



FY23

Annual Report

Asian Media Access

July 2022 - June 2023

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Service Numbers

Overall Service Numbers

10,201

of People Outreached to **10,201**
(**3,501** paid audience, **6,700** Free Admission)

13,871

of People Served at AMA's Multimedia Complex
: **13,871** from sign-in sheet: **10,201** non-regular, **3,670** regular attendance

739

of Family Served: from sign-in sheet **739**

124

of Youth Employed **124**

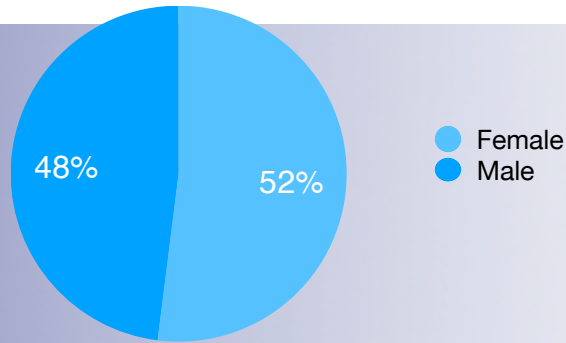
1726

Vaccinate: 07/22-06/23: **1726**



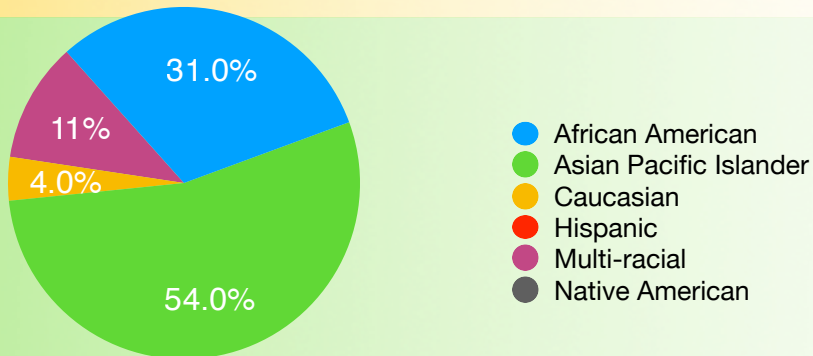
Demographic Data of Youth Served by AMA

Gender

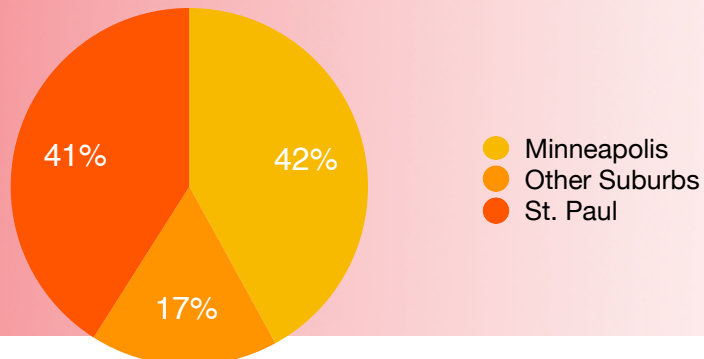


Income Level: Eligible for Free/Reduced Lunch – 89%

Ethnicity



Area of Residency



Risk Factors Among Youth Employed

➡	At Risk of Gang Involvement	25%
➡	At Risk of Runaway/Homelessness	36%
➡	At Risk of Substance Abuse	19%
➡	English Language Learners	44%
➡	Six or More Persons in the Household	31%



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

	245
# of Youth participated at the “Youth at Work” Training	58
# of Youth participated in Performing Arts Classes	121
# of Youth Employed by AMA	66





Products vs. Issues



Community Performance Opportunities

12

Video Produced: 53 Video PSA

- All of Us - 13
- Anti-Racism - 1
- Bicultural Healthy Living - 2
- COVID-19 Vaccine - Importance of and Precautions or Testing - 5
- Mental Health - 2
- Problem Gambling Prevention - 9
- Tobacco/Vaping Prevention - 4
- Voting - 17

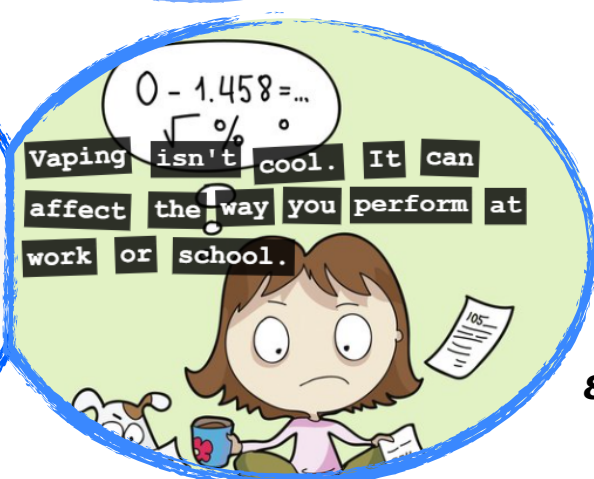
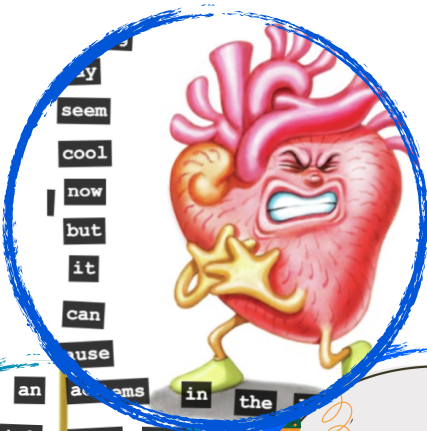


Radio: 24/7 RadioAsia

Website

Youth In Charge (www.youthincharge.org), Postcards - Youth have been creating total 397 designed postcards.

- All of Us - 60
- Anti-Racism - 24
- Bicultural Healthy Living - 71
- COVID19 Vaccine- Importance of Covid-19 Precaution or Testing - 33
- Problem Gambling Prevention - 107
- Tobacco/Vaping Prevention - 45
- Vaccination Hesitancy - 46
- Voting - 11



Programs

Multimedia/Performing Arts Exhibition - **12** limited community performances



Multimedia Education

- Youth Media Force: Weekly youth empowerment activities on diverse themes, such as: All of us, ATOD prevention, Bicultural Active Living Lifestyle, COVID-19 Vaccination Hesitancy, 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

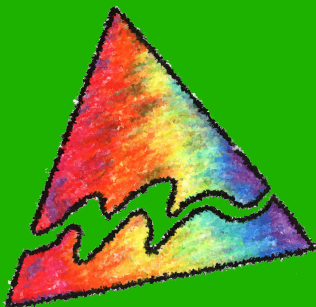
- AMA Connect (contract works)
- BALL (**B**icultural **A**ctive **L**iving **L**ifestyle) Multimedia Campaign, supported by Multi Cultural Community Alliance (MCCA), with monthly Advisory Committee Meeting, supporting programming development
- Radio ASIA: 106.1 HD3



Reaching Immigrants with Care and Education (RICE):

- Family Assets for Independence in Minnesota (FAIM) program
- COVID-19 Emergency Relief effort and supporting testing events
- Hosting total 65 training sessions, reached 2,101
- Hosting total 152 Vaccination Pop-up Clinics from 07/22-06/23, we have outreached to 102,081 members, with total # of vaccines at 1,726





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