

## **A MESSAGE FROM THE PRESIDENT AND EXECUTIVE DIRECTOR TO THE COMMUNITY**

We are happy to report that 1997 has been a very eventful year for Asian Media Access. Keeping with the trend of the last few years, community demand of AMA programs and services in the areas of media education, media production and movie exhibition & distribution has continued to rise steadily. There were several key developments in 1997.

We focused on more youth-oriented educational programs and services. We intensified our effort to expand our existing youth programs and provide more leadership and internship opportunities especially to inner-city youth. Aside from our annual *Youth Media Training Program*, we had also developed an Asian American youth talk show which was aired over the local cable network and the first ever *Asian Children Film Festival* conducted in collaboration with Metro State University.

Organizationally and financially, stability was a a major priority in 1997. Based on lessons learned from previous years, our main focus was to develop organizational stability while maintaining a level of flexibility to meet change. AMA is a work in progress. With stability, we can establish integrity and quality in our programs and services. With flexibility, we can search for new and innovative management and leadership strategies that would meet AMA's changing organizational needs. With this belief, AMA worked at refining the integrity of its continuing programs such as the *Annual Youth Media Program*, the *Annual Chinese Film Showcase*, *East Meets West*, *Cinema With Passion* film series in 1997.

Although it is only one part of our programs and services, the popular *Cinema With Passion* Film series at the Riverview Theatre has brought a certain amount of name recognition to AMA in the local media. AMA is making every effort to use the recognition to bring attention to our media education and production programs. By way of the Information Super Highway, we have also created an AMA web page ([ama.simplenet.com](http://ama.simplenet.com)) to connect with the community electronically.

Such a strategy has allowed AMA to establish itself within the community. AMA does not exist alone in the community. Our mission to "*Connect the Disconnected*" presents a challenge and an opportunity to work in partnership with other local organizations. In 1997, AMA worked with many organizations including CAAM, Nritya Joryti Dance, Asian American Renaissance and Metropolitan State University. AMA's long-standing community partnership with Metro State is one example of how community organizations can come together to pool resources and create programs that are beneficial to individuals and nonprofit organizations in the community. One such program was the first ever *Asian Children Film Festival* and Workshop which use film to teach multiculturalism to children were held on the St. Paul campus of Metropolitan State University in November, 1997. During the festival, elementary and junior high school students accompanied by their educators had the opportunity to learn about multiculturalism by watching children films from all over Asia. Based on its success, we are planning to offer it again in 1998.

Financially, although AMA attained parity between the revenue generated from its film exhibition program and contributed income in 1997, fundraising fell short of our original target. Although no programs were canceled, some programs had to be scaled back due to budget consideration.

AMA is a volunteer-driven organization. One major contributing factor to the success of AMA in 1997 was the effort put forth by our volunteers. The result was an increase in volunteerism at every level of AMA from top to bottom. Over the last several years, we had received an increasing number of inquiries concerning internship and volunteering opportunities at AMA from skilled and talented people regionally and internationally. Last summer, after finding our web page on the internet, Kristel O'Sullivan, a graduate student came all the way from the Netherlands to do an internship with us! In another case, Kaoru Takeuchi, an intern from Japan helped us to procure films and videos from the Japanese film distributors.

As AMA marches forward with its mission to *connect the disconnected*, we hope that you will continue to support us by supporting our programs and services. In 1998, we will continue to work on establishing our own Asian Movie Theatre and Asian American Production Studio. In 1998, we are hoping to make more individual and organizational connections in the community and we are expecting it to be our best yet.

**BETSY FLATEN**  
**PRESIDENT**

**ANGE HWANG**  
**EXECUTIVE DIRECTOR**

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#### **ABOUT ASIAN MEDIA ACCESS**

Asian Media Access is a non-profit organization dedicated to using media arts as a tool for social betterment. Centrally located on the Minneapolis campus of Metropolitan State University, AMA is one of only five national media organizations devoted to serving Asian American media needs. Our continuing mission is to *Connect the Disconnected*: we want to challenge the traditional isolation of Asian American communities by helping Asian Americans realize that the media can be an effective and important tool for communication and education.

The media can be an important means of 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, the media often remains inaccessible to a large number of citizens, especially to minorities. "Media Access" refers to various educational workshops and practices which enable participation and understanding of media by under-served populations. Through democratization of media access, we can increase tolerance and understanding among all ethnic groups.

In this spirit, Asian Media Access provide programs & services in three areas:

**Media Education** Asian Media Access teams up with other community organizations to teach Asian Americans how to use the media effectively to create publicity for events, do community outreach, intervention counseling, and video witnessing. An emphasis is youth media education. As part of its *Youth in Media Programs*, AMA offers internship opportunities, mentoring and facilitating workshops particularly to inner city disadvantaged youth.

