



FY25 ANNUAL REPORT

JULY 2025–JUNE 2026

PROGRAM HIGHLIGHTS INDEX



SERVICE NUMBERS

OVERALL SERVICE NUMBERS
DEMOGRAPHIC DATA OF YOUTH SERVED BY AMA RISK
FACTORS AMONG YOUTH EMPLOYED

3
4
5

PRODUCTS VS. ISSUES

SCRIPTWRITING, VIDEOS, RADIO WEBSITE

7

PROGRAMS

PERFORMING ARTS, MULTIMEDIA EDUCATION MULTIMEDIA
PRODUCTION AND
MULTIMEDIA TECHNOLOGY
RICE

8
9
10-12

SERVICENUMBERS

19,246

of People Served at AMA's Multimedia Complex: **19,246** from sign-in sheet: **15,660** non-regular, **3,586** regular attendance

1,229

#of Family Served: from sign-in sheet

216

of Youth Served

238

of People Vaccinated for Flu:
07/24-06/25

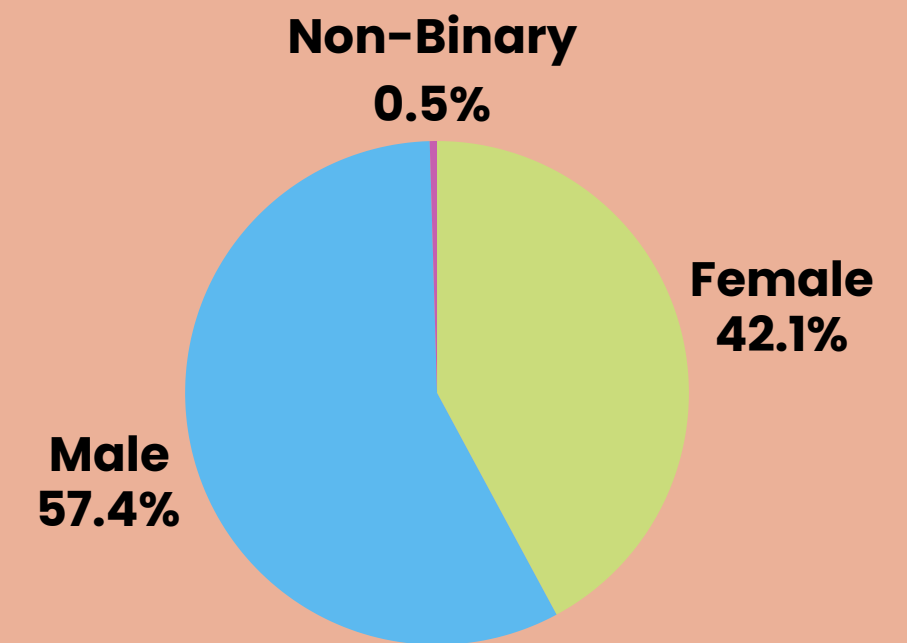


DEMOGRAPHIC DATA OF YOUTH SERVED BY AMA



Gender

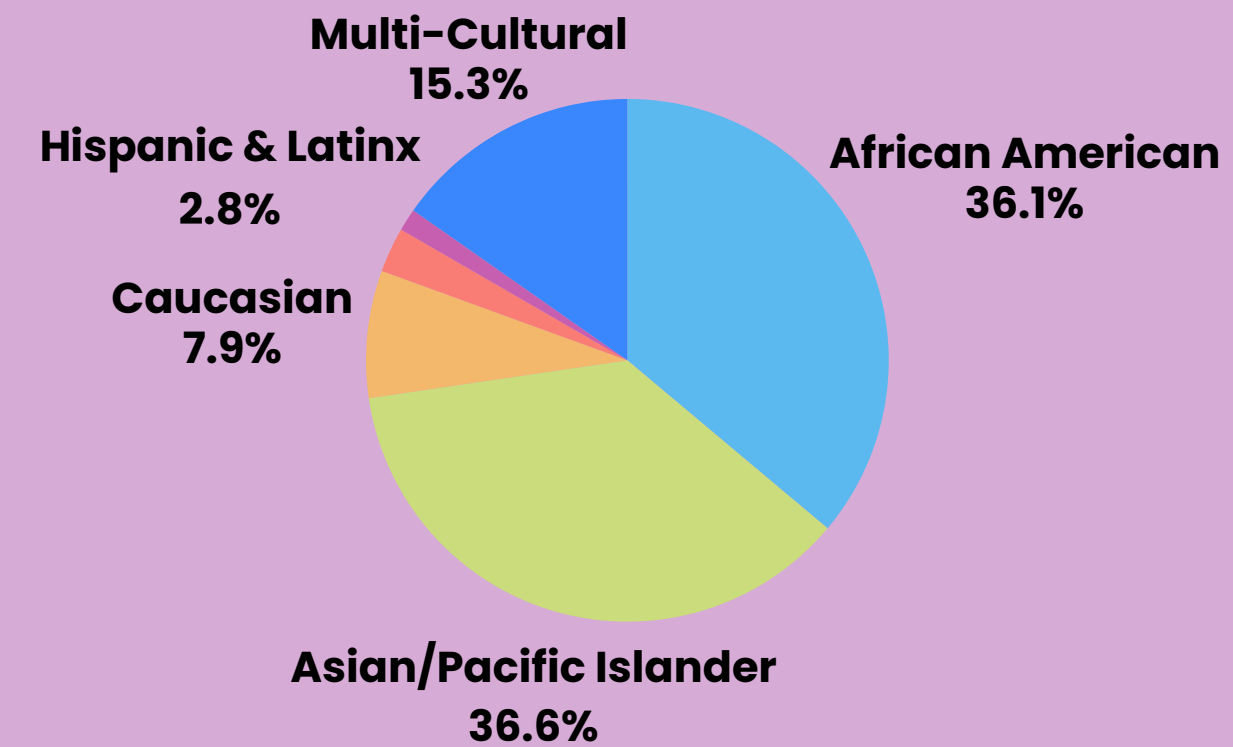
- Female
- Male
- Non-Binary



Income Level: Eligible for Free/Reduced Lunch – 71%

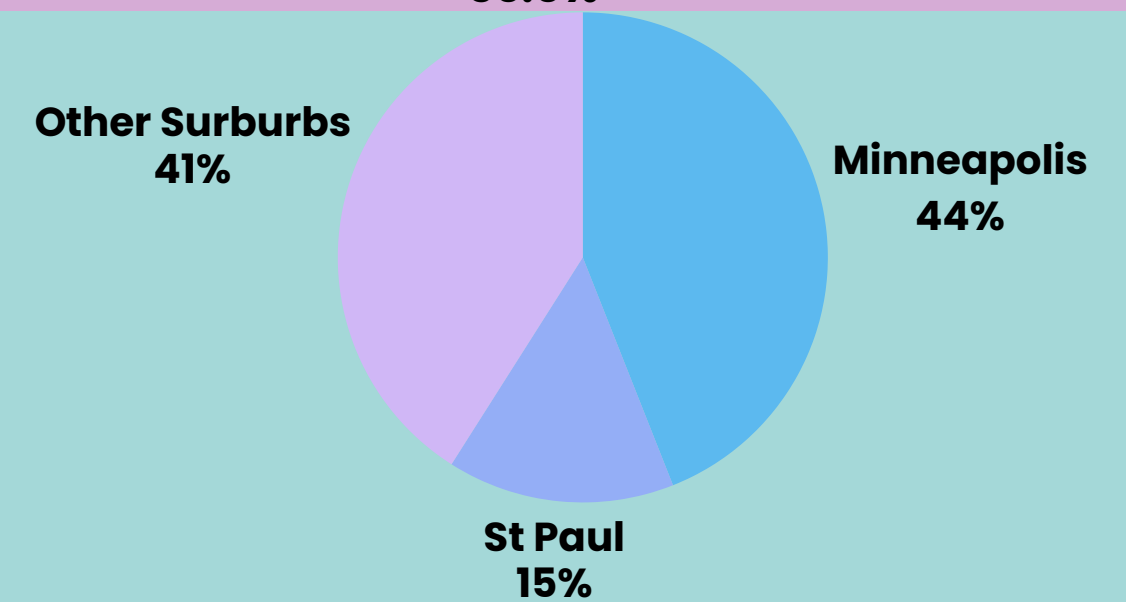
Ethnicity

- African American
- Asian Pacific Islander
- Caucasian
- Hispanic
- Multi-cultural
- Native American

