

Access Accountability Quality

The airwaves (radio & television) are public property! Corporations receive leases to use the airwaves. They must agree, as "tenants," to serve the public. We have the right and the responsibility to know what they are supposed to be doing and *if* they are doing it.



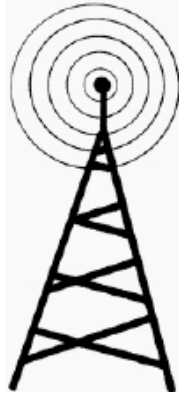
The number of media companies is shrinking *FAST*. Less than 10 multinational media corporations own a majority of our newspapers, television & radio stations, cable companies, magazines, movie theaters and many other media-related businesses. Federal policies continue to loosen restrictions for such corporate monopolies. Most of us are unaware and silent on this issue.

Are we getting programming that fairly reflects our society? Are we reading/seeing/hearing news that presents a variety of perspectives? Are the issues we care about shown without bias or stereotyping?

Even PBS NewsHour was recently analyzed* and found to use sources that are: 4:1 male; 2:1 Republican; 85% Caucasian. While the majority of public opinion has turned against the Iraq war, "stay the course" sources were quoted 5 times more than those favoring a withdrawal US troops and *NO* peace activists were included at all.

*see www.fair.org

Alternatives Social Justice



Media Justice seeks not only to transform existing media policies and practices, but to create and support alternatives that serve the public interest.

In Hawai'i, our public access cable television stations are good examples of places where community voices can be heard and the people can learn and use communications technology. Will they be there tomorrow? We need to make sure this access is protected and expanded.

Media both shapes and responds to issues. If we care about social justice, we should care about media. Media matters to community groups, GLBT organizations, labor activists, immigrants, environmentalists, artists, etc. What we're *NOT* hearing on the news might be even more important than what we are hearing.

Whether it's making sure our stories are told accurately, or telling them ourselves, groups that are marginalized, peoples that have no voice can build media skills and use media tools to create progressive social change.

Hawai'i People's Fund
 810 N. Vineyard Blvd. Honolulu 96817
 phone (808) 845-4800
 e-mail: peoples@lava.net
www.HawaiiPeoplesFund.org



MEDIA JUSTICE

Access
 Property
 Interest
 Control

**P
 U
 B
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 C**

*Who Is
 Telling Our
 Stories?*

CENSORED!

**N
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 W
 S** We Can Use
 Independent
 About Us

How much does a *FREE PRESS* cost?

Hawai'i People's Fund

**MEDIA JUSTICE
 Conference**

**Saturday, March 17, 2007
 Kapi'olani Community College**

The air
 waves are
 public
 property

NO Bias
 Stereotyping

What are you watching?

Registration Information
 &
 Conference Details Inside

**REGISTER
 NOW!**
 LIMITED SPACE

Group/Organization Name _____

Individual Name/s _____

Address _____

Phone _____ E-mail _____

\$15 per person \$ _____ total enclosed
 (\$20 charge at door)
 Please make checks to Hawai'i People's Fund

MasterCard, Visa, Discover

Card # _____ Expires (month) _____ (year) _____

Cardholder Name _____

Billing Address _____

We have limited funds for neighbor island travel scholarships (up to \$100 per person). To request, please enclose no more than one page including the name and contact information for person needing funding, constituency represented, and why you want to come to this conference. Is your participation contingent on receiving a scholarship?

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Conference Highlights

- Networking opportunities
- Information on the global, national and local media landscape
- Current and cutting edge media activism
- Diverse panels of local media experts
- Report from delegates to National Conference for Media Reform
- Small workshops and group discussions
- Funding opportunities for media justice projects
- Lunch Included!
- Useful resource packets
- Some neighbor island travel scholarships available

\$15 advanced registration—\$20 at door

Kapi'olani Community College
Ohi'a Building, 2nd floor (cafeteria)
9 a.m.—4 p.m.

Registration begins at 8:30 a.m.

Workshop Sessions will be self-selected. If your first choice is full, please move on to your second choice. They will all be great! More details will be provided in your conference packets.



- Native Voices Amplified
- Getting OUR Issues Covered
- Freedom of Information
- REAL Public Access
- Media: Doing It Ourselves
- Who Owns the Airwaves?

HAWAI'I PEOPLE'S FUND
Supports
HAWAI'I'S PEOPLE'S VOICES!



*What is the current landscape of media justice in Hawai'i?
 What assets must we protect and build on?
 What needs must be filled?*

Hawai'i People's Fund
Media Justice Conference

- ~ to increase awareness of media justice
- ~ to understand local challenges
- ~ to provide opportunities for networking
- ~ to offer the potential for collaboration
- ~ to explore possibilities for community action

Who should come:

- People who care about justice,
- People who care about media,
- People who care about media justice.

Saturday, March 17, 2007

Return the attached registration form or contact our office for more information.

Hawai'i Peoples Fund
Media Justice Grantmaking

Community Media Collaboration grant funding will be available. Details on grant requirements are available from Hawai'i People's Fund and will be distributed at the conference.

Proposal deadline is May 1.