**Media Production** Asian Media Access continues to produce its award-winning series "*East Meets West*," which won Minnesota Community Television Awards in both 1993 and 1994. Besides ensuring a regular cablecast venue focusing on issues of interest to an Asian American audience, such as parenting, Hepatitis B prevention, and gang issues, "*East Meets West*" also provides production opportunities for emerging minority producers, directors, and technical crew. Also, the series has focused on the experience of cross-cultural and has been praised by many educators who have requested episodes for use in training and classroom discussions. Asian Media Access is in the process of planning an Asian American Media Center which will include an Asian American Production Studio in order to fulfill the growing demand for Asian American media productions.

**Film Exhibition & Distribution** AMA innovative outreach activities include using film as a tool for promoting inter-ethnic community among local Asian American populations. Asian Media Access is working to establish an Asian Movie Theatre in the community. AMA's film exhibition programs include, "*Cinema With Passion*" Film Series at the Riverview Theatre, *Annual Chinese Film Showcase* and *Asian Children Film Festival*.

Through film distribution, AMA has discovered that film is one of the best medium to achieve our goal of promoting Asian art and culture. These films are very popular with art houses and higher educational institutions especially the East Asian Studies, cultural anthropology, production and film studies departments.

## **MEDIA EDUCATION**

### **Special Thanks:**

Asian American Journalists Association, College of St. Catherine, St. Paul  
Neighborhood Network and the University of the Philippines Alumni Association  
Youth Program

### **Special Support:**

McKnight Foundation, Minnesota State Arts Board, National Endowment of the Arts, United Arts, St. Paul Companies, Metropolitan State University, Department, Gannett Community Fund, Star Tribune/Cowles Media Foundation, United Way of St. Paul, Miramax Film Corp., Minnesota Department of Human Service-Refugees Section, Grotto Foundation, W.R. Kellogg Foundation through Metropolitan State University's Center for Community-Based Learning

In order to encourage Asian Americans to participate 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. Staff members are also on the community faculty at Metropolitan State University offering their expertise as consultants, guest lecturers and instructors in university offerings and programs.

In addition, Asian Media Access encourages the involvement of Asian American youth in the media by coordinating student internships at local media organizations and by conducting an annual Youth Media Training Program. This four-day program, currently, in its fifth year gives local Asian American youth on-hand experience in video production, news writing, reporting and anchoring. ***By exposing Asian American youth to media and journalism, our Youth in Media Programs help them to develop the confidence, necessary skills and leadership qualities to participate effectively in dialogue with the larger community and:***

**\* Channel their energy into creative and productive activities instead of socially undesirable activities**

**\* Broaden professional choices to involve more in the decision-making process**

**Program Highlights:**

**October 11-14**

**1997 Fourth Annual Youth Media Program, College of St. Catherine**

This year's Youth Media Training Program for Asian American youth was our most successful ever. A record number of applications was received. An extensive recruiting effort this year has led to a greater number of applicants from beyond the metro area, including Rochester, Anoka, Burnsville and Milaca and two exchange students from Germany and Indonesia. Designed to provide hands-on training in basic skills in news writing and production, students may select one of three areas of focus: Journalistic Writing, Reporting/Anchoring, or Video Production. In addition to their training, all students were introduced to other career opportunities in the media world, and were given resources to seek out further education, internship, and employment possibilities. At the end of the program, they worked in groups to produce a news program based on an issue important to them.

***"Experiences like the Media Camp are invaluable for these young people. Economics and a lack of knowledge about American culture isolate these students from such experiences. I appreciate your focus on***

***Asian youth and on those who may not be involved in extracurricular activities. The results of your efforts on the behalf of these students is immediate and powerful."***

Jean Braun,  
Language Arts Teacher  
Burnsville Senior High School

An exciting new addition, however, to our previous areas of media education (Journalistic Writing, Reporting/Anchoring, and Video Production) was a Radio News category. Students attended workshops in which they learned the specific style of writing used in Radio news, as well as how to speak and present oneself over the air. After the training sessions, the students then had the chance to utilize their newly developed skills at KFAI Radio Station. All students participated in the writing and presented a live version of the evening news and proved themselves to be extremely calm and collected on the air. Several shy students in particular, who were doubtful of their ability to speak on the radio without faltering, came away from the experience significantly more proud and confident.

We were also able to form a collaboration with *City Pages* and expand the number of publications in our area interested in publishing articles written by the Journalistic Writing group.

