

## Letter to Our Communities

Dear Supporters:

The year of 1998 was full of non-stop excitement for Asian Media Access. It was such:

***A year of growth:*** Because of the generosity of our friends, we were able to expand our office, our staff and our programs AGAIN. With the support from Metropolitan State University, Asian Media Access moved into its Minneapolis campus mezzanine area; we gained more space and even windows!! In addition, we expanded our staff to include 4 full-time members, 4 part-time members, and numerous volunteers to better serve our constituencies. We have also increased the number of venues for our Asian movie exhibition and have begun to expand our highly successful youth media education programs beyond the Twin Cities into the entire state of Minnesota.

***A year of controversy:*** With such rapid expansion, Asian Media Access' programs did stir some controversy, such as our annual Chinese Film Showcase/Sexuality in Chinese Films series and educational programs offered jointly with KQRS during the racism debate between KQRS and CAAR. However, all programs were accomplished with thoughtful planning and continuous communication with our communities.

***A year of courage:*** Through all this growth and controversy, Asian Media Access stands strong on its mission: To Connect the Disconnected. We aspire to be what we believe in. Sometimes we will have different perspectives, but with continuous communication and outreach, we are confident that all our communities will one day walk hand in hand together with us.

Now we move into a new year, and it is time for us to build on these achievements. Asian Media Access is announcing its "Cross Millennium Initiative", with a theme of "Rediscovering Our Ethnic Heritage." As exciting as it is to welcome the new millennium, it is also important to look back and reflect on what we, as a community, have experienced. The "Initiative" will reconnect us with our roots and celebrate the uniqueness of who we are as Asian Pacific Americans.

### **1) Living Documentaries from Asian Pacific American Youth:**

Asian Media Access is planning to produce an interactive documentary concentrating on daily life from a variety of Asian Pacific ethnic perspectives. Asian Media Access will invite 10 Asian Pacific American youth to participate in the project, "Living Documentary: Our Own Stories", a 2-year program. The youth will collaborate with one another, parents, and friends to document their immediate lives as well as their perspectives on the society around them. Our goal is to take a close look at Minnesota's

Asian Pacific American community by enabling youth to examine their past, explore their present, and imagine their future.

The Living Documentary will be a blend of personal life and current issues--touching upon issues such as health, housing, jobs, welfare, as well as topics such as life, death, family, community, and the role of art. Each youth will deal with an aspect of Asian Pacific life which is usually ignored or distorted by mainstream media. This way each segment of "Living Documentary: Our Own Stories" will embrace multi-faceted and multi-cultural perspectives on issues of cultural, political, and aesthetic concern.

## **2) Community Festival "Rediscovering Our Ethnic Heritage":**

Asian Media Access will coordinate a three month Community Film/Video Festival from May to July. Using an open door/first come-first serve policy, we will invite all Asian Pacific groups to select one film that explores, in depth, an important aspect of their culture. Then these films/videos will be used to introduce other communities to a variety of cultures and arts. Asian Media Access recognizes that groups from the same region may have different perspectives and fully encourages diverse voices to participate in the Festival. We invite all Asian Pacific communities to work with us--let's explore our ethnic heritage through these films and celebrate our communities!

We are looking forward to your participation in these exciting programs. Thank you for being connected!

Sincerely,

Ange Hwang  
Executive Director

Mary Wong  
President of the Board

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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 cost and technology, 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 and intervention counseling. An emphasis is youth media education. As part of its *Youth in Media Programs*, AMA offers internship opportunities, mentoring and 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 issues of biculturalism and has been praised by many educators who have requested episodes for use in training and classroom discussions.

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

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.

## **MAIN SUCCESSES**

### **AWARDS**

- **Asian Media Access-Metropolitan State University Film Collaboration - 1998 3M Innovation in the Arts Award**
- **Ange Hwang for East Meets West, - SPNN's Access Producer's Award, February 11, 1998**
- **1998 Chinese Film Showcase - Runner-up, 1998 Best Film Festival , *City Pages***
- **1998 Contemporary Japanese Film Series, Chinese Film Showcase & Asian Children's Film & Video Festival - Standouts, *City Pages*, January 1, 1999**

AMA continues to be an active voice for Asian Americans in our community. Among its major accomplishments in 1998.....

