Top 20 on Billboard's "Uncharted" Chart since January 2011. Rafael's "Red Roses" album, released in June 2011 in U.S. stores nationwide and digitally on iTunes, made the Top 10 Pop albums and was #13 on Billboard's "Heatseeker" chart. He has toured the world, including Southeast Asia, Canada, Italy, Hawai'i, and his parents' home country of the Philippines. Rafael is best known for the hit songs, "We Could Happen," "Without You," and "My Soldier."

For more information about the UH West O'ahu Creative Media Masters Series presentation featuring AJ Rafael, contact Wojciech Lorenc at [wlorenc@hawaii.edu](mailto:wlorenc@hawaii.edu).

[UH West O'ahu's Creative Media program](#) is offered in partnership with the UH Academy for Creative Media System that supports and coordinates the creative media studies efforts among the UH campuses. Taking advantage of the system-wide approach, UH West O'ahu's program enables students to develop unique skill sets at the community colleges and transfer seamlessly to UH West O'ahu for continued scholarship and professional development.

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**UH West O'ahu** became a four-year, regional comprehensive university when it served its first class of freshmen in fall 2007. The University offers quality education, small classes and personalized attention at convenient locations. UH West O'ahu serves approximately 2,700 students at its brand new, state-of-the-art campus that opened in the City of Kapolei in 2012. For more information, visit [www.uhwo.hawaii.edu](http://www.uhwo.hawaii.edu), call (808) 689-2800, or toll-free (866) 299-8656. Find us on Facebook and Twitter.