



FY20

AnnualReport

Asian MediaAccess

July 2020-June 2021

Program Highlights Index

Service Numbers

| | |
|---|---|
| Overall Service Numbers | 3 |
| Demographic Data of Youth Served by AMA | 4 |
| Risk Factors Among Youth Employed | 5 |

Products vs. Issues

| | |
|--|---|
| Performance and Field Trip Opportunities | 7 |
| Script Writing, Videos, Radio | 7 |
| Website | 8 |

Programs

| | |
|---------------------------------------|-----|
| Performing Arts, Multimedia Education | 9 9 |
| Multimedia Production | 10 |
| Multimedia Technology, RICE | |

Service Numbers

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

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

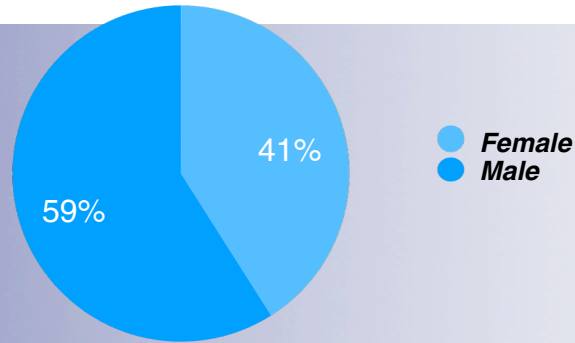
of Family Served: from sign-in sheet

of Youth Employed



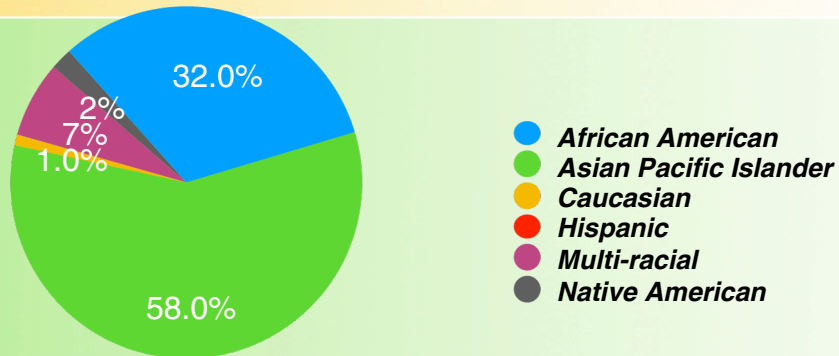
Demographic Data of Youth Served by AMA

Gender

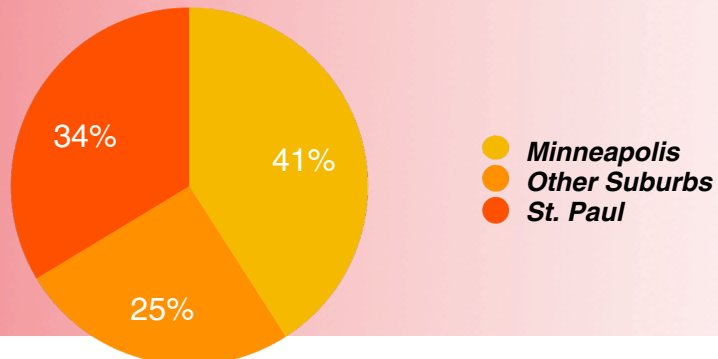


Income Level: Eligible for Free/Reduced Lunch – 62%

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

#ofYouthparticipatedintheLet’sGetITTraining: 36

Youth Participant Numbers in Multimedia Arts Education 299 (**dance,music,radio,theater,video,webdesign,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

0

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

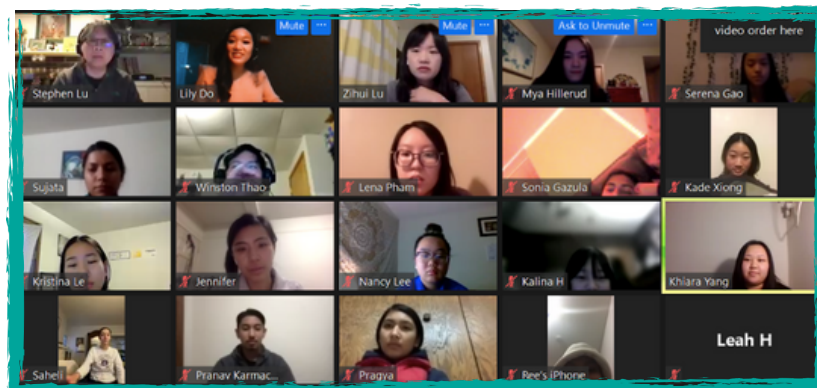
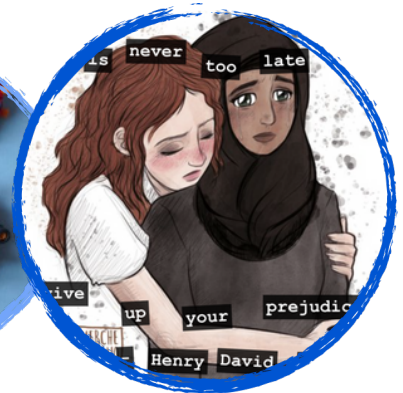
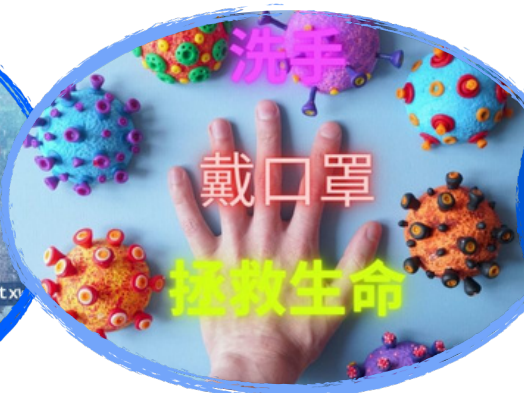


7!

Website

YouthInCharge (www.youthincharge.org), total 138 products.

- All of Us-16
- Anti-Racism-10
- Bicultural HealthyLiving-14
- COVID19-15
- ATOD(Alcohol,Tobacco,andotherdrugs)Prevention - 66
- MarijuanaPrevention-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 pandemic

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

- YouthMediaForce: 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)

- FamilyAssetsforIndependenceinMinnesota(FAIM)program
- COVID-19 Emergency Relief effort





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