- Continuation of long running programs such as the Asian American Youth Media Camp(4th year), the Film Exhibition Program, especially the *Cinema With Passion* Series(5th year), Chinese Film Showcase(3rd year) and the award-winning cable show, “*East Meets West*”(10th year).
- Establishment of new venue with 35 mm projection capability. In 1998, the Metropolitan State University and AMA's community partnership pooled resources to establish a 35mm film projection facility at the St. Paul campus auditorium. AMA contributed and installed a 35mm projector, film platter and a permanent twenty-five feet by eleven feet screen. By pooling resources, the partnership created a resource that has long-term benefits to the constituents of both organizations and the surrounding communities. The collaboration won a 1998 3M Innovation in the Arts Award.
- AMA's media education activities have given many Asian American high school students positive feedback and essential media experience.As they use their new media savvy to redefine images of Asian American in mainstream media, the entire community benefits.
- The film exhibition program continues to draw many people from a variety of ethnic and cultural backgrounds. AMA continues to show films that are not currently distributed in the U.S.. and through active promotion and publicity, AMA has made Asian cinema an integral part of the Twin Cities' film culture.

## **MEDIA EDUCATION**

### **Special Thanks:**

Phil Anderson; Johnny Chio; John Daenzer of WCCO, Disney Radio, Cassandra Faulkner; Donna Hauer & Norah Hoff, College of St. Catherine; Francis Hwang; Maythee Kantar; Sunny Kase; Edd Lee; Noel Lee; Glorious Martin; Thien-Bao Phi; Tasya Rosenfed of KFAI; Vineeta Sawkar of KSTP Channel 5 News; Karon Sherarts; SPNN; Mark Tang; In-fin Tuan; Penny Vang; Xoua Vang; WCAL; Marcus Young.

### **Special Support:**

COMPAS; General Mills Foundation; Grotto Foundation; McKnight Foundation; Metropolitan State University; Minneapolis Public School System - HYPE Program; Minnesota Department of Human Services-Refugees Section; St. Paul Companies; Star Tribune/McClatchy Foundation.

June 5-9, 1998 Collaborative Organizations: Metropolitan State University and SPNN

**Video Arts Training for Asian American Youth**, Metropolitan State University

October 3-6, 1998 Collaborative Organizations: College of St. Catherine & St. Paul Neighborhood Network(SPNN)

**1998 Fifth Annual Youth Media Camp**, College of St. Catherine

November 14, 1998 Collaborative Organizations: Metropolitan State University

**Second Asian Children Film Workshop & Festival**, Metropolitan State University

### **Lights, Camera, ACTIVISM!**

The continued marginalization of Asian Americans within the world of media is only a direct reflection of their marginalization within mainstream American society. To combat continued marginalization, the seeds of inspiration must be planted within our youth. Asian Media Access' Media Education programs aim to provide Asian American youth not only with the basics of media production and literacy, but with a sense of self-reliance, a better understanding of themselves and their community, an increased enthusiasm for various career opportunities, and the motivation to work towards equal opportunities for Asian Americans in the media world. By inspiring youth, we can begin to obliterate the intimidation that continues to keep them from achieving their goals and to help set them on the path to personal and social success.

*"I wanted to know how being an anchor would be like and now I know...I am so glad I went to the camp, now for sure, I know what I want to do and major in college."*

Vauny Chandara, John F. Kennedy High School

### **Highlights**

## **October 3-6, 1998 Fifth Annual Media Camp for Asian American Youth**

In its 5th year and our most established program, the Media Camp just won't stop growing! This last year, we celebrated another record-breaking number of 79 applicants--twice that of last years! To our dismay, we even had to turn students away for the first time. We believe through favorable word-of-mouth and extensive out-reach efforts, the Media Camp has quickly gained a reputation for excellence.

This year the camp took place from October 3-6, once again at the College of St. Catherine. The Media Camp provided hands-on training in basic skills necessary for news writing and production. Students chose one of three areas in which they wanted to 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 in which to seek out further education, internship, and employment possibilities. At the end of the program, all students worked in groups to produce a news program based on an issue important to them.

