



FY24

Annual Report

Asian Media Access

July 2024 - June 2025

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Service Numbers

Overall Service Numbers

17,015

of People Served at AMA's Multimedia Complex: **17,015** from sign-in sheet: 13,050 non-regular, **3,965** regular attendance

1,344

of Family Served: from sign-in sheet **1,344**

100

of Youth Employed **215**

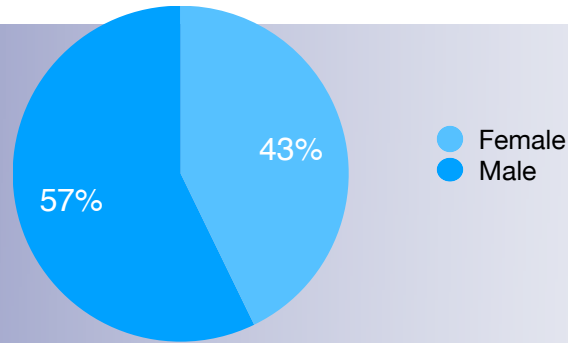
4,925

Vaccinate: 07/24-06/25: **1,950** (1,057 for COVID; 605 for Flu; **288** for Bone)



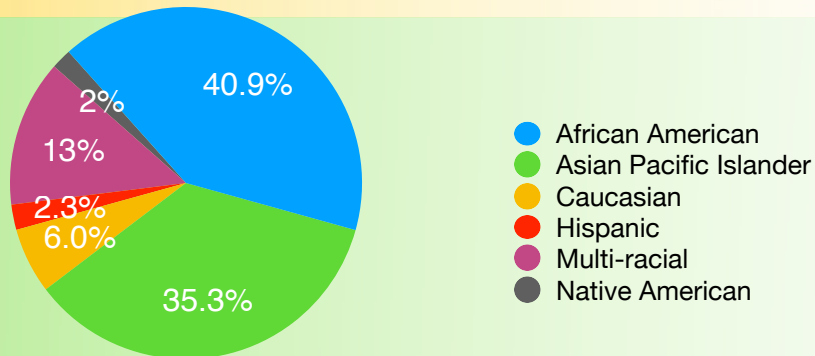
Demographic Data of Youth Served by AMA

Gender

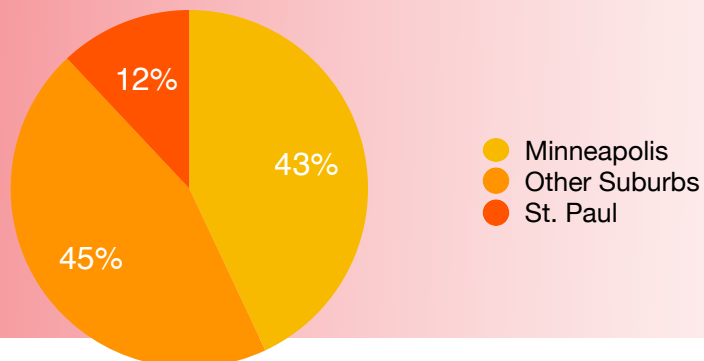


Income Level: Eligible for Free/Reduced Lunch – 41%

Ethnicity



Area of Residency



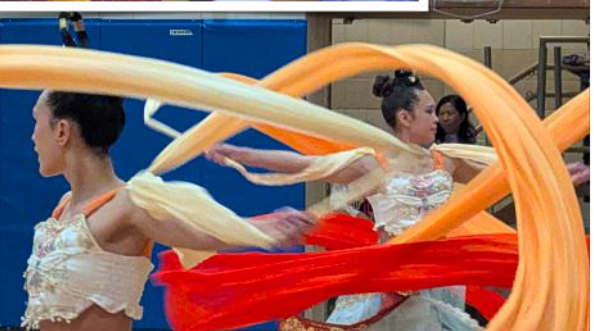
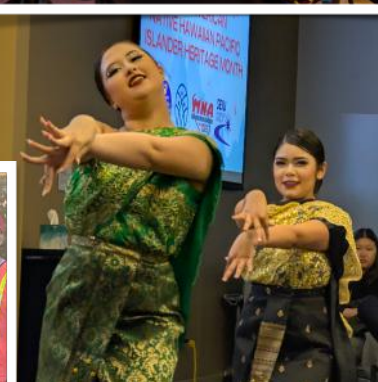
Risk Factors Among Youth Employed

