

**JUST
SAY
NO
TO
169
DIY
MEDIA
PAMPHLET**

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③ **WORK IN PROGRESS**

this pamphlet you hold in your hands is not meant to be a complete and final product. it is a work in progress; a tangible entity awaiting new and wonderful contributions. it is a work in progress because being an independent alternative to corporate media is itself a work in progress. because the movement to stop this fucking superhighway is a work in progress.

of course the limits of time and volunteers defines its share of any incompleteness you find here in - but we believe it will always be incomplete. we hope this pamphlet, this movement, this battle for a better world will always be a work in progress.

may we never sleep...

-just say no to i-69 diy media pamphlet coordinating committee

④

ACTION NOW!

DO IT YOURSELF MEDIA

billions and billions of dollars change hands in the media industry. but you don't have to be in that paper chase to spread news and information. we can do it ourselves! empowerment and progress aren't found through the 6 o'clock news or that ad filled bundle of newsprint; they're made and created.

create a zine

this pamphlet, this zine, this paper with words was made by a couple people. we had to stay up late nite to get it done and, yeah, we had a computer - but that is all circumstantial. some paper, a typewriter or pen or both, and something to say. to draw. to scribble... it doesn't matter. putting together a zine is easy, fun, and an immediate way to have yourself heard - on your terms. when is the last time a newspaper did that for you?

create a poster

sometimes a zine isn't accessible enough. you have something to say and everyone in your neighborhood needs to hear what it is. posterizing is an amazing way to reclaim the space around you and to reach people

that never cross your social circles. besides, why should bands and politicians be the only beneficiary of using bold letters and simplified statements to reach the people?

create a stencil

while posters can hit strangers in the face, they're also temporary by design (though wheat paste can help that problem.). sometimes what you have to say transcends current events and is too explosive to be contained on a piece of paper. some cardboard, a razor blade, and a can of spray paint can be combined to make a beautiful new medium for your message.

create a billboard

while stencils allow you the sense of permanence, and posters allow you a lot of design options - neither is really all that big. and for some reason, all these companies in town get to dress the skyscape with giant ads and ugly, offensive imagery. isn't what you have to say a bit more important? so create a billboard and put it up. word on the street is big business won't mind... and if they do, don't tell 'em we sent you, because we have no idea what you're talking about.

© BLOOMINGTON MEDIA

print

the herald times – Owned by Schurz Communications Incorporated, the HT is Bloomington's mainstream paper with perhaps the broadest local readership. Its readership is limited, however, by the fact that you have to pay to access the HT, in print or online (www.heraldtimesonline.com). Its Monday through Saturday circulation is 27,540/day and its Sunday circulation is 44,197. Its parent company is based in South Bend, IN, and owns 18 papers, 5 TV stations, 12 radio stations, and 2 cable carriers. Six of their papers are Indiana papers, including the Bedford-Times Mail (along the I-69 route). You can submit tips, stories, or press releases online at <http://www.heraldtimesonline.com/tips.php> or by fax at 812-331-4285. Letters to the editor have a 200 word maximum limit and can be submitted online (www.heraldtimesonline.com/htoletters/index_s.php). Guest editorials are harder to get published, but longer – the max is 600 words. Note that the HT will not consider the editorial or letter UNTIL they confirm you sent it over email or phone, so check your messages.

the indiana daily student – Bloomington's free student paper, the IDS is an affiliate of Indiana University, meaning it is editorially and financially independent of the university (i.e. funded by ads). Online access is also free at www.idsnews.com. When school is in session it is published every weekday (NOT on weekends), and its circulation is over 45,000/day. In the summer, it is only published

on Mondays and Thursdays, and it does not publish at all over school breaks. As a student paper, quality and editorial decisions vary greatly. Press releases may be submitted by email at ids@indiana.edu, by fax at (812)855-8009. Letters to the editor, published on Thursdays in the Jordan River Forum, can be submitted to letters@idsnews.com, mailed, or dropped off in person at the IDS 120 Ernie Pyle Hall, 940 E. Seventh St., Bloomington, IN 47405. Letters to the editor have a 350 word limit and must include a name, address, and telephone number for verification.

vibe magazine – With its first issue out on April 3rd, 2008, the Vibe is a new free weekly alternative magazine that focuses on culture and promotional articles related to the Bloomington community. The editor is explicitly interested in promoting counter-culture and connecting people within it. While it seeks to engage in some political issues, it wants to be positive (for example its first article promoted the Bike Project as a great community resource). Its circulation is 10,000. Contact: editor@thevibe.com or events@thevibe.com.

the bloomington alternative – An online and email newspaper that recently stopped coming out in print form, the Alternative is published every two weeks on alternate Sundays (5.4.08, 5.18.08, 6.1.08, 6.15.08, 6.29.08, 7.6.08, 7.20.08, 8.3.08, 8.17.08, 8.31.08). Its website receives about 9,000 hits daily and has about 1600 unique users a day. It is an issue-based paper with some of the best investigative journalism in town. The editor, Steve Higgs, is sympathetic to activist issues, has covered I-69 for many years, and considers himself an environmental journalist. While its readership is small, it is dedicated and loyal. Contact

