

# ASIAN MEDIA ACCESS

## 1996 ANNUAL REPORT

***"As an Asian American, I never felt as though there were barriers present. Although now I see that there are barriers, I still feel that for the most part, I lived a normal life. And if I experienced a moment of racism, discrimination, prejudice or stereotypes, it certainly wasn't my fault. It was the ignorant person's/people's problem and not mine. They need to learn about me before they can create an assumption. I could and am still able to do whatever I wanna do. Because I am a person first. Well, barriers in my life would be those instances of discrimination, in which they perpetuate hatred and slow down positive growth's momentum. Other than that I feel as though I have lived a normal American life as an Asian American."***

*-- Asian American Youth Media Camp Participant, 1996*

## **A Message from the President & Executive Director:**

1996 was a full calendar of events and activities for Asian Media Access. We continued to provide high quality media programs to Asian American communities and the public in general, but internally we have started to revisit the organizational structure to evaluate if the system meets the growth. After numerous meetings with staff, board members, and arts leaders, Asian Media Access has taken on a serious revision of the organization:

### **Challenging The Hierarchical Structure/Re-definition of The LEADERSHIP:**

There was a time when organization metaphors favored the hierarchical structure, with the leader at the top and many subordinates below that. The leader has to know everything, one order, one action. Today more and more we realize that this organizational dynamic was too mechanical and artificial, we even read that the structure is against the nature. The nature is not hierarchical - all cells repel the invader, all geese fly in v-shape and take turns to lead when the wind/airstream changes. Asian Media Access wants a model that is closest to our nature, with more organic, integrated, holistic approaches. People take turns to be leaders, people trust one another to lead. We are all competent and fall short in one area or another; by taking turns, we complement one another, we share moments of power, and we share moments of responsibility.

With this philosophy in mind, Asian Media Access decides to break away from the traditional hierarchical structure with the Executive Director on top, and supporting staff reporting to the director. The new structure will have no Executive Director. Instead there will be six directors in specialized areas/programs; they are:

- \* Director of Business Affairs
- \* Director of Media Education
- \* Director of Media Production
- \* Director of Film Festivals/Distribution
- \* Director of Cinema with Passion
- \* Director of Special Projects

The six directors will work as a team to design the annual programs together, and support one another to implement the projects. They will report directly to the Board the Director of Business Affairs will serve as the coordinator for the directors to the Board. Supporting staff will be hired as needed to perform basic routine functions, or rely heavily on contractors for special tasks. The directors will have very loose job description (if we don't put in that way, the job description will so long and too much details). The directors' responsibilities are cross-functional, and one could serve as the production director in our "East Meets West" TV program, but later the person will serve only as the facilitator for the Youth Media Camp.

Leadership passes back and forth from person to person as the phases of the project succeed one another, the different skills and open attitude become critical. This kind of leadership is "softer" and more "diffused", but go along with the nature, like a current

where the flow pattern is produced by an inner dynamic rather than by an external force. We are creating a de-jobbed organization, a multiple-tasks leader, a new way of defining leadership. As author William Bridges describes it, "Leadership was boxed into jobs that were clustered near the top of the pyramid. The task now is to forget jobs and move toward the work that needs doing. Leadership needs doing." (*Leader of the Future*, p. 18)

Why the dramatic change? Many reasons, but the number one is that Asian Media Access has experienced the media field as a constantly and radically changing environment. The traditional structure does not allow us to respond effectively. As the leading leadership scholar Peter Drucker has noted, that "every organization has to build the management of change into its very structure" (*Harvard Business Review*, Sept.-Oct. 1992). Asian Media Access is trying to build flexibility and responsiveness into our organizational structure to respond to the rapidly changing society.

Another reason is to encourage more new talents and leaderships to come into Asian Media Access. The organization has been led by Ange for almost five years now. Her leadership has contributed to the growth and stability of the organization. As long term goals emerged - building an Asian Movie Theater and the Asian American Production Studio, we need more leaders, and need to nurture more leaders to join us during the march to the third millennium.

But change is not easy, not overnight. During the transition we will still partially keep the old structure, that is to keep the Executive Director in place, so the ED can still be responsible for cross-over programming decisions and implementation until all the program directors' positions are filled. During this transition, our mission "To Connect the Disconnected" will continue to provide the guidance and help to communicate the new structure within and without. Only by continuing to respond to the changing environment can we ensure that Asian Media Access will best serve our communities in the most sincere, effective and efficient way.

