



FY24
Annual Report
Asian Media Access

July 2023 - June 2024

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Service Numbers

Overall Service Numbers

10,650

of People Outreached to 10,650

14,032

of People Served at AMA's Multimedia Complex: 14,032 from sign-in sheet: 10,650 non-regular, 3,382 regular attendance

756

of Family Served: from sign-in sheet 756

100

of Youth Employed 100

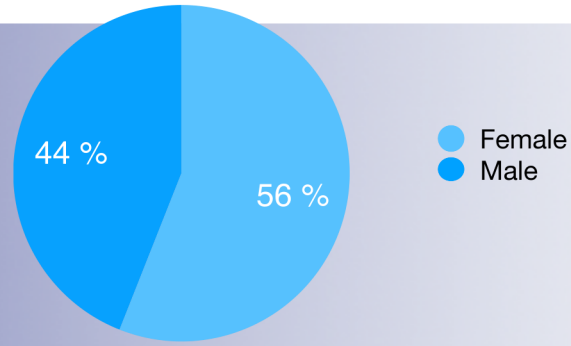
4,925

Vaccinate: 07/23-06/24: 4,925 (2,865 for COVID, 2,060 for Flu)



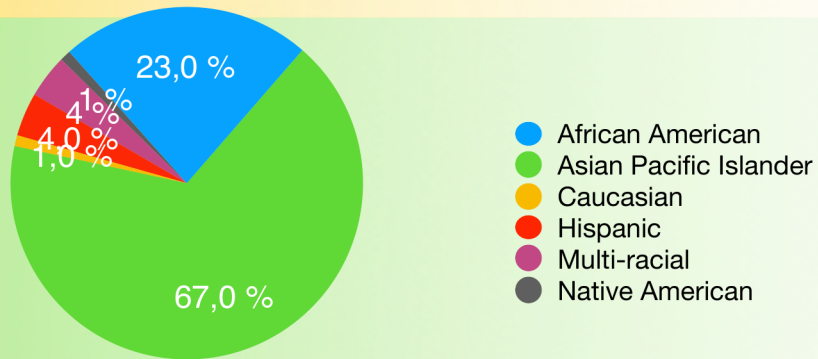
Demographic Data of Youth Served by AMA

Gender

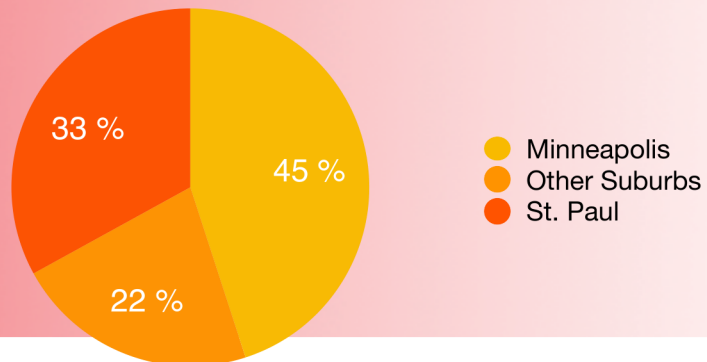


Income Level: Eligible for Free/Reduced Lunch – 42%

Ethnicity



Area of Residency

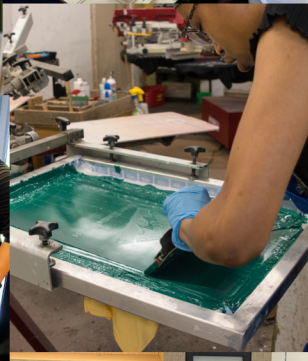


Risk Factors Among Youth Employed

➔	At Risk of Gang Involvement	23 %
➔	At Risk of Runaway/Homelessness	24 %
➔	At Risk of Substance Abuse	18 %
➔	English Language Learners	39 %
➔	Six or More Persons in the Household	32 %

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	9
# of Youth participated in Performing Arts Classes	70
# of Youth Employed by AMA	100