The Ryder – A monthly cultural magazine, the Ryder also sponsors an independent film series in Bloomington, and has occasional, in-depth feature stories on political issues. Contact: ryder@ryder.com

culture week – an irreverent monthly rag focused on local art and culture, rarely political, the aim is more to entertain and report on entertainment.

radio

wfhb – community radio station with several volunteer run and locally produced news and public affairs programs. The Daily Local News is a weekday half-hour program that prioritizes Bloomington and the WFHB listening community. If you are submitting a press release and story idea, writers will call for an interview between 2p and 5p on the day they run the story, and, like any daily media outlet, stories are prioritized in order of timeliness. Firehouse feedback is a weekly public opinion segment open to the public (like a guest editorial only on-air), featuring one four to five minute long opinion monologue per week. Eco-report is a weekly half hour local environmental show with short headline news slots and an 8-minute (usually done far in advance) feature slot. For all the news and public affairs programs, whether submitting story ideas, press releases, or a request to be on firehouse feedback email news@wfhb.org. For eco-report ideas or press releases, email the show's producer, Drew Laird at drewlaird@yahoo.com. calendar@wfhb.org - submit info for events at least a week of advance

⑨ REGIONAL AP CONTACTS

When sending e-mail messages to the

ASSOCIATED PRESS

do not send attachments.

EVANSVILLE

P.O. Box 1010
Evansville IN 47706-1010
(812) 423-8136
464-7480 Fax

INDIANAPOLIS

251 N. Illinois St., Suite 1600
Indianapolis IN 46204-1943
(317) 639-5501
638-4611 Fax

SOUTH BEND

223 W. Colfax Ave.
South Bend IN 46626-0001
(574) 288-1649
288-3197 Fax

LOUISVILLE

Courier-Journal Building
525 W. Broadway
Louisville KY 40202-2137
(502) 583-7718
589-4831 Fax/News
583-7487 Fax/Admin

CINCINNATI

c/o The Cincinnati Enquirer
312 Elm St.
Cincinnati OH 45202-2724
(513) 241-2386
241-2665 Fax

CARBONDALE

Carbondale Southern Illinoisan
710 N. Illinois Ave.
Carbondale IL 62901-1283
(618) 529-2528

CHAMPAIGN

Champaign News-Gazette Building
15 Main St.
Champaign IL 61820-3641
(217) 351-4094

CHICAGO

10 S. Wacker Dr., Suite 2500
Chicago IL 60606-7407
(312) 781-0500
781-1989 Fax/News

DETROIT

300 River Pl., Suite 2400
Detroit MI 48207-4260
(313) 259-0650
259-4966 Fax

GRAND RAPIDS

Press Building
155 Michigan St. NW
Grand Rapids MI 49503-2353
(616) 458-8853
458-3053 Fax



WIKIHOW

HOW TO WRITE A PRESS RELEASE

from [wikihow.com](http://www.wikihow.com)

a **press release**, also known as a *news release*, is simply a written statement distributed to the media. they can announce a range of news items: scheduled events, personnel promotions, awards sales accomplishments, tree huggings, etc. they can also be used in generating a feature story. reporters are more likely to consider a story idea if they first receive a release. it is a fundamental tool of public relations work, one that anyone who's willing to use the proper format can use.

this article is a partial version
for the full version, with much more explanation and detail, visit:
<http://www.wikihow.com/write-a-press-release>

steps:

- 1. write the lead**, the first sentence which grabs the reader and says who, what, when, where, why, and how. then fill in the next 1-2 sentences which expand the lead.
- 2. write the press release body copy**. the press release should be written as you want it to appear in a news story.
- 3. communicate the 5 w's and the h**. who, what, when, where, why, and how.
- 4. include information about who you are or represent**. when a journalist picks up your press release for a story, she will logically have to mention who you are in the news articles. journalists can then get you or your group's information from this section.

5. tie it together. provide some extra information links which support your press release or close the press release with the contact information.

6. add contact information. if your press release is really newsworthy, journalists would surely like more information or would like to interview key people associated with it.

7. signal the end of the press release with three # symbols, centered directly underneath the last line of the release. this is a journalistic standard.

tips:

- * if the press release is for immediate release, write "IMMEDIATE RELEASE" in all caps on the left margin, directly above the headline.
- * a follow-up call can help develop a press release into a full story.
- * include a "call to action" in your release. this is information on what you want the public to do with the information that you are releasing.

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SOME 169 RESOURCES ON THE WEB

stop169.wordpress.com is roadblock ef!'s page, there's a whole hell of a lot of information on there, including copies of the contracts.

carr169.org is carr's website

www.corridorwatch.org is out of texas, dealing mostly with the trans texas corridor (i-69 texas style)

<http://www.monthlyreview.org/0206vogel.htm#note1> is an article by richard d. vogel: the nafta corridors: offshoring u.s. transportation jobs to mexico.

<http://www.bloomingtonalternative.com/node/9211> is the most recent bloomington alternative article about i-69

<http://www.counterpunch.org/higgs08202003.html> is a letter steve higgs wrote in response to a npr segment on i-69

**FOR MORE INFO OR
TO CONTRIBUTE TO
FUTURE EDITIONS:**

**STRIKE.BACK.ALWAYS (AT) GMAIL.COM
ASK FOR MKL!**