We look forward to your continued partnership, feedback and support!!

Virendra Ratnayake  
President of the Board

Ange Hwang  
Executive Director

## **ORGANIZATION OUTLOOK**

**Asian Media Access** is dedicated to using media as a means for social betterment. The goal of Asian Media Access is to connect the disconnected: we want to help Asian Americans realize that media can be an important tool for challenging the traditional isolation of Asian American communities from each other, as well as from the general public. We believe media can be instrumental in preventing social illness: we can use it to identify potential community problems, and to arrive at participatory solutions.

Yet, because of its basic design and financial structure, media often remains inaccessible to a large number of citizens, especially minorities. "Media Access" is our way of referring to various educational workshops and practices which break down these barriers and enable participation and understanding of media by under-served populations. We believe democratization of media access is necessary to increase tolerance and understanding among all ethnic groups.

In this spirit, Asian Media Access implements programs which include programs that helps in building media awareness in the communities; production of the award-winning cable series, "East Meets West," a weekly examination of cross-cultural issues; workshops and camp to teach media production, leadership skills, and critical thinking to Asian American youth; and Asian film programming designed to create an atmosphere of inter-generational and inter-ethnic communication.

Located in Minneapolis/St. Paul, Minnesota, Asian Media Access is one of only five national media organizations devoted to serving Asian American media needs. It is the only Asian American media organization situated outside the east or west coasts. Enthusiasm and support from the community has encouraged Asian Media Access to look forward to continued growth in the area of media education, media production and movie exhibition.

## **MEDIA AWARENESS**

In order to encourage Asian American participation in the mainstream media, Asian Media Access frequently offers its services and expertise in a variety of community programs and events, including media panels on minority issues, town hall meetings on community needs, and special media literacy workshops.

This Media Awareness program provides basic media advocacy training to Asian American community organizations in area like; how to generate media coverage, how to conduct public relation campaign, etc.. This program also opens to the main stream communities to help them obtain information like: Asian American media coverage, Asian American community in Twin Cities, etc. to help general public understand more about Asian American cultures and perspectives.

### **1. Special Support:**

Cowles Media Foundation  
MacArthur Foundation  
NSP  
St. Paul Companies

### **2. Programs:**

DATE	EVENT	THEME	PARTNERS
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On-going	Audience Survey		Asian American communities
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Asian Media Access continues to generate ideas for Asian Movie Theater, to see what will be the best location; what kind of films that our communities want to see and what kind of facilities will be needed

February 27 Panel Discussion on "Asian American Immigration Issues", after the Film Exhibition of "Eat a Bowl of Tea"

Immigration History Research Center, Univ. of MN

May - June	Consultant	"How to Generate Media Coverage"	CAAM Dance Theater
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May - June	Assist the Publicity Committee of CAAM Dance Theater to promote their Annual Dance Performance		
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May-Aug.	Review Panel for the "Cultural Diversity Plan"		
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United Ways of St. Paul, Pluralism Initiative

- August      Focus Group on "Building Capacity for the Social Change"  
Headwaters Fund
- September    Judge for 5th Annual On-The-Spot Essay Contest, "What It Means To Be A  
Filipino-American"  
University of the Philippines Alumni Association in MN
- Oct. 10      Short Speech "The Importance of the Media Involvement"  
Wilder Foundation, SE Asian Leadership Training Program
- Nov. 07      Workshop on "Put Collaboration into Real Action" in CAMPUS  
COMPACT's annual conference "Common Challenge, Common Ground"  
CAMPUS COMPACT  
Metropolitan State University  
University of St. Thomas

## **MEDIA EDUCATION**

The Media Education program targets disadvantaged Asian youth and encourages their involvement in the media by coordinating student internships at local media organizations and by sponsoring an annual Youth Media Camp. This four-day camp gives local Asian American high school students hands-on experience in video production, news writing, and reporting and anchoring. These activities help to prepare Asian American youth to enter competitive media fields where they can articulate their own cultural experiences and effect social change.

