Studis stars in PSAs focused on reservations, need for giving

BY CHAD HUNTER

BERKELEY, Ark. — Cherokee actor Wes Studi is partnering with a national nonprofit organization for video public service announcements to raise awareness of realities on the reservations.

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The goal, Studi said in an interview, is to increase awareness and show that supporting Native-led causes is the only way we can create change.

"We are trying to get away from the misconception… about Native Americans," Studi said. "What we really want to address is foundation funding and let general, overall giving, which has absolutely dropped."

The announcement was made Oct. 4 in Bentonville during the Museum of Native American History’s inaugural Native American Cultural Celebration events for the PSAs. Studi associated with the nonprofit Townsend Native Americans. The series was developed to "pay on accord protocol" according to the partnership organization.

"He has filed five public service announcements with Partnership With Native Americans," PWNA President and CEO Katrina Pete Dietrich said. "They’re all focused on the misconceptions that as many people have about Native Americans. There are images, unfortunately, that have resulted in a lot of misunderstanding about tribal communities and about what is going on with the reservations."

The PSAs are "History, Tradition and Honor: Stories of the Reservations," "Families of Indian Nations," "Native Education, the Dream and the Reality," and "Giving For Native Causes."

"The American public is not extraordinarily generous," Dietrich said. "They have to understand that there’s a need. They have to understand that what they choose to contribute is very important and has a positive impact. This is where (Studi) comes in because he has the stature, the reputation to help people understand. They’ll listen to him."

An esteemed actor and producer featured in films such as "Dances with Wolves" and "The Last of the Mohicans," Studi will work on an honorary Oscar on Oct. 27. According to the Academy of Motion Picture Arts and Sciences, Studi is a professional with a passion for helping Native communities succeed.

"The reality of the situation," Dietrich said. "You have to hope in dispelling some of the myths that we all have been subjected to.

The PSAs are available to view at http://www.nativepartnership.org/site/PagesHero/ MPEG720p鸺果汁奥斯卡颁奖代y

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