

Native American Public TV has new name, new mission

The Native American Public Broadcasting Consortium has changed its name and broadened its mission.

Now called Native American Public Telecommunications, its board met in November to finalize a corporate name change and revise its mission statement, culminating a year of long-range planning.

Since 1977, the nonprofit organization has developed a reputation as a national producer and distributor of authentic Native American programs for public broadcasting and built a collection of authentic Native educational video resources under the Vision Maker brand name.

NAPT's new mission includes an emphasis on working with Native American tribes and communities across the country in developing the use of multi-media — a broader range of technologies on all areas of the growing telecommunications arena including public television and radio, satellite communications, the

Internet and world wide web, and others. One goal is to bring a Native American media resource home page to the Internet.

NAPT Board member Ron Salak of KRWG public television summed up the expanded mission in this way: "When NAPBC was founded in 1976, our primary goal was to disseminate programming by and about Native American subjects via public television and radio stations. Now, as we near the end of the 20th century, the merging of computer, telephone, and broadcast technologies will result in entirely new ways of creating and delivering information, education and entertainment. Our new mission statement and new name reflect these changes and chart a path for NAPT into the 21st century."

Longtime board member Shirley Sneve (Rosebud Sioux) says, "The name change reflects growing priorities among tribal people as we employ new tech-

nologies. NAPT can provide services to tribes in areas of telecommunications as they relate to tribal services."

In other major actions at the California meeting, the Board designated funding for a Native language pilot project utilizing multi-media technology. This new effort will create educational technology opportunities as a model for tribal communities across the country.

The meeting also included the election of new board member Don Checots, Executive Director of the South Dakota Public Broadcasting Network. Officers were also elected for the upcoming year as follows: Chair: Alex Lookingelk, Director for Tribal Planning for the Standing Rock Sioux Tribe, Ft. Yates, ND; Vice Chair: LaDonna Harris, President of Americans for Indian Opportunity, Bernalillo, NM; Treasurer: Jack McBride, General Manager of Nebraska Educational Television Network, Lincoln, NE; and Secretary: Ron Salak, General Man-

ager of KRWG-TV, Las Cruces, NM.

Based in Lincoln, Nebraska, Native American Public Telecommunications oversees a variety of national media projects including the Vision Maker Video Collection, American Indian Radio on Satellite (AIROS) and its flagship program *Native America Calling*, the Tribal Infrastructure Information Highway Project (TIIP), as well as providing administrative support to the American Indian Higher Education Consortium Telecommunications Project (AIHEC). In addition, NAPT awards and manages production funds for public television projects based on the Native American experience.

NAPT is supported by project grants from the Corporation for Public Broadcasting, Northwest Area Foundation, John D. and Catherine T. MacArthur Foundation, as well as substantial in-kind support from the Nebraska Educational Telecommunications Center.