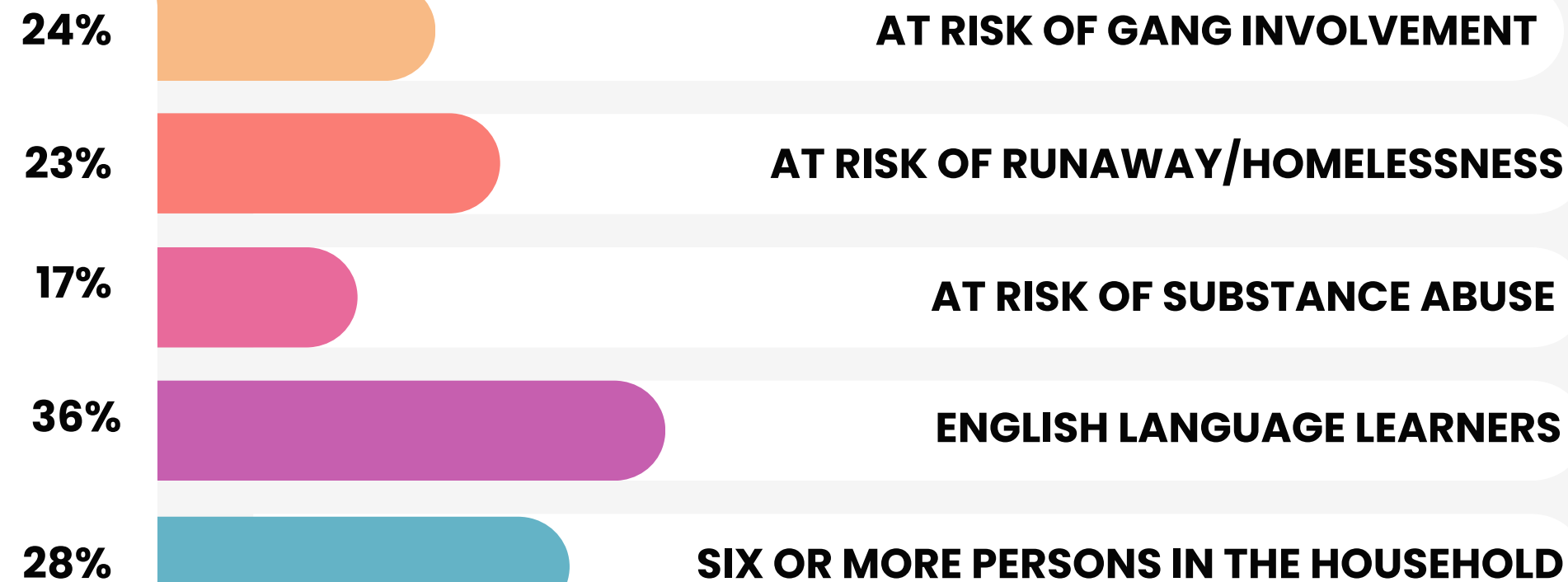


Area of Residency

- Minneapolis
- Other Suburbs
- St. Paul



RISK FACTORS AMONG YOUTH EMPLOYED



Trainees at Workforce Development (through AIs, dance, music, radio, theater, video, web design, and writing, etc.): **305**