### **1. Special Support:**

Headwaters Fund  
Gannett Foundation  
MacArthur Foundation  
Metropolitan State University  
NSP  
St. Paul Companies  
United Arts/School Arts Fund  
WCCO-TV

### **2. Programs:**

#### **A. Asian Youth Internship Opportunities: in Partnership with Following Media Organizations:**

Asian American Journalists Association

KTCA and KTCI  
"Arts and Culture/Tapes Rolling"  
"Community Affairs/Don't Believe the Hype"  
"NewsNight Minnesota"

Minnesota Public Radio  
"All Things Considered"  
"Weekend Edition"  
"News Research"

St. Paul Neighborhood Network, Ch. 35 News

St. Paul Pioneer Press, Pioneer Education Program

#### **B. Annual Youth Media Camp**

**a. High School Partners:**

Burnsville Senior High, Burnsville, Ms. Jean Braun  
Cretin Derham Hall, St. Paul, Ms. Martha Tracy  
Central High, St. Paul, Mr. Bob Ruth  
Eagan High, Eagan, Ms. Bierden  
Eden Prairie High, Eden Prairie, Ms. Bierden  
Harding High, St. Paul, Mr. Curtis Graham  
Hastings Senior High, Hastings, Mr. William Schultz  
Highland Park High School, St. Paul, Mr. Podas, Mary Hang and  
Ms. Harriet Levine  
John F. Kennedy High School, Bloomington, Mrs. Mary Vare  
Johnson High, St. Paul, Ms. Denice Winegar and Mr. Lou Vang  
Mounds Park Academy, St. Paul, Ms. Helen Neilson  
Roosevelt High School, Minneapolis, Ms. Bouling Phomasovahn  
Roseville Area High School, St. Paul, Mrs. Grengs  
St. Paul Area Learning Center, St. Paul, Ms. Paula Anderson  
South High, Minneapolis, Ms. Ellan Luebbe and Mr. David  
Rathbun  
South St. Paul High, South St. Paul, Mr. Daye Nesburg  
The City, Inc., Minneapolis, Ms. Janet Freeberg

**b. Co-Sponsors:**

Asian American Journalists Association  
College of St. Catherine  
KFAI Radio  
Metropolitan State University  
St. Paul Neighborhood Network  
WCCO-TV

**c. Dates of Project:** Oct. 19 - 22, 1996

**d. Location:** College of St. Catherine

**e. Description:**

Great success from the Media Camp!!! The camp was held October 19-22 at the College of St. Catherine. The Camp was designed to inspire more Asian American youth to choose Media as their careers. During this four-day program, students learned the basic skills required for news writing and production. Students chose which one of three areas they wanted to focus on: Journalistic Writing, Reporting/Anchoring, or Video Production. They received hands-on training in their area of interest, as well as learning about career opportunities in media. At the end of the program, students worked in groups to produce news programs of their own interests. (If they desired, students may produce programs in languages other than English.) The programs

entailed combining students newly learned skills in research, writing, reporting, video, and conducting interviews. On the final night of the camp, the student-produced videos were screened and three news articles were read for an invited audience of parents and teachers.

Twenty-six Asian American high school students voiced their concerns in the third Media Camp for the Asian American Youth. Three video programs, eight radio news segments and three written articles were created by the youth to bring up the issues of their concern. The topics included "Generalization of Asian Cultures", "English Only Legislation" and "Asian American Culture Clash", etc..

A highlight of the Camp was the opportunity to go out and do interviews, putting their newly-acquired skills to the test. The students demonstrated their ability in asking high quality questions, in thinking on their feet during an interview and in putting all of this information together into a story within an extremely short deadline. The result of their hard work, the final projects were all up to good journalistic standard.

All the workshops taught by media professionals including **Foung Heu**, ex-host/producer for "Kev Koom Siab", **In-Fin Tuan**, a local free-lance writer, and **Noel Lee**, a freelance video producer/director. The highlights included two panel discussions, one regarding the growing-up experience, featuring **Sundraya (Sunny) Kase**, Program Director for the Youth Express; **Out Vang**, Hmong Women's Support network; **Tou Ger Xiong**, Performing Artist and Cultural Diversity Consultant; and **Marcus Young**, Actor and Theater Director. Another panel discussion featured a speech regarding the career of photo-journalist and a slide presentation. The key-note speaker is **Cheryl Meyer**, who is a Filipino American and a two-year staff photo journalist for the Star Tribune.

Other highlights included a field trip to WCCO TV Station and KFAI Radio Station. This year the Media Camp added the "Radio News" for writing group which received many positive feed back from the students. Students suggested to include that as the fourth choice, along with the News Writing, Reporting/Anchoring and Video Production. Asian Media Access will follow up with KFAI to see if they are interested in hosting that.

