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## Ellie 2.0: “Practical Idealism” as a Human Value January 18, 2018

It’s been quite some time since I last blogged—which reflects just how busy I’ve been in the last several months. All told, 2017 was quite a year—more than 100 speaking or training events in many new states and even Canada. It was a year of growing as a trainer and building my company, Human Inspiration Works, LLC.

Most of all, 2017 was a year where I experimented with the title of “radio host” by launching “Hidden Edges Radio with Ellen Krug” (H.E.R.) on KTNF, AM950 in the Twin Cities. The first H.E.R. show took place in early January and continued for every Sunday for the rest of the year. The show’s mission—to explore our collective attempt to survive the Human Condition—highlights personal stories of grit and resiliency to remind about our common good and common struggles.

Toward the end of 2017, Chad Larson, the owner of AM950, asked if I would be willing to do a second, weekly half-hour show that focused on my work to make the world a better place. Since first launching H.E.R., Chad has been a constant supporter; he believes that my on-air personality and style connect with listeners. With this second show, he wanted to push that connection as far as possible.

Thus, on January 8, 2018, I aired my first Ellie 2.0 show. This show’s mission is to talk about “practical idealism”—mine and that of others—as a real human value. If nothing else, the goal is to get listeners to again use the words, “idealism” and “idealist” in their daily thoughts and conversations. Unlike when I was growing up in the 1960s and ‘70s where “idealist” was considered a positive value, today that word and the larger concept of idealism have all but fallen by the wayside.

I believe that for our country to change—for us to get past all the crap that has surfaced to sow division and fear—we need to first be able to dream and talk about what a better society would look like. In other words, we need to sow in our minds the ideals of a world where people are valued regardless of their skin color or country of origin or religion or size of their paycheck and where everyone is given an equal chance to prosper and contribute. Enough with the fear mongering and marginalizing that has opened wounds we had long ago thought been healed!

I intend to have a role in creating that change and fostering hope for a better America and world. Indeed, that is my remaining life’s work.

I hope you will tune-in to Ellie 2.0 every Monday morning from 7:30-8 a.m. on AM950 to hear more of what I have to say about changing America. You can live-stream the show via this link or you can hear past shows by clicking here.

Thanks!

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