We attribute this success to the support of the community and longevity of the program. An evaluation conducted at the conclusion of the program revealed a high rate of satisfaction among the participants in learning new skills, improving their ability to collaborate with others. A common comment, in fact, was that they wished the camp lasted longer than the allotted four days.

After the program, we will continue to monitor the development of the participants by following up with individual counselors to learn about their personal growth.

Miramax Film Corporation was instrumental to the success of our 1997 Youth Training Program. Miramax provided three Jackie Chan films, *Operation Condor*, *Drunken Master II* and *Project A* to screen as part of a fund-raiser to benefit its *Youth in Media Programs*. All proceeds raised from the screening of the three films were used to fund the 1997 program.

## **October 16-18**

### **Media and Democracy Conference, New York City**

The **Media and Democracy Congress** was held October 16-18, 1997 in New York City. Designed to bring together a diverse group of people working on media issues, provide training and skill development opportunities, and raise important questions as well as provide crucial information, the conference offered students an educational, valuable, and exciting experience on a grander scale. Journalists and activists, scholars and students, and media makers and critics from 34 states and five countries were in attendance, the total number of which exceeded 1,200 people. Participants screened six feature length films, attended workshops and lectures, and shared their viewpoints in active discussions. AMA sponsored six enthusiastic Asian American students, graduates of our Media Camp, to attend this event, hoping that such an experience would open up new opportunities and ideas for their future. Lillian Hang, Kenny Lee, Richard Yang, Grace De Jong,

Jenny Koons, along with Penny Vang as their chaperone, were selected on the basis of their maturity, effort, and commitment to media studies.

## **November 1**

### **Asian Children Film Workshop, Metropolitan State University**

On November 1, eleven school teachers from the metro area attended a workshop to learn how to utilize Asian children film as a resource to teach multiculturalism in the classroom. With instruction provided by faculty members of Metropolitan State University, the free day-long workshop provided an opportunity for educators to explore the possibilities of using Asian children's films to teach Asian cultures, customs, and basic media literacy skills. Activities include viewing sessions of Asian children's films, discussions and lectures on Asian cultures and customs, approaches to media literacy and critical viewing, curriculum development, and lesson plan design.

The workshop was a great success according to an evaluation conducted at the conclusion of the program. Many were impressed by the variety of the cultures and lesson plans that were presented.

- **Theory into Practice: Instructed by Phil Anderson, Professor of Media Studies, Metro State University**
- **Organizing Effective Discussion: Instructed by Suzanne Walfoort, Ph.D., Chairperson, Department of Speech and Communications, Metropolitan State University**
- **Introducing Multicultural Literature and Films to Children to Increase Cultural Awareness in the Classroom: instructed by Maythee Kantar, Ph.D., Chairperson, Department of Media and Fine Arts**

Photo(TOTORO)

**Dedicated to fostering cultural respect and awareness between Asian and non-Asian communities, Asian Media Access' sponsoring of this Workshop is an effort to begin introducing media literacy and multicultural perspectives to children at a young age.**

## **MEDIA PRODUCTION**

### **Special Thanks:**

Department of Media and Fine Arts of Metropolitan State University

### **Special Support:**

Minnesota State Arts Board, National Endowment of the Arts, Minnesota Department of Human Services-Refugees Section, McKnight Foundation, St. Paul Neighborhood Network, United Arts, St. Paul Companies, MacArthur Foundation,

In order to utilize the power of the media in shaping public knowledge and opinion, young Asian Americans must become aware of non-traditional career choices. Thus, we have developed a variety of training workshops to teach media production skills, leadership skills, and critical thinking to Asian American and disadvantaged youth.

### **Program Highlights**

#### ***East Meets West***

The award-winning cable access show, "*East Meets West*," which is a non-commercial discussion show focusing on cross-cultural issues concluded its eighth year in 1997. Discussing cultural differences openly with an emphasis on truth and realism, "*East Meets West*" aims to provoke productive interaction between Asian immigrant populations and the general public thereby enriching the entire community. Among the highlights:

- South Indian Dance: The Hungry Stones, Part I
- South Indian Dance: The Hungry Stones, Part II
- Asian American Performing Artist Profile on Gao Hong, Chinese American Pipalst
- Asian American Performing Artist Profile on Rita Mustaphi, Indian American Dancer/Choreographer
- Caught Between Cultures, Young Adult's Perspectives, Part I: Growing Up as an Asian American
- Caught Between Cultures, Young Adult's Perspectives, Part II: Going Out as an Asian American
- "Once Upon a Time in China": The Irresistible Series
- Third Asian Youth Media Camp
- Asian America Festival, St. Paul, May 18
- CAAM Dance Theatre Annual Performance, St. Paul, June 22

#### **Video Documentary, The Irresistible Series "*Once Upon A Time in China*"**

In 1997, Asian Media Access started production on a documentary video on the making of the popular "*Once Upon A Time in China*" films which were based on a popular Chinese hero. The ninety-minute documentary also includes an in-depth behind the scene look on "*Once Upon A Time in China & America*" which was shot on location in Texas. AMA conducted interviews with many of the principals including Tsui Hark who were on location in Texas. Currently, in post-production, the completed documentary is expected to be released in 1998.