➡	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	29%



Trainees at Workforce Development (through AIs, dance, music, radio, theater, video, web design, and writing, etc.): **307**

# of Youth participated at the "e-Magine" Training	82
# of Youth participated in Performing Arts Classes	92
# of trainees participated at the Sports Teams:	74
# of trainees employed:	59



Products vs. Issues

Community Performance Opportunities 8

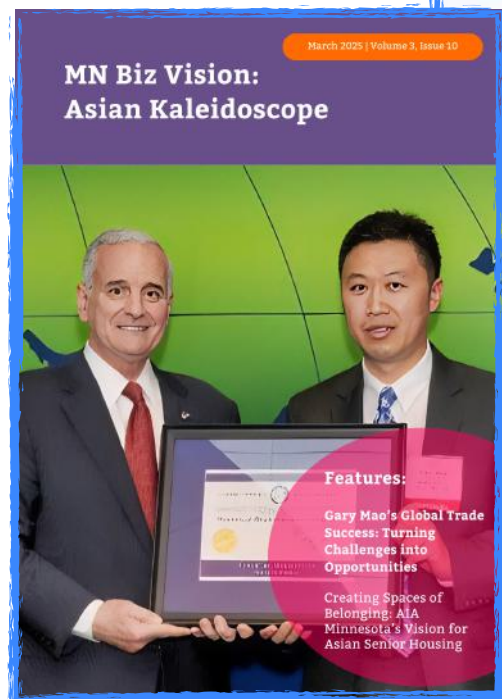
Multimedia Products - Video Produced:

- Food Insecurity Series: **24**
- Tobacco/Vaping Prevention - **1**
- Violence Prevention - **4**



e-Publications:

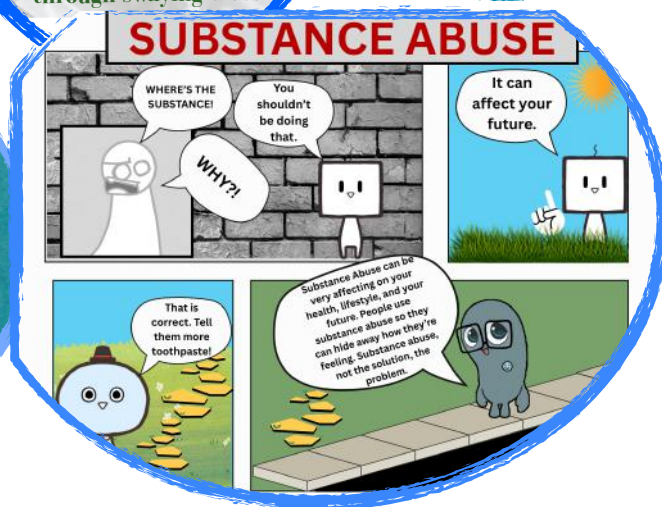
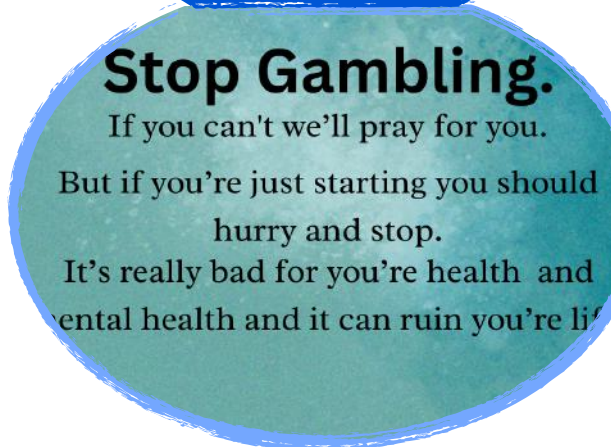
- Monthly Asian Media Access' e-Newsletter
- Monthly Bicultural Active Living Lifestyle (BALL) eMagazine
- Monthly MN Asian American Business Magazine: Asian Kaleidoscope eMagazine