The Camp has already shown impact in these youth's lives. One participant from the Brunsville High School is going to organize an Asian Student Club in the school. And another participant is planning to produce a "Youth Talk Show" to continue voicing out the youth's concerns.

For more information on students' comments, please refer to the evaluation result to further demonstrate our success of the Media Camp.

*Please refer to Appendix A for the final evaluation report and media coverage*

### **C. Other Education Involvement:**

Staff members are also on the community faculty at Metropolitan State University and participate as consultants, guest lecturers and instructors in university courses including *Cable Television Production*, offered every quarter and *Asian Cinema* offered every spring.



*(A group of high school students visited Japan last fall, and share their stories in the studio)*

High School Students from Mounds Park Academy

May "CAAM Dance Theater, 3rd Annual Dance Performance", Part I/II  
CAAM Dance Theater  
Dance Teacher, Shei Pai

June "CAAM Dance Theater, 4th Annual Dance Performance", Part I/II  
CAAM Dance Theater  
Dance Teacher, Shei Pai

July "Commemoration of 50th Anniversary of Sino-Japanese War"  
Performance, Part I  
50th Anniversary Commemoration of the  
Sino-Japanese War, Planning Committee  
*(Chinese community in MN commemorated the Chinese experience of WWII with a public performance, Part I: Speech and Testimonials)*

August "Commemoration of 50th Anniversary of Sino-Japanese War"  
Performance, Part II 50th Anniversary Commemoration of the  
Sino-Japanese War, Planning Committee  
*(Chinese community in MN commemorated the Chinese experience of WWII with a public performance, Part II: Cantata, Folk Music, and Dance)*

Sept. 13 Caught Between Cultures --- Parents' Perspectives  
Cable-casted the Asian American Town Hall Meeting  
*(Asian American parents gathered to discuss how to communicate with their Americanized children and how to become better parents in a bi-cultural setting)*

Asian Pacific Council  
EMW Gallery of Fine Arts and Gifts  
Metropolitan State University

Jinmahn Kim, Korean Chamber of Commerce  
Kathy Kim, Korean school teacher  
A. S. Liyanapathirana, Sri Lanka Chamber of Commerce  
Sy Vang, Hmong social worker

Sept. 14 Caught Between Cultures --- Young Adults' Perspectives  
Cable-casted the Asian American Town Hall Meeting

*(Asian American teenagers gathered to reflect on their growing up experience in "Caught Between Culture" situation and their expectations of their parents)*

Asian Pacific Council

EMW Gallery of Fine Arts and Gifts  
Metropolitan State University

Naomi Kim, High School student  
Dulni Liyanapathiranage, High School student  
Sia Vue, High School student  
Viva Yang, student from Mounds Park Academy

October      The 3rd Asian American Youth Media Camp  
*(Asian American youth's perspectives on diverse social issues)*

Asian American Journalists Assn.  
College of St. Catherine  
Metropolitan State University  
St. Paul Neighborhood Network

November    Documentary "Once Upon A Time In China Series"  
China Entertainment  
St. Paul Neighborhood Network

December    Indian Dance Drama "Hungry Stones"  
Nritya Jyoti Dance Company  
Southern Theater  
St. Paul Neighborhood Network

*Please refer to Appendix B for the program schedule & media coverage*

## **MOVIE EXHIBITION/DISTRIBUTION**

Asian Media Access is dedicated to using film as a means of education and entertainment and strives to promote cultural understanding through diverse film exhibition programming. Audiences comprised of both Asian and non-Asian moviegoers appreciate the variety of film genres and benefit from the cinematic representation of many of Asian cultures. The Movie Exhibition program is supported by a large pool of dedicated volunteers and by funding from generous donors both of which help Asian Media Access obtain its goals.

Asian Media Access currently exhibits films on a regular, weekly basis at one area theater with special programs scheduled at additional venues. The Riverview Theater, in South Minneapolis, seats more than 800 and has a large lobby ideal for gathering and mingling. In addition, Asian Media Access works with the Minneapolis College Arts and Design (MCAD), University of MN, Metropolitan State University and Walker Art Center on special, media-related projects. These well-established institutions offer wide visibility in the mainstream community and lend important credibility to Asian Media Access programs.