## **Helping Children Succeed in Southeast Asian Families: A Bicultural Parenting Video and Curriculum**

In collaboration with the University of Minnesota's Family Social Science Department, Asian Media Access has started planning and developmental work on a project called "*Helping Children Succeed in Southeast Asian Families*."

"*Helping Children Succeed in Southeast Asian Families*" Project's overall goal is the prevention, reduction and resolution of parent-child conflicts in Southeast Asian families. The Project which is expected to be completed in mid 1998, consist of a bicultural parenting guide and video aimed at bridging the gap between the cultural knowledge of Southeast Asian parents and the parenting skills needed with vulnerable pre-adolescent and adolescent youth.

The curricular materials are based on narratives, stories, examples, illustrations and dilemmas arising from the parents and youth focus groups. These discussions focused on six parenting skills of self-care, understand, nurture, guide, motivate, and advocate thought to be universally important to parents from diverse cultural backgrounds. The project's one hour video program will be distributed together with the parenting curriculum and made available in five different languages of Cambodian, Hmong, Laotian, Vietnamese and English.

## **FILM EXHIBITION**

### **Special Thanks:**

Dimension Films, Miramax Film Corporation, Pioneer Entertainment, Disney Home Entertainment, Twentieth Century Fox, Department of Media & Fine Arts, Metropolitan State University, Tokuma International, Japan, Global Vision/Fant-Asia, Montreal

### **Special Support:**

Minnesota State Arts Board, National Endowment of the Arts, Metropolitan Regional Arts Council, United Arts, Minnesota Humanities Commission, W.R. Kellogg Foundation through Metropolitan State University's Center for Community-Based Learning

AMA 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 movie patrons appreciate the variety of film genres and benefit from the cinematic representation of many of Asian cultures. The film exhibition program is supported by a large pool of dedicated volunteers and by funding from generous donors both of which help AMA obtain its goals.

AMA's film exhibition program is highly unique. Unlike mainstream fares, Asian films particularly the lesser known films are usually not picked up by major American distributors because of the strong Eurocentric bias in foreign film distribution held by them. Consequently, obtaining Asian film prints for local exhibition require AMA to be very resourceful by turning to home country production and distribution companies.

### **Cinema With Passion Film Series**

AMA continues to exhibit films as part of its *Cinema With Passion* on a weekly basis at the historic Riverview Theatre, in south Minneapolis. 1997 was a breakthrough year for the Cinema With Passion Film Series artistically and commercially. AMA was able to obtain and screen several rare and highly acclaimed films, among them, "Comrades, Almost A Love Story;" Director King Hu's critically acclaimed "A Touch of Zen" and "Dragon Inn;"

(insert) CWP 11: Comrades, Almost A Love Story (photo & caption)  
Film Program Highlights

### **January-April**

#### **CWP 10, Riverview Theatre**

- Exotic Series
- The Films of King Hu
- 1996 Big Hits
- Chow Yun-Fat's Film Series
- New Generation of Gangsta Films

### **March 7**

#### **International Film Festival, Metropolitan State University**

Ann Hui's *Song of Exile*

### **April-July**

#### **CWP 11, Riverview Theatre**

- Jet Li Film Series
- Father & Son Team
- Stephen Chow Film Series
- Love Story: The Romance Series
- God of Gamblers Series

### **April 10-24**

#### **Chinese Film Showcase, Willey Hall, University of Minnesota**

Hong Kong 1997: Through the Projection Lens

### **May 7**

City Pages named *Cinema With Passion* as "Best Entertainment" in its annual "best of" edition.