This year we also were able to include many field trips and guest speakers. Students were divided into groups and participated in the viewing of the evening news at both KSTP and WCCO television stations. They attended a workshop at KFAI radio station, and wrote and recorded PSA's for KQRS radio station.

## **June 15-19, 1998 Video Arts Training for Asian American Youth**

*"This has been an incredible week, having an experience of a lifetime...I now truly understand and experience the stresses that Jackie Chan went through..."*

Kenny Lee, Mounds Park Academy

*"...thank you, Asian Media Access, for having the Video Arts Training Program...It was an exciting, educational experience for me that really made my summer this year..."*

John Yick, Robbinsdale Cooper High School

On June 15-19, AMA hosted its brand new **Video Arts Training Program for Asian American Youth**. Created as a follow up to the annual Asian American Youth Media Camp, this program aimed to explore a more artistic form of media within the medium of narrative video. During the five-day program, students were taught the basics of script writing, acting, and artistic video production and then collaborated on the production of a short, fifteen minute narrative project. The goals of the program were to encourage these youth to think creatively and visually, to open up new career possibilities, to foster personal and cultural pride, and to address the need for positive media images of Asian Americans and place the power of self-representation in their own hands.

The Video Arts program successfully united Asian American youth with several distinguished Asian artists from the Twin Cities area. Mark Tang, independent film

maker and screenwriter, as well as AMA's very own Marcus Young, taught several excellent workshops. Because this was AMA's first year hosting the program, the total enrollment was predictably small. However, each student was able to receive individual attention from the staff and facilitators, as well as participate extensively in a variety of roles. In the end, each and every student wrote and directed their own scene, acted in several scenes, and was actively involved in other various aspects of production as well. Their final project, a fifteen minute murder-mystery spoof entitled, "*Déjà Vu High*" was indeed a complete collaboration of all their ideas and cooperative efforts.

Because of the first Video Arts Program's success and the intense enthusiasm of all of the youth participants, Asian Media Access has high hopes for 1999. We hope to increase enrollment and increase the number of collaborating artists. Judging from the rapid expansion of the Media Camp, we are confident that the Video Arts program will continue to grow in size and quality.

### **November 14, 1998 Asian Children's Film Festival and Workshop**

The **1998 Asian Children's Film Workshop** took place on November 14. Similar to last year, this 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 included discussions and lectures on Asian cultures and customs, approaches to media literacy and critical viewing, curriculum development, lesson plan design as well as viewing sessions of various Asian children's films. This year's Workshop went quite well. The Evaluation Report reflected a 100% satisfaction rate in all aspects of the workshop. The change from a full-day to a half-day workshop proved to be a well supported decision. Also, by showing clips of films rather than in their entirety, teachers were able to view a variety of works. Teachers mentioned the clips, as well as the lectures as the highlights of the Workshop.

Following the Workshop, the **Asian Children's Film Festival** took place from December 4-13 at Metro State University's auditorium in St. Paul. Nearly 400 students attended from around the Twin Cities area, ranging from 2nd graders to junior high school students. Students were given the opportunity to both watch the film and then participate in a brief Q/A discussion period after the screening. Facilitators took care to point out key cultural and thematic elements in the film, as well as provide additional background information.

This year's festival far surpassed last year's in the number and diversity of films that were available. We were particularly pleased to have been able to secure films from India, Iran, and Mongolia as well as find films on Thai and Hmong-American culture. This year we were also able to open the Festival to the public, and were happy to see that it was met with a lot of interest.

### **Calling America Home**

Asian Media Access had the opportunity to produce and broadcast a special youth panel discussion program entitled: **Calling America Home**. Recorded at KQRS Radio, this two-part series gave Asian youth the opportunity to share their culture and experiences with the KQRS audience, as well as educate them on the various challenges immigrants and refugees face in our present society. Asian Media Access participated in this program to both provide Asian youth with a chance to voice their opinions and also to show KQRS Radio the importance of fostering a more culturally supportive and sensitive environment for the station as well as their listeners. Special thanks must be given to Claudia Daly, Rebecca Gonzalez-Campoy, Beth Friend, John Gaddo, and Stanley Kusunoki at WCAL Radio for their support and guidance.

## **MEDIA PRODUCTION**

### **Special Thanks:**

Department of Family Science of University of Minnesota; Department of Media and Fine Arts of Metropolitan State University; Helen Nelson; Blong Xiong and all participants of the "*Bicultural Parenting Video*" project.