With the successful experience of movie exhibition, Asian Media Access is actively engaging a new activity --- Movie Distribution. Many good Asian films come in to the United States to participate in film festivals, only small portion of films will catch US distributors' attention and be able to expose to larger audience than only the festival goers. Asian Media Access is actively developing a non-profit way of distribution. Since lack of resources to purchase each film for the distribution right, Asian Media Access is only serving as the booking agent and help to circulate, store and maintain film prints. By serving as the agent, Asian Media Access can show/promote more films from Asia with reasonable costs and continue to pursue our goal - dedicated to meeting the media needs of Asian Americans in the Twin Cities and to promoting Asian art and culture in the Midwest.

### **1. Special Support:**

Asian Pacific Endowment Council Development Fund  
General Mills Foundation  
McKnight Foundation  
Metropolitan Regional Arts Council  
MN State Arts Board  
Partners Internship Program  
St. Paul Companies

### **2. Programs:**

#### **A. Regular Movie Exhibition:**

DATE EVENT	THEME	PARTNERS
Jan-March	Cinema with Passion VI  Women Take Charge series. Japanese Animation series 1995 Hong Kong Hits Action Hero Jackie Chan series	Riverview Theatre
April-June	Cinema with Passion VII  Director Tsui Hark's retrospective series Fantasy series Spy Game series Fast as a Speeding Jet series Hong Kong Leading Ladies series Fearless Fighter from the Mystical Past series	Riverview Theatre Walker Art Center
July 23	<i>SuperCop</i> "(Jackie Chan & Michelle Khan) Preview	Har Mar Theater
July-Sept	Cinema with Passion VIII  Monkey King series Supersonic Jet series Hard as a Rothrock and Yuan Biao series Michelle Can!!! series Director Samo Hung series Actor Chow Yun Fat series	Riverview Theatre
Sept. 21	Sri Lanka Film Festival  <i>Till Death Do Us Apart</i> <i>The House of the Gentle Souls</i>	Sri Lanka Chamber of Commerce
Sept. 24	Book Signing  <i>Sex and Zen and A Bullet in the Head</i>	Big Brain Bookstore
Oct-Dec	Cinema with Passion IX	Riverview Theatre

New Generation of Gangster Movie series  
 Revisit of Vampire series  
 Sports and Romance series  
 Most-Wanted Films series, voted by our audience  
 Actress Joey Wong series

- |         |                                    |  |
|---------|------------------------------------|--|
| Oct. 4  | Asian Film Showcase --- China      | Metropolitan State U                                     |
|         | <i>Signal Let, Turn Right</i>      |  |
| Nov. 1  | Asian Film Showcase --- Cambodian  | Metropolitan State U                                     |
|         | <i>Rice People</i>                 |  |
| Nov. 6  | Community Showing                  | Webster Elementary School                                |
|         | <i>Shaolin Popey</i>               |  |
| Nov. 7  | Community Showing                  |  |
|         | <i>Shogun &amp; Little Kitchen</i> | Highland Junior High School<br>Ramsey Junior High School |
| Dec. 13 | Asian Film Showcase --- Hong Kong  | Metropolitan State U                                     |
|         | <i>Amour of God</i>                |  |

**B. Chinese Film Showcase: "Parallel Vision: Recent Chinese Film from Taiwan and the Mainland".**

The Showcase brought films from Taiwan and China--the time frame for this series was set for the last week of March and the first two weeks of April. The idea behind the festival is to show films from both sides of the Taiwan Strait, all produced in the late eighties or early nineties, but which reach back into the recent past for lost or forgotten stories or which define a turbulent present in a period of rapid social transition.

During the 1980s, both mainland China and the neighboring island of Taiwan underwent many fundamental social and political changes. On the mainland, the Gang of Four was put to trial along with all of the extremities of the Cultural

Revolution. Taiwan saw the end of almost forty years of martial law and the birth of a fledgling democratic movement. These crucial changes made room for development in the cultural arena that had been impossible in earlier years. In film, many directors used the opportunities of relaxed censorship to reflect on their past and present in unprecedented ways.

