

The Activists Media Toolkit
 is written by
 The Toolkits Collective
 in conjunction with Undercurrents
 16B Cherwell St, Oxford OX4 1BG
 info@toolkits.org.uk
 Tel: 07970 343486

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**We have tried to ensure all information is up to date and accurate,
 but accept no responsibility for incorrect or inaccurate information
 - if it's wrong - let us know!**
**And if you have useful contacts made through your media work -
 let us know and we'll include them in the next edition**

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using the media

There has been much debate among campaign and direct action groups about the use (or not) of the mainstream media. This booklet, not surprisingly, is to help those who wish to use the mainstream media, and to set up their own. Whether we like it or not, the mainstream is here to stay (for the foreseeable future at least). It's the only way to reach hundreds of thousands (or even millions) of people quickly and easily, so it's well worth planning a strategy for how to do it; especially as our opponents will be using it to spread their version of events anyway, whether we choose to or not.

Some of the coverage of events will be the typical bigoted knee-jerk journalism we have come to expect from the mainstream. However, where there is constructive involvement from their side, and assuming we can produce a coherent, reasoned message, there is hope of a public response. Many people are slowly becoming aware of the bigger picture and growing disillusioned with the endless crap spouted by politicians and the establishment - GM being a prime example, where even the tabloids obligingly sported banner headlines about 'Frankenstein foods'.

Working with the media is about being tactical and effective, but in its nature does involve an element of political compromise.

What are we up against?

Triviality. Every media outlet shares the same principal aim: to expand its share of the market. It does this by seeking to grab and hold people's attention. This is why the media concentrates so much on events, especially trivial, flashy and colourful ones, rather than issues. Most journalists are convinced that people can't concentrate for more than a few seconds and really want to hear about some overpaid footballer's new hairstyle or Freddie Starr eating a hamster, but are bored by mere trivia such as 1 million people marching against the war or communities

rising up against multinationals who are polluting their local area.

On the face of it, this is a major disadvantage for us, as our aim is to make people aware of big, important and usually fairly complex issues that can't be summed up in a soundbite.

Bias. Many outlets have a secondary aim: of pandering to the prejudices of their proprietors. Most large news-gathering organisations are run, funded and advertised in by billionaires and money-grabbing multinationals, which makes life still harder for us.

In practice, there are some outlets we simply have



to avoid: there's no point in approaching The Sun or the Daily Mail, for instance, unless you're appealing to narrow minded knee-jerk nationalism or one of the few issues they support - GM being a prime example. The Sunday Times has been waging war on protesters for years, and has no qualms about peddling utter bollocks in order to discredit the movement. On several occasions its journalists have attempted to infiltrate protest groups, or tried to secure incriminating information while pretending to be sympathetic. Avoid this paper at all costs.

But there is a surprising number of opportunities for making use of other parts of the right-wing media: some of the things that occasionally slip past the editors' noses at the Telegraph and Sunday Telegraph, for example, are pretty unexpected. While their editors and proprietors may be raving Tories, some of the journalists are reasonable people, trying to make the best of an unreasonable situation.

Newspapers are allowed to be partisan, but the broadcast media are legally obliged to be balanced and fair. In practice, as we know, this isn't always the case, and there are certain programmes, such as *Littlejohn*, or *Central Weekend Live* which are best avoided - they are the broadcast equivalent of The Sun. Don't appear on any programme produced or directed by Martin Durkin, the deranged far right libertarian who made the *Against Nature* series.

More importantly, the broadcast media's concept of fairness is a narrow one: as long as both Labour and Tory politicians have their say, balance is seen to have been achieved, even if the view from Westminster is just a tiny part of the political spectrum.

Most broadcast outlets are also very conscious of the views of their advertisers, and are even more trivial than the print media. The result is, once again, conservatism: broadcast journalists are terrified of telling their audience something it doesn't know already.

Playing the game. All media, but especially broadcast, tend to have a set of rules - a formula for what they mistakenly believe to be balanced and reasoned reporting. How many times have you seen a besuited exec, politician or 'expert' calmly explaining why the latest McShellbury's mega drive thru has to be built, supposedly for the good of the community, while journos conduct in depth

interviews with opponents of the scheme regarding the difficulties of personal hygiene while tree sitting? In short, if the media isn't playing politics with people in suits then it's ridiculing everyone else's opinions. Sadly, our job is to try to break through this and put ourselves across as more informed than the other side. It can be done, but you need to play them at their own game - yes, you may feel compromised and cheapened by playing by their rules, but you can do it and keep your integrity.