### **July 4**

#### **The Soap Factory, Minneapolis**

Multiplex: Independence Day/Independent Cinemas

*Green Snake*

### **CWP 12 July-October**

- Jet Li in America
- Three by Jackie

- God of Cantopop Andy Lau Series
- Samo Hung's Classics
- The Three Irresistible: Jackie, Samo and Yuen Biao Series
- Perfect Match: Chow Yun-Fat and Brigitte Lin
- Chow Yun-Fat Wannabe: The films of Lau Ching-Wan

### **CWP 13 October-December**

- 1997 Comedy Hits
- Halloween Special
- Jackie!!
- Bruce Versus the Wannabes Series
- Woman Warriors- Move Over Xena Series

### **November 14-22**

Asian Children Film Festival, Metropolitan State University

### **1997 Chinese Film Showcase**

Through a committed effort to expand the fare of Asian films available for exhibition, Asian Media Access brought in a series of films many of which are not easily accessible to local viewers even on video as part of its annual Chinese Film Showcase.

Under the theme of *Hong Kong 1997: Through the Projection Lens*, the films offered a realistic depiction of contemporary urban life in Hong Kong, and to capture the anxiety of the uncertainty. It included the style & quality of films from diverse but internationally acclaimed film directors, as well as to compare the concerns & difficulties of urban citizens in parts of Hong Kong and China separated by political differences, but linked by a common past & future.

One common link in all of the films in the Showcase are the themes of colonialism and nationalism. The notions of "nationhood" and "history" are affected by the political climate of the each specific country: China, Hong Kong, and Taiwan. Even though the political system of each of these three Republics is different, the predominate "ethnicity" of their respective population remains "Chinese". Some of the films like *To Liv(e)*, examine this subject in detail, while other films such as Clara Law's *Floating Life*, Shu Kei's *Stage Door* treat the topic of "ethnicity" as secondary, that is, not as part of the main plot.

#### **(Caption for picture)**

**On hand for the Minnesota premiere of "The Log" was Derek Chiu, one of Hong Kong's up-and-coming directors along with producer Patricia Ho and star Cher Yueng to open the Showcase. A community reception was held at the Metropolitan State University campus in their honor. Patrons asked many questions regarding the making of the film afterward.**

### **HONG KONG 1997: Through The Projection Lens**

#### **Emigration Versus Immigration**

- *To Liv(e)*  
Evan Chan, 1991

- *Floating Life*  
Clara Law, 1996

### **Anxiety of the Uncertainty**

- *Stage Door(Hu Du Men)*  
Shu Kei, Hong Kong, 1996
- *Up From The Rising Sun*  
Tam Long Cheong, 1997
- *Private Eye Blues*  
Eddie Fong, 1994

### **Searching for the Root**

- *Song of Exile*  
Ann Hui, 1990
- *Lost and Found*  
Chi-Ngai Lee, 1996

### **Live-Like-There's-No-Tomorrow**

- *The Log*  
Derek Chiu, 1996
- *Heaven Can't Wait*  
Chi-Ngai Lee, 1995
- *Always On My Mind*  
Jacob Cheung, 1993

### **Collaboration Between Hong Kong & China**

- *Supercop: Police Story 3*  
Stanley Tong, 1992
- *From Beijing With Love*  
Lee Lih Tso, 1994
- *Bodyguards of the Last Governor*  
Corey Yuen, 1996

### **Historical Perspective**

- *The Hong Kong Connection: Final Countdown*  
Radio Television Hong Kong, 1996

### **Panel Discussions**

*"Colonialism in Hong Kong."*  
*"The Path of Immigration"*

*Dear Ms. Hwang and Ms. Henderson*

*I really like to watch "My Neighbor Totoro." I really enjoyed watching and I wish I could have that movie to enjoy at home with my mom, my dad and my brother. The part that I like was almost the end and just when the girl was lost and when the cat took them to their mother's hospital. And thanks for letting us come and see the movie.*

*Sincerely*

*Bao Vang, Student  
Phalen Lake Elementary School*

## **1997 Asian Children Film Festival**

The inaugural 1997 Asian Children Film Festival took place from November 14-22 at Metropolitan State University Auditorium in St. Paul. Over 500 students ranging from second grade students to junior high school students from the Twin Cities attended the event. After a brief introduction to the Festival and to the culture represented in the film, the students were requested to keep in mind two questions: One concerning the culture differences that were apparent in the film, and the other pertaining to a thematic element in the film. After watching the movie, everyone participated in a 20-30 minute discussion period where the students were asked to share their observations. Facilitators took care to point out key cultural and thematic elements in the film, as well as provided additional background information.