By assembling these films and presenting them as a package, it intended to increase public awareness not only for the talent of Chinese and Taiwanese filmmakers, but also for Chinese and Taiwanese history and society. The Showcase package included:

#### History through Film on the Mainland:

##### **1st period: per-Communist China**

*Red Firecracker, Green Firecracker* (He Ping, PRC, 1993), *Swordsman in Double Flag Town* (He Ping, PRC, 1990)

##### **2nd period: during the Cultural Revolution**

*King of Children* (Chen Kaige, PRC, 1987), *In the Wild Mountains* (Yue Xueshu, PRC, 1985)

##### **3rd period: Modern China**

*Stand Up, Don't Grovel* (Huang Jianxin, PRC, 1992), *Back to Back, Face to Face* (Huang Jianxin, PRC, 1994)

#### History through Film on Taiwan:

##### **1st period: during the Japanese Occupation**

*The Silent Mountain* (Wang Tung, ROC, 1991), *The Noblest Way to Die* (Chou Tan, ROC, 1992)

##### **2nd period: during the Nationalist Party taking over Taiwan**

*City of Sadness* (Hou Hsiaohsien, ROC, 1991), *The Puppetmaster* (Hou Hsiaohsien, ROC, 1993)

##### **3rd Period: Modern Taiwan**

*Eighteen* (Hu Ping, ROC, 1994), *Rebels of a Neon God* (Tsai Mingliang, ROC, 1992)

The Showcase offered Twin Cities audiences an opportunity to view some of China and Taiwan's best films of the last decade. All of the filmmakers featured in this Showcase have been influential in the developing trends in Chinese film, and many of the films have won domestic and/or international awards. Some of

these films have had limited runs in this and other U.S. cities, but most are not easily accessible to local viewers even on video.

### **C. Pan Asian Film and Video Festival:**

Asian Media Access and the Walker Art Center co-hosted the first **Pan-Asian Film and Video Festival** in April, 1996. The festival run from April 12 to 26. It will showcase films and videos by Asian filmmakers working in Asia, Europe and the Americas and included feature films such as *Signal Left, Turn Right* (PRC), *Summer Snow* (Hong Kong), *Tropical Fish* (Taiwan), *The Story of Flor Contemplacion* (Philippines), *Naran* (Japan), *Dust of Life* (Vietnamese/French), *Bombay* (India), *Rice People* (Cambodian), *The White Balloon* (Iran), *The Trials of Telo Rinpoche* (Tibet), *Redeem Her Honor* (Philippines), and others. Filmmakers Huang Jianxin, Ann Hui, Telo Rinpoche, and Richard Fung were invited to the festival to discuss their works. This new originated program intended to create more space for the diversity of pan-Asian expressions while relishing the sights and sounds of a culture our families and ancestors left behind.

"Pan Asian Film and Video Festival" opened up on April 12 with director Huang's newest film "*Signal Left, Turn Right*" (world premiere). Also 4/13 opened up another Chinese film "*Summer Snow*" with director Ann Hui. The festival closed with "*Dust of Life*", an controversial film banned by Vietnamese government, shot in Malaysia and nominated 1996 Oscar for Best Foreign Film. Throughout the festival, films were received numerous support from its ethnic community, and Asians comprised 80% of the audienceship. Audience all expressed gratitude toward the opportunity to taste variety of Asian films that were not available in the conventional theaters. Asian Media Access and the Walker were all encouraged to continue the collaboration.

### **D. Movie Distribution:**

Through the movie exhibition experience, Asian Media Access has discovered that film is one of the best mediums for which to achieve our goal of promoting Asian art and culture. But unfortunately not many quality Asian films, are available for distribution in the U.S. After a lot of hard work, Asian Media Access has finally been able to obtain the distribution rights to some notable Hong Kong films. In addition, we are still negotiating to bring other distinguished films from Taiwan, China, and other parts of Asia to America. While the process of bringing these films to the U.S. is a slow and arduous one, we feel that it is worthwhile.

Currently we have 14 films available include those which have garnered numerous film awards, are directed by critically acclaimed directors, or star famous Hong Kong stars. The titles are clustered under diverse themes: **Action/Kung-Fu**-*Eastern Condors, Iceman Cometh, Lady Reporter, Prodigal Son; Righting Wrong, Fantasy-Iceman Cometh, Mr. Vampire I, Mr. Vampire IV, Spooky Encounters, Zu: Warriors From Magic Mountain;* **Drama**-*The Actress, Reincarnation of the*

*Golden Lotus, Rouge; **Comedy**-All the Wrong Clues, All the Wrong Spies, Mr. Vampire I, Mr. Vampire IV, Prodigal Son.*

The distribution along with many educational materials that we provided has been successfully attracted bookings from art houses and independent theaters. Next step, Asian Media Access plans to take is to establish relationships with Colleges with Asian American Studies Dept. /or Student Film Clubs to further promote these well-deserved shown films.

