



## **The People's Press Project**

**PPP is Fargo-Moorhead's only non-profit dedicated to empowering the community to impart media, rather than being consumers of media.**

We stand for the development and proliferation of Independent Media and the creation of new community based journalists to inform the community of the real news by the people and for the people.

We do this through training, access to equipment and strategic opportunities to develop media through Independent news sources, Social Networks and through the web.



News Corporation

VIACOM

CLEARCHANNEL  
RADIO



COMCAST

BERTELSMANN

*media worldwide*



# Quick Look at Local Media Consolidation

## The F-M Area Media

**1 daily newspaper, 6 weekly newspapers, 4 Network TV stations and 27 FM Radio Stations.**  
**The Majority of this Media is owned by 4 Major Corporations and only one is local company**

# 4

### Forum Communications

The Fargo Forum Daily Newspaper

Also Owns WDAY and WDAZ TV  
WDAY AM and FM and over 30 other  
newspapers in ND and MN.

They also own a local Internet Service  
Provider and printing companies

### Radio Fargo-Moorhead (James Ingstad)

KFGO, KMJO, KBVB, KRWK, KVOX,  
WDAY-FM (and operating KFNL), which  
were previously owned by Clear Channel  
Communications.

### Triad Broadcasting

Go Radio Froggy 99.9, FM 105.1, 107.9  
The FOX, Q98 Rocks, 1660 ESPN  
and 1450 KBMW.

### Hoak Media Corporation

KVLY-TV  
KXJB-TV  
This-TV



# Falling into the Cracks



## Dissatisfaction

- No Reporting
- Incomplete Reporting
- Unbalance/Biased

## Media Gaps

- Local Media Disorganization
- No Common Sharing
- No Filming of Local Governmental Meetings
- Lack of Access to Critical Information

## Examples

- Car Towing around MSUM in Moorhead in February
- Flood Diversion Issues affecting Moorhead and Fargo
- Lack of channel sharing in Cable Access between Fargo and Moorhead
- Fargo School District Owning Blue Stem Arts Park in Moorhead

## Problems

- No Opportunity For Discussion
- No Opportunity for Dissemination
- Lack of Community Organizing

## Solution





*“When other people tell our stories they often get it wrong and this causes great harm to our communities.”*

*-Joseph Torres*





## MEDIA JUSTICE FUND THEORY OF CHANGE EMERGING FROM GRANTEE PERSPECTIVES