### **Special Support:**

Metropolitan Regional Arts Council; Minnesota Department of Human Services-Refugees Section; Minnesota State Arts Board; National Endowment of the Arts; McKnight Foundation; St. Paul Companies; St. Paul Neighborhood Network.

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.

### **Highlights**

#### **"East Meets West" (Channel 6 and 38)**

"*East Meets West*," a non-commercial discussion show focusing on cross-cultural issues in its 9th year in 1998. Among the highlights in the second half of 1997:

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 Pipalists; 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

9/97-12/98 Collaborative Organizations: University of Minnesota & State Department of Human Services

## **Helping Youth Succeed: A Bicultural Parenting Video and Curriculum(in Hmong, Vietnamese, Laotian and Cambodian)**

"*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 was completed in November 1998, consists 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.

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Collaborative Organizations: MN Health Department & CLUES

## **Tobacco Prevention Media Projects for Populations of Color**

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

A 90 minute video documentary on the making of the popular "*Once Upon A Time in China*" films which were based on a popular Chinese hero.

### ***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 ninth year in 1998. Discussing cultural differences openly, "*East Meets West*" aims to provoke productive interaction between Asian immigrant populations and the general public thereby enriching the entire community.

### **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 are based on a legendary Chinese hero. The ninety-minute documentary also includes an in-depth behind-the-scenes look at "*Once Upon A Time in China & America*" which was shot on location in Texas. AMA conducted interviews with many of the principals including director Tsui Hark. Currently in post-production, the documentary is expected to be completed in 1999.

## **Helping Youth Succeed: A Bicultural Parenting Video and Curriculum**

In collaboration with the University of Minnesota's Family Social Science Department, Asian Media Access completed work on a project called "*Helping Youth Succeed: A Bicultural Parenting Video and Curriculum*."

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 - how to 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 is distributed together with the parenting curriculum and

made available in five different languages: Cambodian, Hmong, Laotian, Vietnamese and English.

Asian Media Access was very fortunate in working with a group of dedicated Southeast Asian youth and parents. With their commitment, patience and enthusiasm, AMA was able to complete the project.

## **AMA TOBACCO PREVENTION MEDIA PROJECTS FOR POPULATIONS OF COLOR**

In 1998, Asian Media Access worked on several media project aimed at curbing tobacco use among youth of diverse backgrounds. The common purpose of these projects is to teach teens of color about the dangers of using tobacco. Using appropriate messages in multi-lingual resources, these projects hope to encourage teen non-tobacco users to be tobacco free as well as encourage teen tobacco users to quit. Working in partnership with several different organizations, tobacco prevention resources such as multilingual public service announcements(PSAs), a multilingual poster, tobacco use prevention internet website were created. AMA has also started work on a major project to develop a bicultural tobacco control video guide for pan Asian youth.

- **Minnesota ASSIST Project**

Twelve students of diverse backgrounds from Mounds Park Academy were actively involved in all aspects of this project. Assisted by AMA, they developed, translated, edited, and distributed the PSAs. The project produced a striking multilingual poster and a video public service announcement(PSA). An impressed national conference on Tobacco and Health invited the members of the team to present project at their national conference on October 26th. Copies of the poster were distributed.

- **Tobacco Prevention PSAs for the Hispanic Community**

Similar to the ASSIST Project, AMA worked with CLUES to produce video PSAs aimed at the Hispanic population.

A tobacco-use-prevention internet web site targeted to teens of diverse backgrounds is under construction and will be updated throughout the year. This web site will be linked with others around the state and nation to provide accurate, current information for teens of all backgrounds.

- **Bicultural Tobacco-Control Video/Discussion Guide for Asian American Youth**

This extensive project which started in 1998 involves the production and delivery of bicultural educational *Video Program/Discussion Guide* in tobacco prevention and tobacco control issues for Pan Asian youth and families. Four modules of dramatic video cases and the discussion guide will be developed into a package for youth workers, parent educators and health workers to use as an educational tool in tobacco prevention and outreach programs. These community-based, culturally relevant materials also can be used as an integrated package by school teachers, family educators, and others working with Pan Asian families along with other concerned issues. This project is a

collaboration with major mutual assistance associations, community-based organizations, university researchers and health educators.