*Please refer to Appendix C for the program schedule & media coverage*

## **FUTURE CHALLENGE**

Asian Media Access envisions the establishment of an **Asian American Media Center** in the metropolitan area which will house a fully equipped production studio (**Asian American Production Studio**) and a 200-seat **Asian Movie Theater**. Through cooperation with local cable and network television stations, the production studio will expand Asian American programming in the midwest to include news, special events, education and entertainment, and will increase access to media production for local Asian American film and video professionals. The Asian movie theater will provide a space for the exhibition of local and national works by Asian Americans as well as for the increasingly popular art and entertainment films from Asian countries. The center will also serve as a community gathering space where Asian and non-Asian Americans can enjoy the fruits of ethnic diversity in a non-intimidating social environment.

### **I. Asian American Production Studio:**

#### **1. Special Support:**

Metropolitan State University  
PTFP (Public Telecommunications Facilities Program) Grant  
St. Paul Companies

#### **2. Programs:**

##### **Production Studio** **Promoting Asian American Participation in the Media**

Plan in building a production facility, Asian American Production Studio (AAPS), solely by and for Asian American programmings, the first of its kind in the nation. The studio will offer Asian Language News, Children programs, Magazine shows, Documentaries, and other educational programs. These programs will be distributed to PBS stations and cable channels in Minnesota state first, then expand to the national level, possibly even international level.

Asian Media Access has been working with the federal Telecommunication & Information Agency for about 3 years to bring this project to live. But the 1995 and 1996 legislature cut back of PBS funding seriously impacted the process. Asian Media Access was rejected for \$ 800,000 funding for the Studio and temporary set back for the project. But Asian Media Access will continue to seek out alternative funding for the project.

### **II. Asian Movie Theatre**

## **1. Special Support:**

Metropolitan State University  
McKnight Foundation

## **2. Programs:**

### **The Asian Movie Theater: Using film as a tool to achieve community**

Asian Media Access is currently developing plans for an Asian Movie Theater, the first of its kind in the midwest. Emphasizing grassroots needs and participation, the Theater aims to promote Asian art and culture and facilitate community expression and development. Its diverse programming will contain films from all parts of Asia and will incorporate a variety of educational and popular film genres.

The Theater's design will provide a non-intimidating community gathering space ideal for public forums, cultural dialogue, or unstructured mingling and discussion. Open to all members of the local Asian American and mainstream communities, this space will contribute to the cultural and artistic diversity of the Twin Cities and encourage an environment of inter-ethnic and inter-generational communication and understanding.

In 1996, Asian Media Access has raised enough fund and will purchase two 35mm film projectors. At the meantime before our own theater ready, the two projectors will be housed at the Metropolitan State University and Concordia College. The partnership will enable Asian Media Access to provide regular Asian movie showings for the communities.

## **MEDIA COVERAGE**

- KSTP/Ch. 9, featuring the "East Meets West" program "My Friend Teng" which was selected for the *Women in Director's Chair* hosted at the Walker Arts Center
- September 14, "Caught Between Cultures --- Young Adults' Perspectives" was featured at the ch. 9/KSTP
- KFAI Radio featured a live interview regarding Asian American Youth Media Camp.
- SPNN featured the Youth Media Camp in Ch. 35 News
- Minnesota Daily featured an article regarding Asian Movie Theater

## **AWARDS**

- AMA was awarded as the "Honorable Mention" at the Best Management Practice, from the Center for Nonprofit Management

## **PERSONNEL**

### **Staffs:**

Ange Hwang,	<i>Executive Director</i>	<i>Full-time</i>
Johnny Koo,	<i>Office Coordinator</i>	<i>Full-time</i>
Kate Steger,	<i>Media Program Coordinator</i>	<i>Full-time (left July, 96)</i>
Yuan Ping Wai,	<i>Development Coordinator</i>	<i>Full-time (left May, 96)</i>
Kevin Harris,	<i>Distribution Program Intern</i>	<i>May 29 to August 30</i>
Beth Larkee,	<i>Art Director</i>	<i>15 hrs/week</i>
Thi Nguyen,	<i>Film Festival Coordinator</i>	<i>Project-Based</i>
Janet Freeberg,	<i>Education Program Coordinator</i>	<i>Project-Based</i>

### **Volunteers:**

Hui-Mei Chang,  
Brady Hegberg,  
Andrea Hudson,  
Stephen J. Lu,  
Billy Park,  
Vong Thao,  
Camy Ting,  
Cheryl Welegala, CPA  
Siew Wong,  
Cha Yang,