Website

Youth In Charge (www.youthincharge.org), Postcards - Youth have been creating total **163** designed postcards and videos.

- Bicultural Healthy Living - **51**
- Mental Health Awareness- **18**
- Problem Gambling - **30**
- Substance Abuse Prevention - **94**
- Violence (gun, youth, prevention) - **46**
- Voting - **21**



Programs

Multimedia/Performing Arts Exhibition

- **Serpent's Charm** Photo Exhibition and Fashion Show – A captivating fusion of art, mythology, and modern design, celebrating the “Year of Snake” through fashions and photos.
- **SankofaPOWER** (www.sankofapower.org): A community-driven food security initiative that reclaims cultural narratives of place, memory, and resilience through the SankofaPOWER digital platform, connecting neighbors’ food needs with traditional foodways and trading posts.
- **Project HEALINGS** (www.projecthealings.info): A hub for health equity in Minnesota, mobilizing culturally-responsive outreach, information sharing, and coalition partnerships to address racial disparities in vaccination, wellness, and systemic racism.



Multimedia Education

- Youth Media Force: Summer 9-weeks youth empowerment activities on diverse themes, such as: All of Us, ATOD Prevention, Bicultural Active Living Lifestyle, COVID-19 and Vaccination Hesitancy, Runaway/Homelessness Prevention, Teenage Pregnancy Prevention, Violence Prevention, and Anti-Asian Hate Crime Reduction with multimedia creations
- Summer employment programs for youth, June-August 2024
- Workforce Development Training with industry recognized certificates:
 - **“Augmented Reality and Virtual Reality Specialist”** — for trainees who successfully complete both the 100-hour AR/VR course and the associated 100-hour internship.
 - **“Generative Artificial Intelligence and Digital Marketing Specialist”** ~ for trainees who successfully complete both the 60-hour Generative AI and Digital Marketing training and the associated 18-hour internship.
 - **“Digital Experience (UX) Specialist”** — for trainees who successfully complete the *Advanced UX (User Experience) Learning* training.



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/Violence Prevention, Body Image and Bicultural Healthy Living, Food Insecurity and Mental Wellness



Multimedia Technology

- Developing AI/AR/VR Exhibitions
- Digital Network for 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.
 - <http://ballequity.amamedia.org/>
 - <https://www.facebook.com/ballequity>
 - <https://www.instagram.com/biculturalliving/>
 - <https://biculturalhealth.apacommnet.org/> (Bicultural blog)
- Digital Network – AMA’s Social Media Sites:
 - www.amamedia.org
 - <https://www.facebook.com/asianmediaaccess>
 - <https://www.instagram.com/asianmediaaccess/>
 - https://x.com/amamedia_mn
 - <https://www.youtube.com/@AsianMediaAccess>
- Digital Network - AMA’s Youth In Charge’s Social Media Sites:
 - <https://www.youthincharge.org>
 - <https://www.facebook.com/MyPerfectNeighborhood>
 - <https://www.instagram.com/youth.incharge/>
 - <https://x.com/YouthInChargeMN>



Reaching Immigrants with Care and Education (RICE):

- Post-COVID-19 Relief effort and supporting testing events
- Hosting total **48** training sessions, reached **1,682**
- Hosting total **133** Vaccination Pop-up Clinics (Outreached to **92,968** and supported **1,654** members (**844** for COVID; **548** for Flu; **262** for Bone Density Testing))





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