It's not all bad, we do have some advantages:

Integrity. We're genuine people, doing things because we believe they're right, not slimy hired hands pandering to the establishment for personal gain. This shows when we allow it to: an open and straightforward appeal to commonsense can cut through the clamour of self interest and spin-doctoring with a powerful resonance. When we keep our message uncluttered and get straight to the point, we can be devastatingly effective.

Articulating public sentiment.

People are increasingly prepared to listen to what we have to say: many know in their hearts that the world is pretty screwed up, and could be very much better. Activists using the media need to be able to persuade Jill Public to agree with them - the way to do this is to show you're

protecting the environment and community against the interest of money grabbing developers and politicians with pockets full of brown envelopes.

Inherent media friendliness

We're colourful, fun, outlandish and outrageous. Much as television executives might claim to hate us, television cameras love us.

Overall media strategy

Everyone has a different approach to media work, but there are some general themes which can be useful:

- Firstly figure out whether your action qualifies as a 'story' for the nationals. To be a story you need to be saying or doing something which when written up or broadcast will flog papers or stop people turning off the TV. It helps to be counter-intuitive, but also to have a new angle on a running story. Don't do stunts specifically for the media - they're too transparent.



www.minimumsecurity.net

- Far too often, media work tends to be tacked on as an afterthought to an action, with the result that there's either too little of it or the reporting is dominated by the story from the other side's point of view - any organisation/corporation/political structure of a reasonable size will employ a full time PR/media officer or team, who's sole task is to portray them as a nice friendly caring setup which has everyone's best interests at heart. They will dominate the media coverage of your event if you give them half a chance - and they're usually good at what they do: after all they're paid to be! Ensure you take as much care with media work as you do with tunneling or action planning - you want to educate the public and gain greater support, not risk the media machine alienating you even further.

- Out of the group of people who sort your media work you will need to appoint a single person as media 'co-ordinator'. You'll have to decide whether to have a single spokesperson or several - but decide this in advance, and have a single person managing press enquiries, passing them on if necessary. This person must almost always be based off-site, and (sorry to state the obvious) be confident at dealing with the media. Not everyone is good at this, the ideal person should be confident, sociable and not afraid to open their mouth.

- Use contacts you already have. Call journalists you've made friends with and ask them if they're interested or to pass you on to others. Activists often say 'never trust a journalist', but at some stage you'll have to. Although it's always difficult to talk up an action without completely giving the game away (especially on the phone) you have to try. Otherwise meet journalists you trust face to face. It's in their interests not to tell the cops and spoil the story. Get sympathetic journalists and photographers to come along on your action in an exclusive group (3-4 max) - don't tell them exactly where you're going - create an atmosphere of secrecy and excitement - journos love to think they're in the Famous Five. Use activist-journalists. Although national media may not turn up to your action initially, they may well get interested afterwards and want pictures or video. Make sure you have someone covering this - and make sure they're sufficiently skilled to carry it off.

- Timing is critical. You need to give the media enough notice of your action for them to respond, but not too much so as they forget. For a big action send out warning press releases a week and 3 days before the event. Look in the section on press releases for more info.

The day of the week will also make a difference as regards media coverage. Friday is the worst day,

Sunday the best, because it's generally short of news. The GM crop trashing at Watlington near Oxford took place on a Sunday afternoon, and received coverage on all the national TV news bulletins that evening and nearly all of the daily press the next day (with most of the coverage reasonably positive). If you can, try to give journos their story by early afternoon - by 5-6pm most of the make-up of the next days papers is already decided.

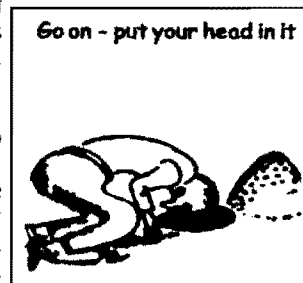
If you really want your action to be ignored by the media, do it on Budget day or when some foreign head of state is visiting - you need to look ahead and see what other events are going to happen that day. Also look out for other actions - the press will not usually cover more than one direct action story in one day.

