



FY21

Annual Report

Asian Media Access

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Products vs. Issues

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Service Numbers

Overall Service Numbers

7,625

of People Outreached to
(2,250 paid audience, 5,375 Free Admission)

12,117

of People Served at AMA's Multimedia Complex
:from sign-in sheet: 7,625 non-regular, 4,492 regular attendance

494

of Family Served: from sign-in sheet

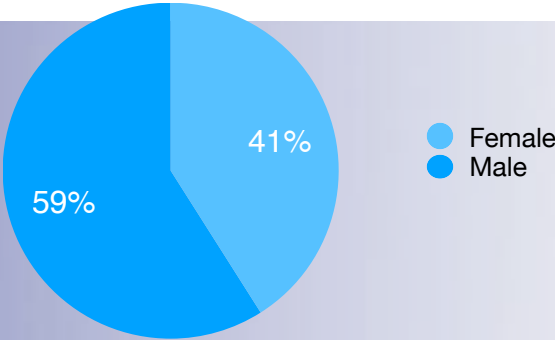
112

of Youth Employed



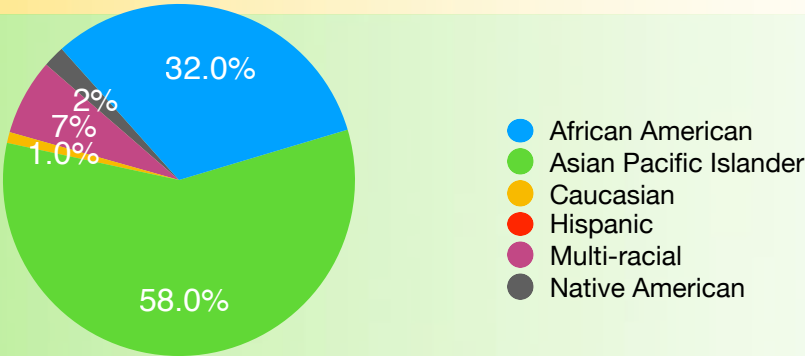
Demographic Data of Youth Served by AMA

Gender

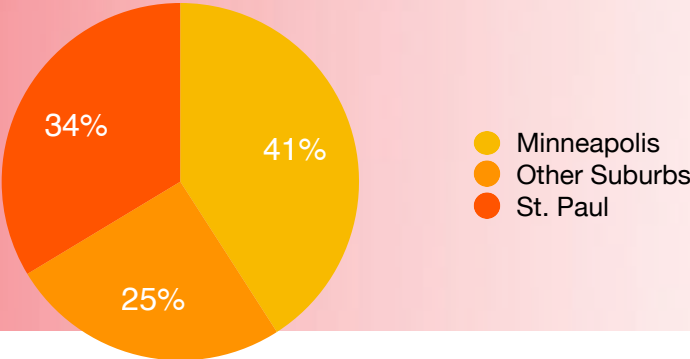


Income Level: Eligible for Free/Reduced Lunch – 62%

Ethnicity



Area of Residency



Risk Factors Among Youth Employed

➡	At Risk of Gang Involvement	20%
➡	At Risk of Runaway/Homelessness	15%
➡	At Risk of Substance Abuse	12%
➡	English Language Learners	41%
➡	Six or More Persons in the Household	37%

Number of Adult Participants in IT Training

of Youth participated in the Let’s Get IT Training: 36

Youth Participant Numbers in Multimedia Arts Education 299 (**dance, music, radio, theater, video, web design, writing, kick-boxing, etc.**)

# of Youth participated in Youth Media Force Team	13
# of Youth participated at the “Youth at Work” Training	52
# of Youth participated in Performing Arts Classes	76
# of Youth participated at the Leadership Camp	0
# of Youth Employed by AMA	122

Number of Youth Participants Received Training From AMA, Held at Schools and Community Centers

for trainings lasting 15 days or more

31

TOTAL
Participants
227



Products vs. Issues

Community Performance Opportunities

2

Video Produced: 66 Video PSAs

- All of Us - 16
- Bicultural Healthy Living -14
- COVID19 -15
- Violence Prevention -14
- Mental Health Awareness- 7

24/7 RadioASIA



Website

Youth In Charge (www.youthincharge.org), total 496 products.

- All of Us - 98
- Anti-Racism - 10
- Bicultural Healthy Living -61
- COVID19 -72
- ATOD (Alcohol, Tobacco, and other drugs) Prevention - 66
- Marijuana Prevention -17
- Violence Prevention -14
- Mental Health Awareness- 7
- Problem Gambling Prevention -112
- Vaping Prevention -14





Programs

Multimedia/Performing Arts Exhibition - Community performances were cancelled due to the COVID-19 pandemic

Multimedia Education - All moved to online training due to the pandemic

- Youth Media Force: Weekly youth empowerment activities on diverse themes, such as: ATOD prevention, Bicultural Active Living Lifestyle, Runaway/Homelessness Prevention, Teenage Pregnancy Prevention, Violence Prevention, and Anti-Asian Hate Crime reduction with multimedia creation
- Summer employment programs for youth, June-August 2022
- Edx Frontline Web Development Training with Industry recognized certificates

Multimedia Production

- East Meets West - Youth IN Charge: Intermittently
- Production and Distribution of various program materials in print and video/radio PSAs including Alcohol/Tobacco and Drug Prevention, Body Image and Bicultural Healthy Living
- Conducting the Bicultural Active Living Lifestyle (BALL) Initiative and Youth In Charge Initiative

Multimedia Technology

- AMA Connect (contract works)
- BALL (**B**icultural **A**ctive **L**iving **L**ifestyle) Multimedia Campaign, supported by Multi Cultural Community Alliance (MCCA), with monthly Advisory Committee Meeting, supporting programming development
- Radio ASIA: 106.1 HD3

Reaching Immigrants with Care and Education (RICE)

- Family Assets for Independence in Minnesota (FAIM) program
- COVID-19 Emergency Relief effort





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