## **FILM EXHIBITION**

### **Special Thanks:**

Bitters End; Central Motion Picture Corporation; Colin Covert, Star Tribune; Diane Farr & Dan Kirk, Metropolitan State University; Colin Geddes; Golden Harvest; Chris Hewitt, Pioneer Press; Japan Society; Rob Nelson, City Pages; Korean Cultural Services; Korean Quarterly; Nancy Manahan & Susan Sobelson, Minneapolis Community and Technical College; Miramax Film; Michelle O'Riordan, Film Australia; Riverview Theatre; S.H.E. Productions, Taiwan; Kate Steger & Oak Street Cinema; Gregg Salisbury, Asian American Press; Strand Releasing; Tai Seng Video Marketing.

### **Special Support:**

Minnesota State Arts Board, National Endowment of the Arts, Minneapolis Arts Commission, United Arts, 3M, Minnesota Humanities Commission, Metropolitan State University, Japan Foundation, Lavender Bridge (Student Organization, Metro State University), GLBT, Student Organization, Metro State University, United Ways of the St. Paul Area, Headwaters Funds, St. Paul Companies, McKnight Foundation.

### **Highlights**

Asian Media Access expanded its film programming in 1998, bringing in films from more countries, and bringing films to more places. With the installation of a 35mm projector and screen in the auditorium on the St. Paul campus of Metropolitan State University, Asian Media Access took steps towards establishing a regular venue for its expanded programming. While the popular Cinema with Passion series continued full steam on weekends at the Riverview Theater and now Oak Street Cinema, the Chinese Film Showcase, films from Japan and Korea, and the Asian Children's Film and Video Festival graced the new screen in St. Paul.

Continuing to look domestically and abroad for Asian titles, Asian Media Access presented celebrated films that would otherwise never have been presented in the region. AMA presented local premieres of such internationally celebrated films as Lin Cheng-sheng's *Murmur of Youth*, Tsai Ming-liang's *The River*, Zhang Yuan's *East Palace, West Palace*, Takeshi Kitano's *Kids Return* and *Sonatine*, Byun Young-Joo's *The Murmuring*, and Ebrahim Foruzesh's *The Jar*. These screenings, and many others, elevated the profile of Asian film locally while introducing Asians and non-Asians alike to some of the finest of Asian film culture.

Funded through the generosity of donors and with the support of a large, enthusiastic pool of volunteers, Asian Media Access was able to present more programming last year and had the opportunity to work with more organizations. Last year, Asian Media

Access presented films and videos at Minneapolis Community and Technical College, the Hmong Spring Fair, Oak Street Cinema, the Asian American Renaissance Festival, and Multiplex, an Independence Day installation with local independent film exhibitors from throughout the Twin Cities all participating. Asian Media Access also benefited last year from presenting programs with, among others, Lao Family, Independent Feature Project/North, the Fuschian Society of MCTC, the Minnesota AIDS Project, the Minnesota Men of Color conference, and Metropolitan State University.

### **Cinema with Passion Film Series**

Asian Media Access's successful Hong Kong film series continued this last year, ending the year with an additional -- and promising -- new location. After experimenting with Sunday night screenings at the Metropolitan State University Auditorium, AMA initiated Saturday midnight screenings at the local legend, Oak Street Cinema, in Stadium Village, near the University of Minnesota campus. The screenings there promise new audiences for this successful series. Friday night screenings at midnight and Saturday morning screenings continue at the beautiful and historic Riverview Theater in south Minneapolis.

While Hong Kong film does not seem to be the hip trend it once was, and as the HK industry undergoes some seismic changes, programming the Cinema with Passion series proved to be a challenge in 1998. Satisfying audience demand for their favorite genres and favorite stars, Asian Media Access juggled crowd favorites with newer, less familiar work in its efforts to showcase the entirety of this one-of-a-kind national cinema, to present talents that would otherwise go unscreened.