How to write press releases

It's vital to get your press release right - newsrooms get hundreds every day and yours needs to stand out. Firstly, it must be written properly - it's a simple and straightforward formula and (sorry to be dictatorial) it MUST be applied. If it isn't, your press release won't work. Period.

Here's how to do it:

1. Write it in the style of a newspaper article, as a journalist might do. Make sure it's properly spelt and grammatically correct (get it read/proofed by several other people)
2. Don't rant. Try to couch your action in journalese - put the ranty heartfelt bits as quotes from your named spokesperson.
3. Get the headline right. No more than 8 words, again like it might appear in a paper - short and to the point - don't use puns or anything they won't understand. The headline has to grab their attention and stop them chucking it in the bin. Use a big bold font. Writing headlines isn't easy, and generally takes a good deal of practice. So practice. Look at how they do it in the papers, then try writing headlines for imaginary actions. Remember: in this as in all writing, a straightforward, plain style is best. Take the Birmingham Northern Relief Road protest, for example. A headline like 'Protesters occupy trees along route of new road' will consign a press release straight to the bin, as most journalists will imagine they've heard it all before. But 'World's longest sermon threatens to stop new road' (telling the



Environmental Activists Blockade GM Crops Company Press Release for immediate use 25 April 2003

Environmental activists opposed to GM crops this morning blockaded the UK headquarters of Bayer CropScience [1] near Cambridge [2]. The blockade is timed to coincide with the Annual General Meeting of the firm's parent company Bayer AG in Cologne, Germany where UK GM activists are simultaneously holding a protest. Bayer CropScience is the company leading the rush to commercialise GM crops in the UK and Europe [3].

The activists blocked vehicle access to the company's buildings by locking themselves together with metal tubes. One of the protesters, David Locke from Oxford, said "I simply do not trust a company with a safety and accountability record as poor as Bayer's [4] to introduce a technology as inherently unpredictable and potentially dangerous as GM crops."

Laura Nauder from London said "This year is going to be make or break time for GM crops. I think it is really important to send a clear message to both the UK government, and biotech corporations like Bayer, that the public still don't want GM crops, and that we will resist their introduction every step of the way."

Sarah Wise from Totnes in Devon said "would you trust the company that brought the world heroin, sarin, VX and Agent Orange [5] to make your food? - Because, frankly, I don't."

For further information phone 07940 159979 (on site)

Notes for the editor

1. Bayer CropScience was formed in June 2002 when Bayer AG purchased Aventis CropScience and merged it with its existing agrochemical business.
2. The blockade is located at Bayer CropScience just outside Hauxton on the A10, west of Junction 11 of the M11, near Cambridge.
3. Over 80% of the GM field trials conducted in 2002 involved GM crops now owned by Bayer CropScience. Should the UK government give the go ahead, Bayer CropScience's GM herbicide tolerant fodder maize and oil seed rape will be among

- the first GM crops to be grown commercially in the UK.
4. Bayer are currently embroiled in a series of multi-million dollar law suits after 100 people died and many more suffered serious side-effects after taking an anti-cholesterol drug made by Bayer known as Baycol or Lipobay. The Baycol scandal has wiped millions of pounds off Bayer's share price.
5. For more information on Bayer's history see www.bayerhazard.com, www.cbgnetwork.org and Uta Harnischfeger's recent article on Agent Orange in the Financial Times (Apr 15, 2003).

In April 2003 two groups of UK based activists (one in the UK and one acting in Germany) did two actions on Bayer AG, parent company of Bayer CropScience (the driving force for the commercial growing of GM crops in the UK). The actions coincided with the company's AGM being held in Cologne. In the UK 15 people blockaded vehicle access to the Bayer CropScience UK headquarters near Cambridge. In Germany 4 people disrupted the AGM.