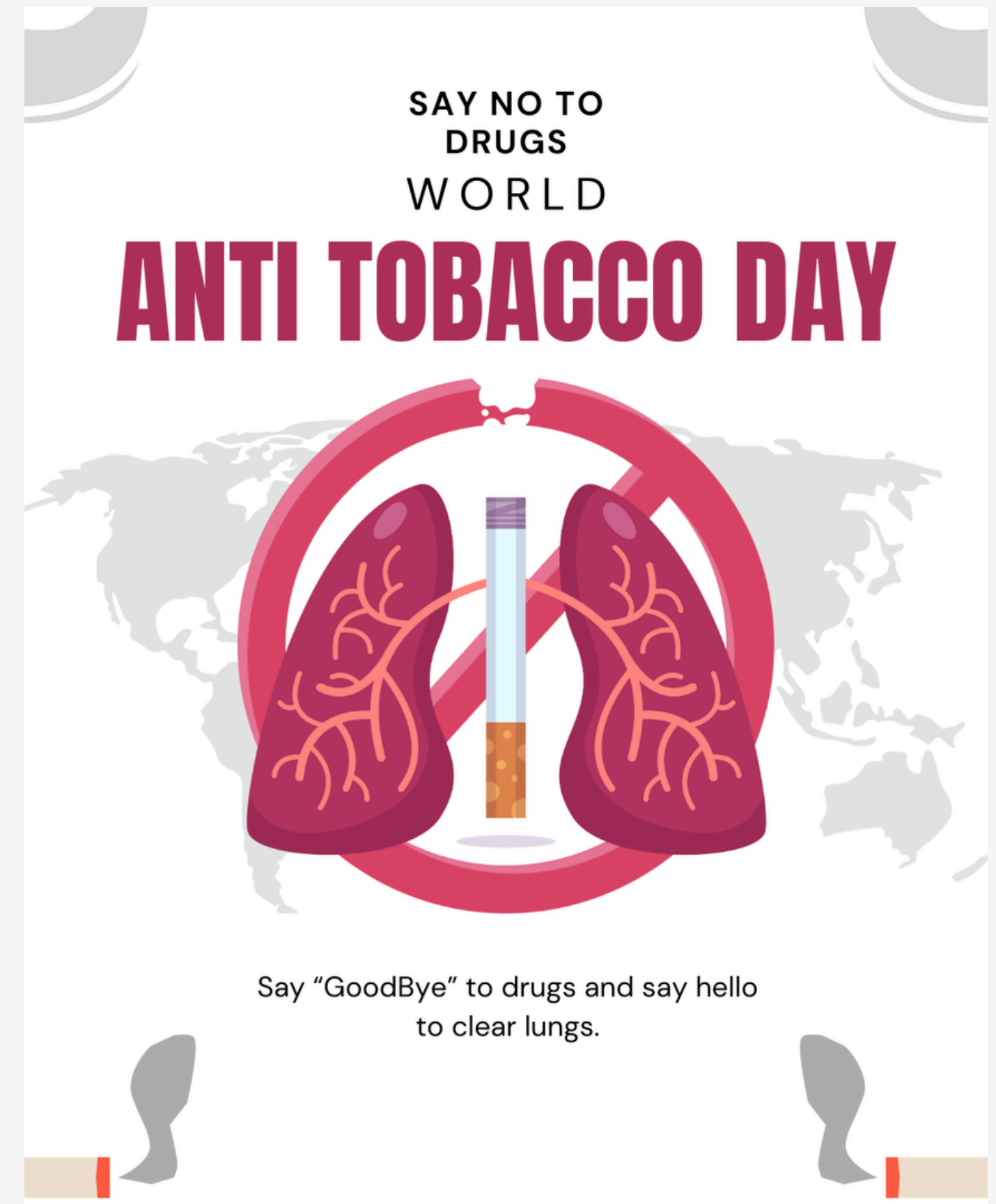


PRODUCTS VS. ISSUES

Community Performance Opportunities and Field Trip Opportunities: **10**

Multimedia Products – **20** Video Produced and **231** Postcards

- Bicultural Healthy Living: **6** Video and **47** postcards
- Nutrition: **6** Video and **49** postcards
- Tobacco/Vaping Prevention: **3** Video and **68** postcards
- Violence Prevention: **5** Video and **67** postcards