The series had a number of standout success. Audiences filled the theater for such events as the rare screenings of the Shaw Brothers classics *36th Chamber of Shaolin* and *Duel of the Iron Fists*; the 25th anniversary print of Bruce Lee's *Enter the Dragon*; and the entire *God of Gamblers* and *Chinese Ghost Story* series. AMA also introduced the Twin Cities to the latest in HK film work with screenings of Patrick Yau's *The Longest Nite*, Wong Jing's *We're No Bad Guys*, Ann Hui's *Eighteen Springs*, Gordon Chan's *Beast Cop*, Wai Ka-Fai's revisionist *Too Many Ways to Be Number 1*, and Ringo Lam's *Full Alert*. And of course, AMA delighted regulars and newcomers alike with return engagements of films featuring such favorite directors as Tsui Hark and Ringo Lam, and such megastars as Chow Yun-fat, Jackie Chan, Brigitte Lin, Stephen Chiau, Takeshi Kaneshiro, and, of course, Jet Li. Jet Li persists in being an AMA audiences' favorite phenomenon, drawing enthusiastic crowds with every screening. His latest film, *The Hitman*, for example, sold out the 750-plus seat Riverview Theater.

### **April 4-17, The Third Annual Chinese Film Showcase**

Continuing its landmark annual festival, Asian Media Access presented its Third Annual Chinese Film Showcase. Prompted by the number of Chinese directors dealing with gay and lesbian issues, Asian Media Access presented "*Sexuality in Chinese Film*" which

explores the controversial topic of gay and lesbian representation in films from Hong Kong, Taiwan, and the People's Republic of China.

Held at Metropolitan State University in St. Paul, the series presented the local debuts of such international film festival favorites as Tsai Ming-liang's *The River*, Lin Cheng-Sheng's *Murmur of Youth*, and Zhang Yuan's *East Palace, West Palace*. The diverse series also offered strong personal documentaries like Stanley Kwan's *Yang+Yin: Gender in Chinese Film* and Mickey Lee's *Not Simply a Wedding Banquet* as well as audience-pleasing gender-bending swordplay films and comedies from Hong Kong.

The series opened with an impressive panel discussion on AIDS outreach to the Asian American Community. Held at Lao Family Center and following a screening of Tsai Ming-liang's touching documentary *My New Friends*, this panel featured field workers from San Francisco and the Twin Cities area, discussing issues surrounding AIDS specific to the Asian American community. The Showcase also entertained a visit with video artist **Ho Tam**, who recounted his trip to the 1998 Tongzhi conference in Hong Kong, an annual event for Chinese gays and lesbians. Finally, a program of experimental (and mostly humorous) videos from gay and lesbian Asian American video artists drew an impressive crowd at Minneapolis Community and Technical College.

AMA's series was also remarkable for the outreach to the GLBT community. Such organizations as Asian Pacific Islanders AIDS Network, Minneapolis AIDS Project, District 202, the GLBT Partnership for Youth served as co-sponsors for specific films, and the coverage in the local GLBT press was praiseworthy, supportive, and thorough.

### **July 17-October 9, Contemporary Japanese Film Series**

With generous financial support from the Japan Foundation, Asian Media Access spent the summer showcasing recent film work from Japan, presenting local premieres of seven films at Metropolitan State Auditorium in St. Paul. Highlights included the well-attended screenings of international auteurist superstar Takeshi Kitano's *Kids Return* and the recently celebrated Naomi Kawase's *Suzaku*. The standout event was a tribute presentation of Akira Kurosawa's *Ikiru*. Thoroughly covered in the local media, this film drew AMA's largest audience yet to its Metro State venue.

### **October 16-November 13, Korean Festival 98: Films from South Korea**

This short series featured three different types of films from South Korea, a documentary, a classic work by an acclaimed director, and a brand new comedy. With an introductory talk by Dr. Byong Moon Kim, the presentation of *The Murmuring*, Byun Young-Joo's documentary about the comfort women was a particularly moving event: a local advocate, tirelessly working on the issue of restitution and reparation, Dr. Kim eloquently educated the audience on the atrocity perpetuated against these women.

