

Main Street Project

July 27, 2009

Dear Main Street Project partners, allies, friends and supporters:

After five years of creative and powerful organizing leadership with Main Street Project, Amalia Deloney has accepted a position with the Center for Media Justice as Coordinator for the Media Action Grassroots Network (MAG-Net), a national network of media justice organizations. This is a tremendous opportunity for Amalia that builds on her most recent successes as our MAG-Net representative with the successful DTV Transition campaign and in expanding network membership.

Amalia has played a significant role in every Main Street Project community building and media justice program since we first began our work as an organization. The ground-breaking four-state Raíces project that she co-led was an example of her dedication and fearlessness in helping under-represented communities find their voice. We've learned a lot from Amalia about focusing on the strengths of culture and community, and are pleased to announce that she will continue to consult with us, supporting our ongoing efforts around broadband policy and media justice training.

She shares these thoughts about the transition: "I'm excited to support the work of Main Street Project in new ways, and look forward to continuing to work together through MAG-Net. It's been both a privilege and honor to work with amazing colleagues, community members and social change partners. I leave confident that the deep and meaningful work of this organization will continue." Thank you, Amalia – we feel the same.

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Please join us in welcoming Steven Renderos to Main Street Project in the role of Media Justice Organizer. We've been working closely with Steven during the last year on the DTV Transition and media justice training. Going forward in a staff capacity, he will lead Main Street Project's new Justice 2.0 project, represent our organization as we continue working with MAG-Net (while continuing to serve on MAG-Net's Coordinating Committee), and support community building work, such as the Fargo-Moorhead Common Threads Project and 2010 Census work.

Steven brings more than five years of community organizing and training experience, and more than eight years of filmmaking and media production experience to our organization. Most recently, he served as Project Coordinator of the Minnesotano Media Empowerment Project, an initiative of the Department of Chicano Studies at the University of Minnesota focused on improving the quality and quantity of media coverage and representation of Latinos in Minnesota.

Steven also serves on the boards of Headwaters Foundation for Justice, Organizing Apprenticeship Project, Alliance for Metropolitan Stability and La Asamblea de Derechos Civiles.

Contact information:
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Media Justice Organizer
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We consider ourselves very fortunate to work with such talented, dynamic people. Steven and Amalia represent the very best of how to organize for positive social change. We hope you'll join us in wishing them the best in their new ventures.

Don't hesitate to contact Main Street Project with any questions:
info@mainstreetproject.org or (612) 879-7578

Sincerely,

Niel Ritchie, Board Chair
Main Street Project