

## Article

Media Justice what is it?

When I think about MJ it is not something that started in the College dorm rooms or in Washington Dc with lobbyists

But it happens in people's houses, in barns, on a reservation, where people are and people communicate, they recognize something is wrong with the media justice and they want to take stuff back

They have organizers who recognize that something isn't right, and

Set up in a relationship of consumption to people who are producers and agents and organizers to fight for the media that they want – this is our role as media justice organizers

Why do they recognize: signs of what is wrong 0 it takes a while for people to understand

That something isn't healthy when people first realize that they don't see themselves, as young women of color

Wow, I never see me on the tv or hear me on the radio

What does media equity look like?

Media equity is not superficial – not just people of color or marginalized people on television

People behind the camera, people producing or writing

Media equity looks like, you need to know what the problem is

You have to look at ownership and infrastructure

We have to look at where we can make interventions community can make to produce content that actually reflects their reality

The way we think about a media outlet – owned by a media collective or worker's collective

Active place of media justice intervention is the movement around public access – the way leveraging public access in battles with cable companies

What is the problem?

Media system in which the content, the ownership, the infrastructure, production and distribution are dysfunctional, The system was intentionally consolidated for profit and to isolate and narrow the number of voices that would be heard. It's not accidental that the system privileges the rich and the powerful – many of the boards of directors share members Puipit for corporate interests – link with other industries that have been globalized.

Think of the media system as an industry – since the services and product that are created are cultural

If you think about EJ what people are fighting for about resources in communities

For marginalized communities, our culture is our weapon – and there have been many conversations about the commodification of cultures- the Iraq war and the consolidation of our technological platforms, it made cultural appropriation apparent but it

In the 70's you have had revolutionaries call to take back culture but you didn't have the widescale appropriation of cultures is at a huge scale, multi-platform

An ipod, a radio, its a whole other entity

Cost of producing is really cheap- now the now the

Converge of a fucked up monolith of media and the diy movemtns, there is a vacuum of theory – about how these things get learned gap of theory – that is where TWM offers some of its solutions

Internet allows for greater democratic participation than before – one, you have to have a computer, and be literate

It has connected a lot of people

Not about comparing the worse media oppression – however people in every country reclaim their human right to communicate

In China

We need to reclaim back from our state and the demonopolize the media system

Government regulate for lack of control

Governemtn deg – regulation that supprts market control or multiplicity of voices

Who should be particpaing in media justice – it belongs to the people –there are lots of diffrenat acts of media resistnace

Graffititi, organizers who attack ploliyc document a video collective otheir series of protestes and put a video describing their issue

Small and big acts at the same time

What's interesting is can you have a just media system w/out a just society-

I don't know how you would achieve a just media system withouth a just society-

The processes cannot be divorced.

TWM is one of the founders and leaders of the MJ network