

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
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phone (808) 845-4800
e-mail: peoples@lava.net
www.HawaiiPeoplesFund.org



MEDIA JUSTICE

Access

Property

Interest

Control

**P
U
B
L
I
C**

*Who Is
Telling Our
Stories?*

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

CENSORED!

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

Registration Form-Please Return by March 5, 2007

Travel Funds

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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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 _____

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

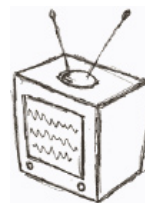
Kapi'olani Community College

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.