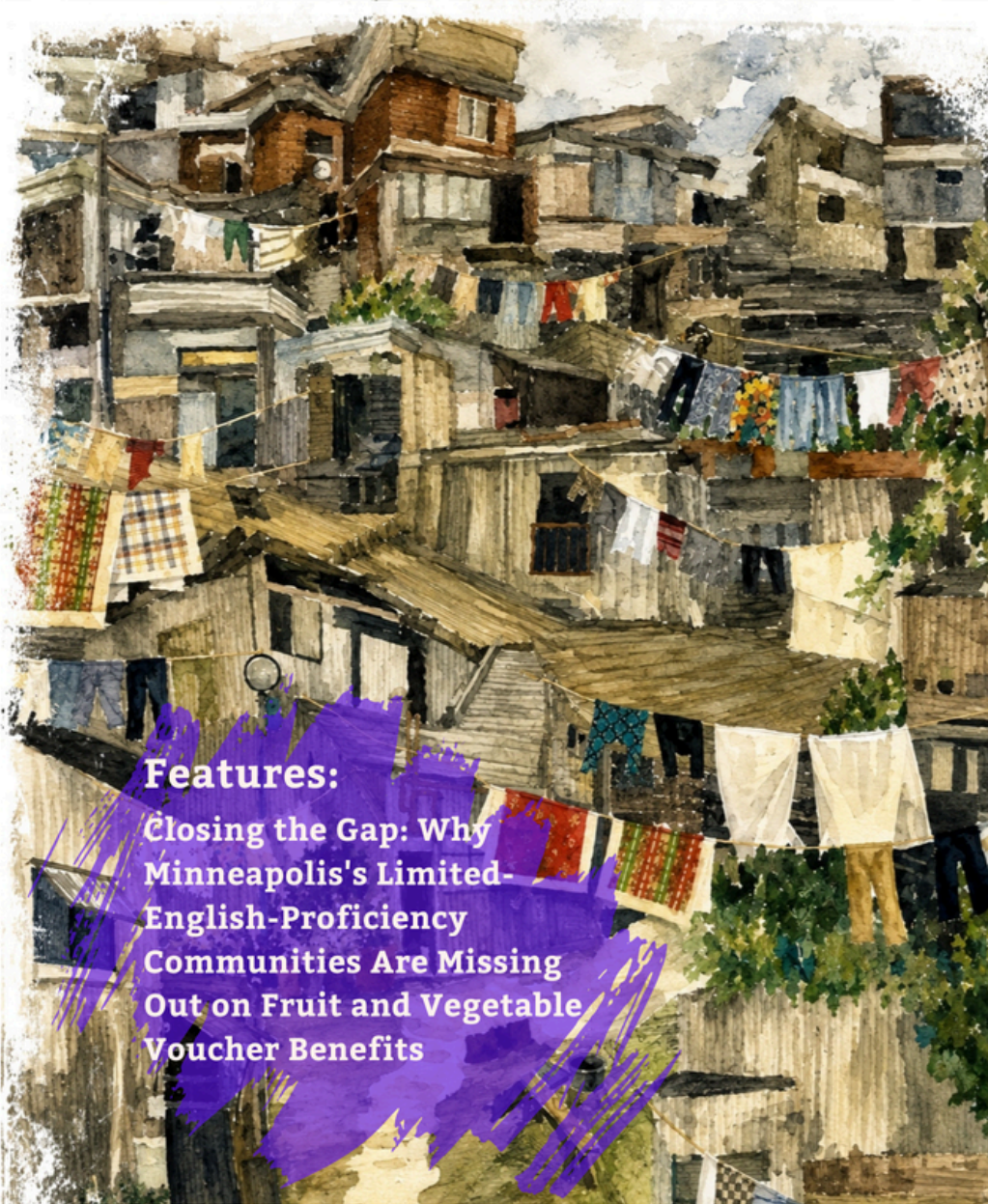
E-PUBLICATIONS:

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



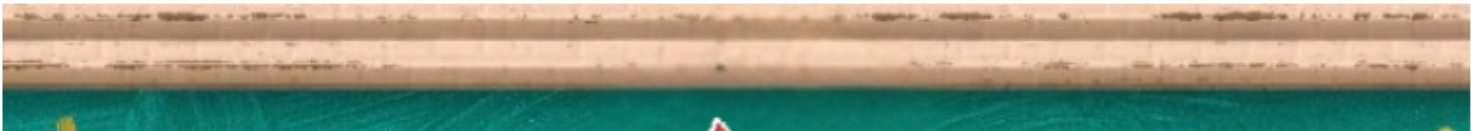
BICULTURAL ACTIVE LIVING
LIFESTYLE E-MAGAZINE

AUGUST, 2026 | VOLUME 3 | ISSUE 7



AMA Annoucements

Happy Back-to-School & Substance Abuse Primary Prevention Month



JUNE 2026
Volume 4, Issue 12

ASIAN KALEIDOSCOPE

MN BIZ VISION

From Behind the Lens to Building a Legacy: The Story of Koobmeej Vang

Calling America HOME Series with Mrs. Julie Trang Le

How Much of Your Workday Is Spent on Tasks That Could Run Without You??



HEALTHY EATING

Myth

Cultural food is unhealthy.”

“You have to eat like Americans to be healthy.”



Fact

Traditional meals often include nutrient-dense ingredients like beans, greens, herbs, and whole grains.

Health isn't one-size-fits-all. Your heritage meals can be nutritious with mindful choices.



Stay
strong.

WEBSITE

Youth In Charge (www.youthincharge.org) with regular blog and youth-produced postcards – Youth have been creating total **111** designed postcards

- Bicultural Healthy Living: **30** Postcards, **10** pdfs, **11** videos
- Mental awareness: **8** postcard, **3** pdfs, **7** videos
- Problem gambling: **21** postcards, **8** pdfs, **1** videos
- Substance abuse: **68** post card, **23** pdfs, **3** videos
- Violence prevention: **32** postcards, **12** pdfs, **2** videos
- Voting: **7** postcards, **11** pdfs, **3** videos

PROGRAMS

Multimedia/Performing Arts Exhibition

- **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.
- **Center for Wellness Technology** (www.3dwellness.org) As a holistic health center offering herbal medicine, acupuncture, massage, and advanced modalities like cryotherapy and light therapy, paired with immersion digital exhibition, wellness education and IT workforce training



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, Substance Abuse Prevention, Teenage Pregnancy Prevention, Violence Prevention, and Anti-Asian Hate Crime Reduction with multimedia creations
- **Summer employment programs for youth, June–August 2025**

MULTIMEDIA EDUCATION (CONTINUED)

- **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. – **serving 4**
 - **“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 – **serving 48 members**
 - **“Digital Experience (UX) Specialist”** — for trainees who successfully complete the Advanced UX (User Experience) Learning” training. – **serving 3 members**



MULTIMEDIA PRODUCTION

- **East Meets West** – Youth IN Charge: intermittently
- **“Peer Pressure”** – Anti-Smoking MTV
- **Production and Distribution of various program materials in print and video/radio PSAs** including Alcohol/Tobacco and Drug/Violence Prevention, Nutrition and Bicultural Healthy Living, Food Sovereignty and Mental Wellness



MULTIMEDIA TECHNOLOGY

- Developing AI/AR/VR Exhibitions



MULTIMEDIA TECHNOLOGY (CONTINUED)



- **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

- **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 & EDUCATION (RICE):

- Supporting public health education and promoting diverse issues, such as: Bicultural Healthy Living; Blue Line Extension Engagement; Cancer Prevention with Planted Based meals; Extreme Heat Prevention; Fruit and Vegetable Voucher Program; Substance and Violence Prevention, etc.
- Hosting total **20 training sessions**, reached **889**
- Hosting total **54 outreach events**
(Outreached to **42,962** and engaged **7,295** members)





ASIAN MEDIA ACCESS
2418 PLYMOUTH AVE. N.,
MINNEAPOLIS, MN 55411
AMAMEDIA@AMAMEDIA.ORG
WWW.AMAMEDIA.ORG
(612) 376-7715