*"As a teacher in St. Paul, where approximately 20% of our students are of Asian descent, I feel it is important for our Asian students to have more opportunities to learn about Asia. It is necessary for all students to increase their awareness of Asia and Asian cultures. The Asian Children's Film Festival helps fill this void."*

Shelly Beltrand, Teacher  
Ramsey Junior High School

*"Thank you so much for the opportunity to view an Asian film during the film festival. My impression is that most of our students really enjoyed the experience. I know that it gave me the opportunity to talk to them about their culture and the impression most popular Asian films give to other people about their culture. The film, "My Neighbor, Totoro," gave them a chance to see that a culture can be shown in more positive ways and still be artistic and entertaining."*

Connie Falvey, ESL Teacher  
Phalen Lake Elementary School

The students were genuinely excited to be there and for the most part, took a very active role in the discussion period. We were surprised by the number of keen, cultural observations the students shared (including details in the architecture, eating habits, specific rituals, clothing, etc.) and appreciated the overall atmosphere of openness and respect among them. Many showed curiosity about aspects of culture not portrayed in the films, and we found that 20-30min was often not an adequate amount of time for all of the students' questions and comments. The teachers also seemed to enjoy themselves, and we received many requests for copies of the films on video tape for their schools' libraries.

## **Film Distribution**

As a way to promote Asian art and culture, AMA has fourteen Hong Kong 35mm motion pictures including a few of which have collected numerous film awards and/or directed by highly acclaimed directors, in its collection for distribution in the U.S. The films have become a very important educational tool for students of East Asian studies, cultural anthropology, production and film

studies departments of higher education institutions across the country such as the John Hopkins University and University of California in Berkeley. Two of the most sought after films for this purpose are Stanley Kwan's *Rouge* and *The Actress*.

One of our interns, Michael Voon, attended the 1997 Hong Kong Film Mart and brought back many useful materials including film catalogs from several production companies. Based on these contacts, AMA is currently in communication with these companies discussing the possibility of bringing more important films that are not commercially available in the U.S. from Taiwan, China, and other parts of Asia to America.

### **ASIAN MEDIA ACCESS AND METROPOLITAN STATE UNIVERSITY: A COMMUNITY PARTNERSHIP**

*"Thank you for arranging for us to use the Metropolitan State University facilities, cameras and other equipment for the Southeast Asian Leadership Program Communication Session on November 7, 1997. Your help was very useful in assisting our Southeast Asian participants to improve their public speaking skills through learning the theory and practicing their skills at the same time."*

Yorn Yan, Consultant  
Amherst H. Wilder Foundation

The community partnership was established in 1994 to create beneficial resources for the communities of Metro State and Asian Media Access. Serving students in the metropolitan area whose needs were not met by other educational institutions, Metro State's mission complements AMA's Connecting the Disconnected mission. As an innovative urban university with a commitment to excellence, Metro State has acquired a national and international reputation for its successful approach to high quality teaching and learning for students of all ages. The creative collaboration is an ideal demonstration of Metro State's commitment to excellence and innovation. Some of AMA staff members are also members of the community faculty at Metro State and they participate as consultants, guest lecturers and instructors in university programs.

Since 1994, the two organizations have collaborated frequently on programs such as media literacy workshops, *Annual Youth Media Program*, public education seminars, Asian Cinema course, Cable Television Production course, internship opportunities, information services, and film exhibition.

### ***The Partnership***

- Helping communities to understand the importance of media as an education and communication tool
- Promoting diversity and multiculturalism in higher education
- Presenting internships in the areas of production, media education, film exhibition, and nonprofit organization

- Empowering Asian American youth with media production skills to advance effective, leadership thinking
- Providing media and production resources to Metro State faculty
- Expanding resources and network on job opportunities for Asian American media professionals

One long-term objective of the partnership is to establish a media center on campus.

### **FUTURE CHALLENGES:**

Asian Media Access is currently developing its long-term plans, evaluating its programs, and planning to conduct those programs at a permanent Asian American Media Center that will consist of an Asian Movie Theatre and an Asian American Production Studio.

The Center will assist Asian American communities to:

- Gain identity and pride through our productions and film exhibitions in the neighborhoods
- Provide positive activities and a gathering place for inner-city Asian American youth
- Serve as a cultural and community base for Asian Americans

### **Asian American Production Studio:**

Asian Media Access promotes community involvement with the media and fosters the growth and development of Asian American programming. A production studio would combine high broadcast quality with programs created by Asian Americans and containing their perspectives. The programs would be distributed through PBS stations and cable channels.

#### **1.) *Community Needs:***

**a. This specifically designed Asian American Production Studio can balance unfair allocations of communication access and the inherent racist structure of the mainstream media.**

There exists no viable means of coalition between mainstream media and the Asian American community. Access to communication channels usually goes only one way: from the mainstream white society to Asians. Since the flow of communication must be bi-directional in order to increase tolerance, understanding, and sensitivity among ethnic groups, the Asian American Production Studio can fulfill that need by producing good quality programs with Asian American concerns.

