FY22 Annual Report

Asian Media Access

July 2022 - June 2023

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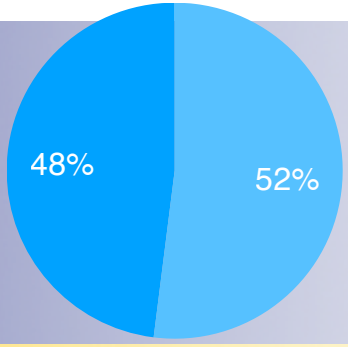
Service Numbers

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

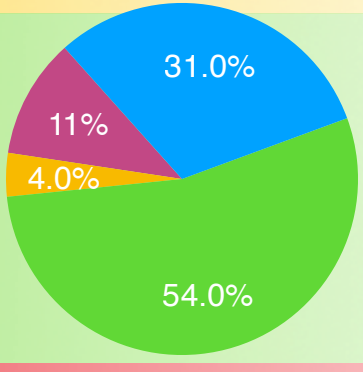
Demographic Data of Youth Served by AMA

Gender

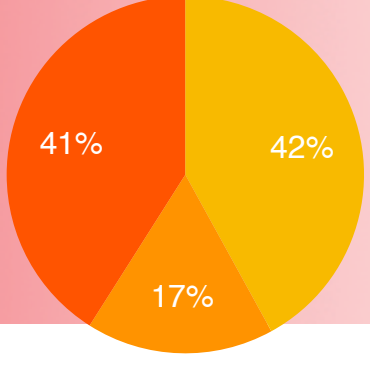


Income Level: Eligible for Free/Reduced Lunch – 89%

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

X H U C

FISCHR MEDIA: CREATING CONTENT THAT INSPIR

MOBILE
CLINIC

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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