The other films presented were Im Kwon-Taek's *The Surrogate Woman* and Park Chul-Soo's *Push! Push!*

### **December 4-13, Asian Children's Film and Video Festival**

This year, Asian Media Access amended its presentation of Asian films dealing with children with two weekends of public screenings. Previously, the Festival was directed exclusively towards educators and their students, with a workshop held to facilitate teacher-student discussion about the issues raised in the films. As orchestrated by Director of Media Education Phoebe Henderson, AMA again presented the workshop and screenings for teachers and students, but also drew crowds to its public screenings. This year also revealed a larger geographic reach, presenting works from more countries than the year previous. This year, films and videos presented life in Japan, Hmong America, rural India, Mongolia, Iran, and Taiwan.

Local press celebrated the presentation of Ebrahim Foruzesh's *The Jar*, and audiences also responded warmly to Hayao Miyazaki's *Kiki's Delivery Service*, Satyajit Ray's *Pather Panchali*, Nansalyn Uranchimeg's *Heaven's Animal*, and Yoshifumi Kondo's *Grave of the Fireflies*.

### **Film Distribution**

As a way to promote Asian art and culture, AMA has fourteen Hong Kong 35mm motion pictures in its collection for distribution in the U.S. These fourteen films represent an impressive, award-winning selection of Hong Kong film talent. The films have become a very important educational tool for teachers 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 are Stanley Kwan's *Rouge* and *The Actress*.

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

Asian Media Access 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 1998. AMA worked with many organizations including CAAM Chinese Dance Theatre, Asian American Renaissance, and Family Service Department, University of Minnesota. None is more important, however, than its continuing partnership with Metropolitan State University. Since 1994, in an innovative collaboration to promote multiculturalism and diversity in higher education, Asian Media Access has joined forces with Metropolitan State University to form an ongoing community partnership working to create beneficial resources and programs promoting multiculturalism in the community.

A significant development in 1998 was when AMA and Metropolitan State University, came together to establish a venue to screen 35mm film within the university's St. Paul campus auditorium.

Serving students in the metropolitan area whose needs are 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. 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.

### ***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 has commenced fundraising drive to establish a permanent 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 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, containing their perspectives. The programs would be distributed through PBS stations and cable channels.

### **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.

## **ADMINISTRATION**

### **Staff**

Ange Hwang, Executive Director  
Carl Bogner, Director, Film Exhibition  
Phoebe Henderson, Director, Media Education  
Johnny Koo, Production and Projection Coordinator  
Meejah I-ley, Manager, Arts and Design

### **Web Page Manager/Designer**

Andrew Zimmerman

### **Special Project Consultant**

Johnny Chio

### **Interns**

Corena Knoll  
Hana Van Engen

### **Senior Aide**

Nie Ben-Li\*  
\*Funded by the East Side Neighborhood Service, Inc.

### **Consultants**

Cassandra Faulkner  
*Media Program*

Kevin Fruechte, CPA  
*Consultant for Financial Management*

Stephen J. Lu  
*Computer Network Consultant*

Dewey White  
*Theatre Consultant*

## **1998 GOVERNING BOARD OF DIRECTORS**

- Betsy Flaten, Educator & Community Activist  
*President(1998)*
- Pam Guthrie, Manager, Cahoots Coffee
- Ange Hwang, Executive Director, Asian Media Access
- Mamie Jin, Director-Planning & Administration, Star Tribune, The McClatchy Group
- Dr. Maythee Kantar, Ph.D., Chairperson, Department of Media & Fine Arts, Metropolitan State University
- Regina Lai, Executive Director, Children's Hope International
- Steve Lentz, Vice President & Senior Counsel, Investment Advisers, Inc.  
*Vice-President(left, October 1998)*
- Nanette Schroeder, Minnesota Department of Technology(*left, October 1998*)
- Michael Taylor, Ph.D. Candidate, University of Chicago
- Mary Wong, Investment Executive, Dain Rauscher, Inc.
- Marcus Young, Director of Business Affairs, CAAM Dance Theatre, Board Member, Ordway Theatre Advisory Board & Headwaters Fund  
*Secretary (left , November 1998)*

## **ACKNOWLEDGMENTS**

**And, of course, to all of our 1998 VOLUNTEERS, a special thank you.....**

Chris Banks, Valerie Chang, Julian Davis, Michael Gause, Ching Hsiao, Mike Huspeni, Ejyo Katagiri, Emily Lai, Helen Lee, John Meixner, Chris Nordvall, Chris Senn, Ina Whitney and Greg Zurbay.

