



Max Lugavere
and Jason Silva

THE IDEALISTS

MAX LUGAVERE AND JASON SILVA—better known as simply “Max and Jason”—have become the faces of Al Gore’s network, Current TV. Their story has the makings of a Hollywood screenplay: They met at the University of Miami and created a short film that was ultimately chosen out of thousands to make them the budding network’s anchors; they are both tall and handsome and, oh yeah, they seriously want to change the world.

“Current was all about democratizing television, which was an old, stifled media model,” says Silva. “We were these young people with a dream of shaking things up, and they loved it. We were all about selling ideas we were passionate about, not about selling ourselves. But, in turn, we sold ourselves to the network.” Today, the two host a late-night show, *Max and Jason: Still Up*, which features a series of videos on a vast array of issues and events—mostly created by the viewers. “We try to ask our audience of citizen producers to seize the day and tell their stories,” says Lugavere. “Let’s engage in meaningful conversation, with meaningful being the key differentiator.” Silva calls the show “a platform for social change.”

It seems that for these two, the work is never done. They live together in a two-bedroom apartment near Fairfax and think of it as their own personal think tank. “We’re very entrepreneurial,” says Silva. “It’s really healthy for us to live together, the house is kind of like a home office—a brain trust.”

When the two were moved to the West Coast to be the faces of Current, they had never been to LA and had no intention of being long-term news anchors. But fate can be an incredible force. “In LA you can make waves unlike any other place on earth,” says Lugavere. “It feels like the epicenter of pop culture in many ways—it’s a very powerful place.” Powerful, indeed. Since the duo landed in the City of Angels and started at Current, it has become the nation’s fastest growing cable network; they have starred in Gap’s “Icons” campaign and are now guest correspondents for the *Dr. Phil* show. This month Silva and Lugavere also have the distinction of speaking about technology and the media at The Paley Center for Media. Apparently, changing the world is a full-time job. “We want to be influencers and thought leaders,” says Silva. “Our priorities are straight.” —S.A.T.