*Intern for the Asian American Prod Studio*  
*Computer Consultant*  
*Media Library Coordinator*  
*Web Site/E-Mail Coordinator*  
*Production Assistant*  
*AMA News Letter Editor*  
*Media Program Director*  
*Financial Advisor*  
*Director of Business Affairs*  
*Theater Manager*

**Consultants:**

Kevin Fruechte, *Consultant for Financial Management*  
Richard Jamieson, *Consultant for Asian American Production Studio*  
Mike Taylor, *Consultant for Asian Film Festivals*  
In-Fin Tuan, *Consultant for Asian Movie Theatre*

**Board of Directors:**

Pat Escobar, President of Cultural Ties

Betsy Flaten, Human Right Activist  
**Treasure**

Changzhen Gong, Financial Planner  
**Resigned after November '96**

Pam Guthrie, Manager of Cahoots Coffee Bar

Ange Hwang, Executive Director of Asian Media Access

Maythee Kantar, Professor at the Metropolitan State University

A. S. Liyanapathirana (Lal), Board of Asian Pacific Council

Stephen J. Lu, Hi-Fi Audio Designer  
**Resigned after February '96, after 4 years of service**

Virendra Ratnayake, Sri Lanka Chamber of Commerce  
**President**

Camy Ting  
**Retired after January '96, because of the job relocation**

Chou Vang, Thompson Associates

Viva Yang, High School Student, Mounds Park Academy

Marcus Young, Theater Artist

**Secretary**

## 1996 STATEMENT OF INCOME AND EXPENSES

### **Revenue And Support From Operations**

Movie and services income	\$ 43,020
Memberships	\$ 28,635
Noncurrent assets	\$ 689
	<hr/>
Total Revenue and Support from Operation	\$ 72,344
	<hr/>

### **Expenses**

Operating expenses:	
Administration	\$ 18,082
Board of Directors	\$ 559
Charity	0
Entertainment	0
Movies and production	\$ 25,546
Occupancy	\$ 10,900
Organizational development	\$ 9,163
Personnel	\$ 72,098
Professional services	\$ 6,296
Promotion	\$ 1,608
Transportation	0
Workshops	\$ 2,309
	<hr/>
Total Operational Expenses	\$ 156,561
	<hr/>
Deficiency from operations	(\$ 84,217)

### **Other Support**

Donations, fundraisings and grants	\$ 109,428	*
	<hr/>	
Increase in fund balance	\$ 25,211	

\* Donations, fundraisings and grants (Grants listed as received)

St. Paul Companies	General Operation	25,000
Univ. of St. Thomas	Partners Internship Program (PIP)	
General Mills Foundation	General Operation	10,000
NSP	General Operation	1,500
COMPAS	Media production	1,800
MRAC's Technical Assistance Fund	Professional Development	200
United Arts	Youth Media Camp	2,000
Headwaters	Youth Media Camp	7,500
McKnight Foundation	Asian Movie Theater (annually for 2 years)	20,000
WCCO	Youth Media Camp	1,000
Gannett Foundation	Youth Media Camp	2,500
Cowles Media Foundation	Youth Media Camp	500
Asian Pacific Endowment Council Development Fund	Children Film Festival	1,500
MacArthur Foundation	General Operating	10,000
MRAC	Chinese Film Showcase	7,500

## 1996 STATEMENT OF IN-KIND DONATION

**Total In-Kind Donation** **\$109,450**      **100%**  
 (The figure was not included in the annual cash financial audit report)

### **In-Kind Donation From Organizations:**

Metropolitan State University	Office Space Telephone/Fax Copies Office Supplies	\$ 17,850	16%
St. Paul Neighborhood Network	Production Equipment Studio Mobil Van Editing Equipment	\$ 84,300	77%
Metropolitan Council	Cable Ch. 6 time slot	\$ 3,300	3%
St. Catherine College	Media Camp Audit. Media Camp Classroom Staff Support	\$ 4,000	4%

### **In-Kind Donation From Individuals:**

Media Education	Planning Committee Camp Coordinators/Facilitators Panelists
Media Production	Production Crew Segment Producers
Movie Exhibition	Theater Ushers Distributing Flyers Graphic Designers

*The above information was extracted from annual financial report statement for the year ended December 31, 1996*