A very special thank you to Andrew Zimmerman, our web page designer and manager.

## **INCOME & EXPENSE AS OF DECEMBER 31, 1998\***

**(Unaudited )**

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

Contributed Income	\$130, 249
Movie and Services Income	\$123, 576
Other Income	\$ 2, 204
Reimbursement	<u>\$ 631</u>
Total Revenue and Support from Operation	\$256, 660

### **Expenses**

Total Operating Expense	<u>\$254, 358</u>
Surplus from Operation	<u>\$ 2, 302</u>

## **BALANCE SHEET AS OF DECEMBER 31, 1998\***

**(unaudited)**

### **ASSETS**

#### **Current Assets**

Cash on hand	568
Checking	31, 255.14
Savings - Production Studio Project	69, 096.53
Savings - Movie Theatre Project	31, 683.57
Account Receivables	<u>18, 666.60</u>
Total Current Assets	151, 270.46

#### **Fixed Assets**

Equipment(original cost)	<u>18, 777.73</u>
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### **TOTAL ASSETS**

**170, 048.19**

### **LIABILITIES & EQUITY**

#### **Current Liabilities**

Account Payable	40, 000
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#### **Other Current Liabilities**

Payroll Liabilities	
Federal Withholding Payable	1, 116.55
FICA Payable	1, 053.64
State Withholding Payable	386.29
SUTA Payable	3.08

Tax Deferred Annuity	<u>667.45</u>	
Total Payroll Liabilities		<u>3,227.01</u>
Total Current Liabilities		43,227.01

**EQUITY**

Open Balance	64,049.08	
Retained Earnings	60,469.36	
Net Income	<u>2,302.74</u>	
Total Equity		<u>126,821.18</u>

**TOTAL LIABILITIES AND EQUITY** **170,048.19**

\*For a full financial report of AMA, please refer to AMA FY 1998 audited financial statements.

**Institutional Support Received in 1998**

**General Operating**

Minnesota State Arts Board	13,962
McKnight Foundation	20,000
St. Paul Companies	10,000
Star Tribune - McClatchy Group	500
Working Assets	25

**Youth Media Programs**

General Mills	5,000
Grotto Foundation	5,000
Minnesota Department of Human Services	10,000
Minneapolis Public School System - HYPE Program	2,000
United Arts	500
United Way	2,500

**Youth Video Arts Training**

COMPAS	2,000
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**Tobacco Prevention Project**

Allina Foundation	5,000
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**Bicultural Parenting Video and Curriculum Project**

St. Paul Foundation, APECD	8,000
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**Professional Development**

Metropolitan Regional Arts Council	712
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**Production Studio**

Metropolitan Regional Arts Council	8,000
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**Movie Exhibition**

Asian Women for Tomorrow	2,500
East/West Exchange	300
Minneapolis Art Commission	1,250
No Name Gallery	100

**Film Festivals**

GLBT(Student Organization, Metro State University)	750
Headwaters Fund	1,000
Minnesota AIDS Project	400
Minnesota Humanities Commission	3,000
Lavender Bridge(Student Organization, Metro State University)	1,000
United Arts	750

**Community Partnership**

3M	3,000
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**Asian Pacific Community Center**

Headwaters Fund	1,000
St. Paul Companies	20,000
United Way	2,000
<b>Total</b>	<b>130,249</b>

**1998 ESTIMATED IN-KIND DONATION****In-Kind Donation From Organizations**

<b>Metropolitan State University</b>	<b>\$18,000</b>	<b>16%</b>
Office Space		
Telecommunication		
Printing		

<b>St. Paul Neighborhood Network</b>	<b>\$87,250</b>	<b>77%</b>
Production Equipment		
Studio		
Mobile Van		
Editing Equipment		

<b>Metropolitan Council</b> Cable Channel 6 time slot	\$3,400	3%
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<b>St. Catherine College</b> Media Program Facilities Auditorium Classroom Staff Support	\$4,540	4%
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**In-Kind Help From Individuals:**

**Media Education**

Planning Committee  
Camp Coordinators/Facilitators  
Panelist

**Media Production**

Production Crew  
Segment Producers

**Movie Exhibition**

Theatre Ushers  
Distributing Flyers  
Graphic Designers