



FY19

Annual Report

Asian Media Access

July 2019-June 2020

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Products vs. Issues

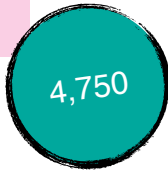
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Service Numbers

Overall Service Numbers



of People Outreached to
(750 paid audience, 4,000 Free Admission)



of People Served at AMA's Multimedia Complex
:from sign-in sheet: 4,750 non-regular, 6,710 regular attendance



of Family Served: from sign-in sheet

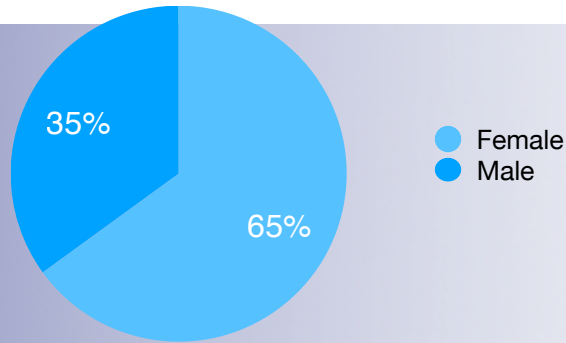


of Youth Employed



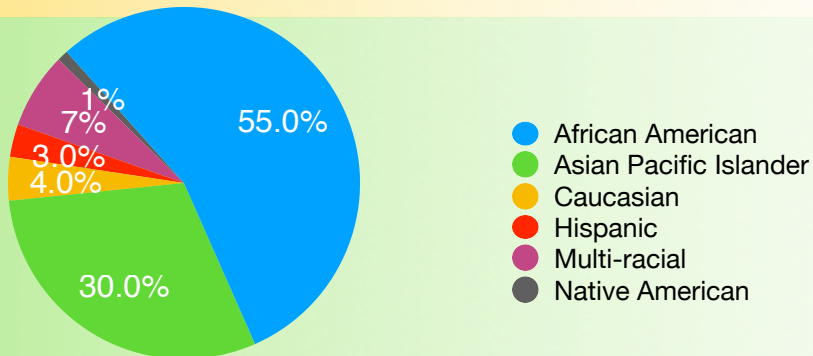
Demographic Data of Youth Served by AMA

Gender

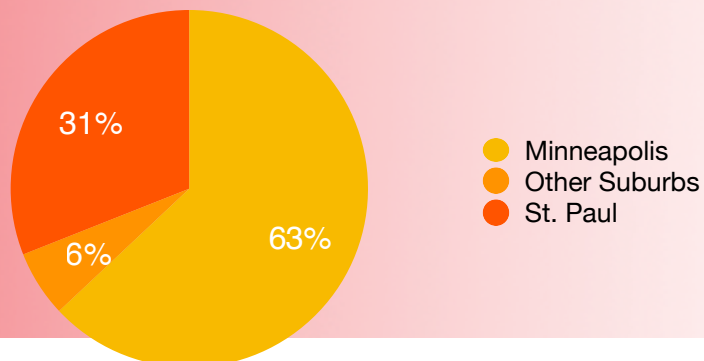


Income Level: Eligible for Free/Reduced Lunch – 69%

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	13%
➡	English Language Learners	57%
➡	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: 24

Youth Participant Numbers in Multimedia Arts Education 247 (dance, music, radio, theater, video, web design, writing, kick-boxing, etc.)

# of Youth participated in Youth Media Force Team	5
# of Youth participated at the “Youth at Work” Training	22
# of Youth participated in Performing Arts Classes	93
# of Youth participated at the Leadership Camp	32
# of Youth Employed by AMA	71

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

17



Video Produced: 7 Video PSAs

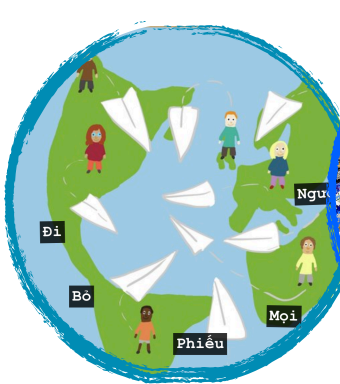


24/7 RadioASIA



Website

Youth In Charge (www.youthincharge.org), total 138 products.



Programs



Multimedia/Performing Arts Exhibition

- On-going community dance/music performances at community events and festivals
- July 7th, 2019 "Asian Hip Hop Waves" at the Roseville Central Park
- Jan. 30th, 2020, AMA performance team invited to the Chinese New Year Celebration at Muscatine, Iowa
- Feb 8th, 2020 for the "Asian Fusion Celebration" at MN Science Museum
- Many community performances were cancelled after mid Feb, 2020, due to the COVID-19 pandemic



Multimedia Education

- Youth Media Force: Weekly youth empowerment activities on ATOD, Bicultural Active Living Lifestyle, Runaway/Homelessness Prevention, Teenage Pregnancy Prevention and Physical Health Education with multimedia creations
- 25th Youth Leadership Camp: October 17th – 20th, 2019
- Conduct Media Training for Area Schools in Twin Cities
- Summer employment programs for youth, June-August 2019
- Daily After-School Activities Monday-Sunday 9:00am-9:00pm, including multimedia, music, dance, tutoring, etc.

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



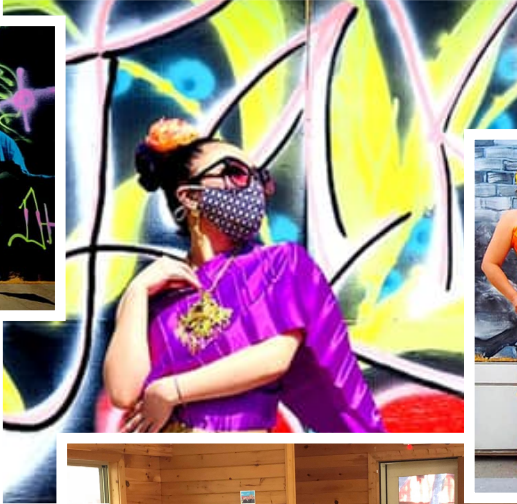
Multimedia Technology

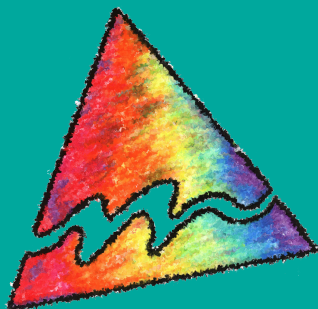
- AMA Connect (contract works)
- BALL (**B**icultural **A**ctive **L**iving **L**ifestyle) Multimedia Campaign, supported by Multi Cultural Community Alliance (MCCA), with monthly Advisory Committee Meeting, supporting programming development
- Radio ASIA: 106.1 HD3

Reaching Immigrants with Care and Education (RICE)

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







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