**b. To encourage Asian American communities' participation in using media as a means to promote cultural understanding and inter-racial harmony.**

Asian Americans are far behind other minority groups in utilizing television to get their messages across. Because of their up-bringing, many Asians tend to be shy and passive. These traits often decrease opportunities for talking to outsiders, and block communication with the mainstream. Because of problems such as these which interfere on the inter-personal level, the best way to promote cultural understandings between Asians and Americans is through the media. Other minorities, such as African Americans and Hispanics, have established many regular TV programs which articulate their own perspectives. Compared with them, Asian Americans are far behind. The Asian American Production Studio is a start and has great potential.

### **The Asian Movie Theatre:**

In the past few years, Asian Media Access has organized film festivals and weekend showings of Asian films at a rented site with the goal of establishing regular film screenings. We aim to put feature films and documentaries from all over Asia into context through pre- and post-film discussions and events which are organized by a task force of community representatives. Through programming and outreach, we are targeting a broad inter-ethnic and inter-generational audience.

#### **1.) *Community Needs:***

##### **a. The specifically designed Asian Movie Theatre can create a bridge between the arts and the community.**

The Theater Project will create a unique dialogue between arts and the community in a way that transcends the limits of traditional venues for film exhibition. Screenings will take place in a non-intimidating space conducive to gathering and mingling--especially across ethnic lines. In order to foster a spirit of cultural and artistic sharing, public forums and community dialogue will be an indispensable part of our programming.

##### **b. Bridging the inter-generational and inter-ethnic fragmentation of Asian American communities**

Through outreach and programming, the Theater Project will nurture grassroots support. Outreach will especially target the elderly and the youth. By presenting Asian films in a proud fashion, the Theater Project will give young Asian Americans awareness of their own cultural heritage. At the same time, Asian elders can enjoy regular cultural enrichment and emotional satisfaction. The Theater Project aims to strengthen cross-ethnic trust and leadership among local Asian immigrant populations while providing a long-term strategy responding to the critical cultural concerns of the low-income immigrant population. The Theater Project will create an environment where Asian immigrants (especially youth and the elderly of all ethnic backgrounds) feel "safe" to interact and share with each other-- an atmosphere that cannot be provided in the impersonal environment of traditional art-house theaters or film festivals. *Providing diverse arts offerings in a social environment for the entire community, the Theater Project aims to nurture inter-ethnic understanding.*

## **AWARDS**

**Producer of the Year**

**Ms. Ange Hwang**

**St. Paul Neighborhood Network(SPNN), February 28, 1998**

**Best Entertainment**

**Cinema With Passion Films at the Riverview Theatre**

**City Pages, May 7, 1997**

## **PERSONNEL**

### **Staff**

Ange Hwang, Executive Director

Phoebe Henderson, Film Exhibition Coordinator

Johnny Koo, Production Coordinator(left, November 1997)

Meejah I-ley, Graphic Coordinator

### **Interns**

Kristel O'Sullivan

Kaoru Takeuchi

Michael Voon

### **Consultants**

Cassandra Faulkner

#### ***Media Program***

Janet Freeberg

***Education Program Consultant***

Kevin Fruechte, CPA

***Consultant for Financial Management***

Stephen J. Lu

***Computer Consultant***

Mike Taylor,

***Consultant for 1997 Chinese Film Showcase***

Dewey White

***Theatre Consultant***

## **GOVERNING BOARD OF DIRECTORS**

- Betsy Flaten, Educator & Community Activist  
***President***
- Steve Lentz, Vice President & Senior Counsel, Investment Advisers, Inc.  
***Vice-President***

- Marcus Young, Director of Business Affairs, CAAM Dance Theatre, Board Member, Ordway Theatre Advisory Board & Headwaters Fund  
**Secretary**
- Pat Escobar, President of Cultural Ties
- Ange Hwang, Executive Director, Asian Media Access
- Pam Guthrie, Manager, Cahoots Coffee
- Dr. Maythee Kantar, Ph.D., Chairperson, Department of Media & Fine Arts, Metropolitan State University
- Regina Lai, Executive Director, Children's Hope International
- Michael Taylor, Ph.D. Candidate, University of Chicago
- Mary Wong, Investment Executive, Dain Rauscher(Bosworth), Inc.
- Viva Yang, High School Student, Mounds Park  
(Become a member of the advisory board after July, 1997)