Products vs. Issues



Community Performance Opportunities 10

Video Produced:

- Problem Gambling Prevention - 1
- Tobacco/Vaping Prevention - 1
- Violence Prevention - 2
- Vaccine Hesitancy Videos: 12 (all videos published at the <https://advancinghealthequity.nnphi.org/foundational-principle/>)

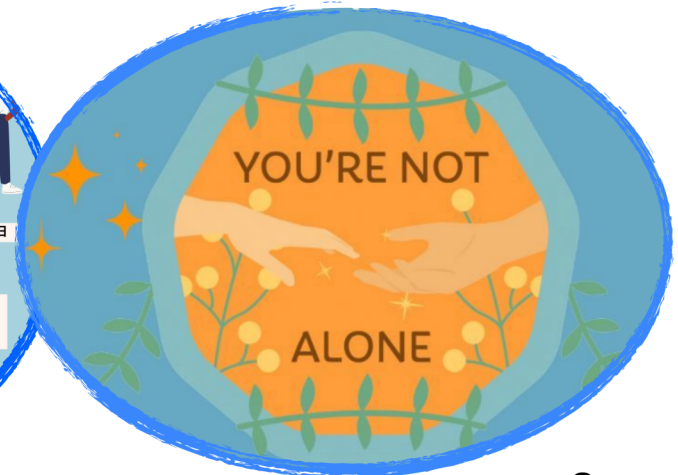
Radio: 24/7 RadioAsia



Website

Youth In Charge (www.youthincharge.org), Postcards - Youth have been creating total 78 designed postcards.

- Bicultural Healthy Living - 11
- Gambling Prevention - 9
- Media Literacy - 8
- Mental Health - 10
- Vaping Prevention - 9
- Violence (gun, youth, prevention) - 15
- Voting - 16



Programs

Multimedia/Performing Arts Exhibition

- 26 days' Exhibition at State Capitol and St. Paul Union Depot for "Intergenerational Story-telling" Exhibition. Check out 2024 Union Depot Intergenerational Storytelling video: <https://www.facebook.com/reel/1161713311708679>
- "Between the Water and Clouds" – Outdoor Environmental Justice Dance Drama at Minneapolis downtown Peavey Plaza



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 2023
- edX Frontline Web Development Training with Industry recognized certificates

Multimedia Production

- East Meets West - Youth IN Charge: intermittently
- AMA Youth Produced – State-wide Stop the Vape Video Competition <https://youtu.be/hkEsDdG0hTA>
- Stop Anti Asian Hate videos
 1. 2024 Long - Stop Anti-Asian Hate PSA: <https://www.youtube.com/watch?v=RDt4t0Jq2jc>
 2. 2024 Short #1 - Stop Anti-Asian Hate PSA: <https://youtu.be/KyhLfyf0MCo>
 3. 2024 Short #2 - Stop Anti-Asian Hate PSA: <https://youtu.be/5zOZHAVKDX8>
 4. 2024 Youth's Testimonies for Stopping Anti-Asian Hate PSA <https://youtu.be/LzXGTFanIqU>



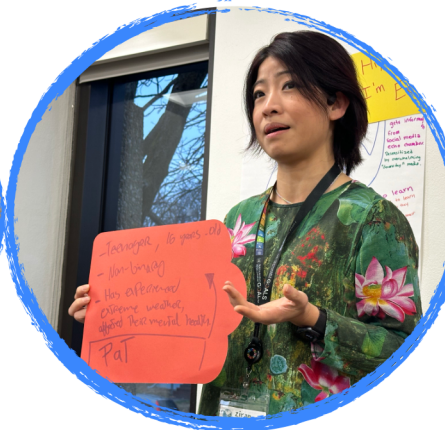
Multimedia Technology

- 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 90 training sessions, reached 3,602
- Hosting total 100 Vaccination Pop-up Clinics from 07/23-06/24, we have outreached to 167,176 members, with total # of vaccines at 5,075





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