

SHIFTING TERRAIN

OUR CHALLENGE

Media and technology today are dominated by powerful corporations, their influence further legitimized by state collaboration. This collaboration allows corporations and the state to jointly monitor, limit, and exploit the use of media and technology, shaping an unequal terrain that sharply restricts what social movements can win.

This landscape disproportionately harms marginalized communities, exacerbating existing inequalities. While social movements use this terrain to amplify their stories, they often overlook it as a critical battleground. Simultaneously, media and technology advocacy organizations, primarily focused on policy in Washington D.C., lack connections to the communities that are disproportionately harmed. [Continued on page 2](#) ▶

OUR MISSION

MediaJustice provides **strategic and narrative leadership** that advances a liberatory vision for media and technology. By aligning more people towards a shared vision, we will arm social movements with the capacity to shape the media and technology terrain in to move us closer to liberation.

ALL THAT
YOU TOUCH,
YOU CHANGE.
ALL THAT
YOU CHANGE,
CHANGES YOU.



SHIFTING INTO A NEW ERA.

OUR CHALLENGE

This lack of cohesion weakens both groups, preventing them from effectively challenging corporate dominance. We settle for short-term wins that fail to fundamentally shift corporate control of media and technology.

In the long run, we must achieve a media and technology environment that champions justice and freedom. Right now, leadership is needed to guide people in recognizing media and technology as forces worth fighting for. This shift in approach is crucial for building a future where power and ownership of these essential tools are more widely controlled and influenced by social movements.

MediaJustice stands at the intersection of social movements and advocacy networks in Washington, D.C., uniquely positioned to bridge the gap between grassroots activism and policy advocacy. With a racial justice analysis embedded in our approach, we recognize the specific impacts on communities of color.

OUR ANSWER

MediaJustice will fight corporate power of media and technology in two ways:

- 01 **Through convenings and organizing efforts,** we will actively close relationship and collaboration gaps between social movements and advocacy organizations. By fostering unity and cooperation, we enhance our collective strength to confront the challenge head-on while addressing systemic racial disparities.
- 02 **Through education and analysis,** we will produce and amplify a new “common sense” around how people understand media and technology, grounded in a racial justice analysis. By disseminating knowledge and fostering a new perspective, we will build the pipeline of new leadership inside ours and other social movements.

OUR PROVEN TRACK RECORD MAKES US A RELIABLE FORCE FOR BUILDING THE POWER WE NEED TO **RESHAPE** THE MEDIA AND TECHNOLOGY TERRAIN.