## **ACKNOWLEDGEMENTS**

**And, of course, to all of our 1997 VOLUNTEERS, a special thank you.....**

Michael Ansel, Valerie Chang, Julian Davis, Nance Duffy, Tom Duterme, Michael Gause, Becky Hall, Xiong Hang, Ki Her, Tony Ho, Elwood Holmberry, Ching Hsiao, Mike Huspeni, Ejoy Katagiri, Emily Lai, Chris Lange, Ahree Lee, Bi Lee, Noel Lee, Sue Lee, Tim Lieder, Tou Lor, Earl Luckes, John Meixner, Jeff Meyers Ng Moua, Larry Ng, Chris Nordrall, Maureen O'Mara, Kristen Ryan, David Schnell, Chris Senn, David Steinlicht, Kaoru Takeuchi, Pao Thao, Louchia Thor, Erik Tielking, Bao Vang, David Vang, Kang Vang, Pao Vang, Penny Vang, Phaa Vang, Victoria Vu, Ian Whitney, Katarzyna Winiarczyk, Bee Xiong, Nai Xiong, Thai Xiong, Cha Yang, Cher Yang, Gao Lee Yang, and Greg Zurbay.

To all our 1997 Youth Media Program Speakers, Coordinators and Instructors, thank you.....

**Francis Hwang, Sandy Faulkner, Phoebe Henderson, Kathryn Herzog, Sundraya Kase, Noel Lee, Penny Vang, In-fin Tuan, Vineeta Sawkar and Fred de SamLazaro**

## **1997 STATEMENT OF INCOME & EXPENSE**

**(Tentative: I prefer to use audited info)**

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

Movie and Services Income	\$52,438
Memberships	\$37,744
Other Income	\$1,080
Reimbursement	\$2,700
Total Revenue and Support from Operation	\$93,036

### **Expenses**

Operating Expenses:	
Administration	\$659
Board of Directors	\$605
Media Education, Production & Film Exhibition	\$39,785
Personnel	\$70,429
Postage & Mailing	\$2,788
Printing & Reproduction	\$5,177
Professional Development	\$1,842
Professional Services	\$1,116
Promotion	\$3,469
Publications & Subscriptions	\$996
Supplies	\$1,314
Telecommunication	\$568
Transportation	\$13,487
Total Operating Expense	<u>(\$142,235)</u>
<b>Deficiency from Operations</b>	<b><u>(\$49,199)</u></b>

### **Institutional Support Received in 1997**

<b>General Operating</b>	
MacArthur Foundation	10,000
St. Paul Companies	15,000
State Arts Board	9,892
NSP	1,500
<b>Youth in Media Programs</b>	
Cowles Media Foundation	500
Gannett Foundation	2,500
United Arts	1,750
<b>Bicultural Parenting Video and Curriculum</b>	
Allina Foundation	500
<b>Professional Development</b>	
Metropolitan Regional Art Council	200
U.S. West	1,000
Headwaters Fund/Special Opportunity Grant	500

<b>Media Production: East Meets West</b>		
Grotto Foundation		4,000
<b>Media Education: Media &amp; Democracy Conference</b>		
United Way of St. Paul		2,500
<b>Asian Movie Theatre Project</b>		
McKnight Foundation		20,000
<b>Film Festivals</b>		
Asian Pacific Endowment Council Development Fund of the St. Paul Foundation (Asian Children Film Festival)		1,500
Minnesota Humanities Commission(Asian Children Film Festival)	2,700	
United Arts(Asian Children Film Festival)		907
Metropolitan Regional Art Council(Chinese Film Showcase)	7,500	
<b>Community Partnership</b>		
W.R. Kellogg Foundation through Metro State's Center for Community-Based Learning		1,250
Total In-Kind Donation	\$113, 140	100%

**1997 STATEMENT OF IN-KIND DONATION  
In-Kind Donation From Organizations**

<b>Metropolitan State University</b>	\$17, 860	16%
Office Space		
Telecommunication		
Printing		
<b>St. Paul Neighborhood Network</b>	\$85, 960	76%
Production Equipment		
Studio		
Mobile Van		
Editing Equipment		
<b>Metropolitan Council</b>	\$3, 350	3%
Cable Channel 6 time slot		
<b>St. Catherine College</b>	\$4, 470	4%
Media Program Facilities		
Auditorium		

Classroom  
Staff Support

**Arthur Andersen**  
Computers

\$1,500

1%

**In-Kind Donation From Individuals:**

**Media Education**

Planning Committee  
Camp Coordinators/Facilitators  
Panelist

**Media Production**

Production Crew  
Segment Producers

**Movie Exhibition**

Theatre Ushers  
Distributing Flyers  
Graphic Designers

The above information was extracted from unaudited annual financial statements for the year ended December 31, 1996.