

Janis Lane-Ewart

Good morning. What a great video! Good morning. I'm Janis Lane-Ewart, and on behalf of our colleagues in media, I'd like to welcome you to Minneapolis. This has been an exciting week – a very exciting week here in Minneapolis. And how fitting to end this first week in June learning, conversing, and teaching each other about reform in the media.

It's likely that you know that you've come to the magnetic center of the universe. No? You didn't know that? Well, if you lived and worked on the corner of Cedar and Riverside Avenues, you know that there's an attraction of people and forces that is electrifying and forceful. It is from this location that KFEI serves community radio. We serve community radio in collaboration with our sister stations KBEM, KMOJ, Radio-K, and KNOW, also known as Minnesota Public Radio. [*Applause.*]

Our colleagues at Minneapolis Television Network and St. Paul Neighborhood Network ensure that community members have access to public television, along with television in Twin Cities Public Television, as known as TPT. A lot of acronyms today.

These are just a few of the public media organizations working on media reform. The Twin Cities is blessed with a plethora of print and electronic publications in Spanish, Somali, Hmong, Vietnamese, and several other languages. We have colleagues in this important work in the fields of public educational systems, labor, and health, and many are here today to learn from you what we might do better to engage people in making media mirror us. You. You. You. The Ethiopian young woman's not here, or the Vietnamese grandmother who would like to be here but she is not quite sure how she can work to reform media for her and for her community.

For the next 48 hours, we will learn from each other, will likely agree and disagree with each other on the methods or the process for engaging our communities in this important work. If we're really doing our jobs over the next two days, we'll go out and about. We'll talk with people on the streets, in the restaurants, in the stores, and ask them about the media – the media here and other cities around the world.

... I think we will agree that there is one definition for media reform, and that encompasses organizing, advocating, and educating. It's about people owning the media, and everyone having universal access to communications. [*Applause.*] Yes, it is.

In closing, I'd like to share with you some words from a Teton Sioux from the late 19th Century known as Lone Man. He said, "I have seen that in any great undertaking, it is not enough for a man or a woman to depend simply upon one's self or herself." Consider these words as you embark upon the next 48 hours on media activism. Be serious. Help each other. But more importantly, have fun. Thank you. [*Applause.*]