Press work and how it went:

Before the action we wrote a press release (see above) and compiled a list of email addresses, fax numbers and phone numbers for journalists. This was left with someone not going on the action, to send out when the action started. Copies of the press release and the phone contacts were taken on the action along with a dedicated 'media mobile phone'. As soon as the blockade was up one person started phoning journalists to check they had received the press

release and give additional information. Local TV, local radio and national news wires were prioritised. Several local papers, local BBC and ITV sent reporters out. A telephone interview with PA newswire resulted in several newspaper articles. National newspapers were less successful. The local ITV news program based most of their report on footage shot by an activist. This footage also went up on UK IndyMedia

The action succeeded and we got fairly balanced local media coverage, though not much national coverage. Things that would have made it better:

1. Two people doing press work on the ground: one generally chasing up journalists and one phoning a handful of targeted journalists.
2. Getting direct phone lines for the journalists we wanted, rather than newsdesk numbers.
3. Having an agreed policy on giving video footage to the mainstream media, e.g using a 'Copyleft' agreement.

story of the vicar who has discovered that it's illegal to interrupt a priest during his sermon, and intends to preach continually in front of the threatened trees) will make them sit up and wonder what it's all about. If you want to mention the tree-sit, you can do so further on in the text.

4. The first paragraph is the most important. Tell the whole story - the what, why, where and when. This, again, is where you need to grab the journo's attention. The second and third paragraphs expand on the story, assuming they know nothing of the campaign/action/issue, and the fourth might be a quote.

5. Don't write more than a single page of A4. If you need to give more factual information, do so on a separate sheet, called 'Notes for Editors'. Again, break it up, as a large block of text will put them off. Use numbered paragraphs or bullet points to get across facts and statistics.

6. Write the date at the top, and also contact details. Always include a phone number (not just email), where contacts are DEFINITELY going to be for at least the next two days (mobile phone numbers are useful). Include a name (a real person if possible) and repeat the contacts at the bottom of the page.

7. An embargo is useful - put it at the top, above the headline - it means you are instructing journalists not to publish the information before a certain time. There are several good reasons for doing this:

- Journalists know they won't be pipped at the post by other people getting the story before them.
- It creates a sense of event.
- A timeline concentrates a journalist's mind.
- You know when to expect publicity and can plan your media response around it.

This is the usual format:

EMBARGO: 00.01am, Friday 15th May
00.01 is a good time, as the papers can keep up with the broadcasters, and it's less confusing than 00.00. But be aware that just because you put an embargo on the story, it doesn't mean journos won't be stupid enough to call the police or the company you're occupying to ask their opinion. So don't stick anything in which you don't want to be generally known. For immediate news, like the press release you send to say you have occupied a building/worksite etc don't use an embargo - put 'for immediate release' instead.

When to send it

Send it out in the early morning (before 10am) for an afternoon event, and the day before if possible. If your event is big, you could send out 'warning' releases 3 days and a week beforehand. If your action is a surprise (like an occupation or a lock-on) have

your off-site press officer send out a pre-prepared release the moment you are successful.

Who to send it to

If you think your story is going to generate a lot of interest nationally, send the press release to: all the broadsheet newspapers; BBC newsroom, ITN/C4 newsroom; Newsnight; Radio 4 (Today Programme and PM), Radio 5 Live, Independent Radio News, agencies (Reuters, PA, AP etc). Look at your regional dailies and BBC local radio as well.

You should also be aware of your local papers, news agencies and independent local radio (most local radio get their news from IRN, but some do have their own local bulletins) - there isn't enough space to list them all in the Toolkit, but you can get their contact details from the phone book or the Guardian Media Guide - see resources section for info. Don't forget to include individual and freelance journalists and photographers who seem interested in/sympathetic to the cause.

You will also need to tailor your press releases to the recipients - the local rags will need a different headline from the nationals - 'Fulminster's bypass threatened by protesters' may interest the 'Fulminster Advertiser', but to grab the attention of the nationals you will need something like 'New front opens in road protests'.



Don't forget the trade press - many of them take an interest in actions and campaigns affecting their business - during the M11 anti-road campaign in East London, press releases were always sent to the construction press as well as the national media, with some of their journalists following events closely and always seeming interested in the alternatives we proposed - after all, if we want rail instead of roads then they'll probably still be building it. They are also not afraid to provide strong editorial comment on the state of the industry and issue, affecting it, with the result that if a particular industry's media is advocating change, it's only a matter of time before they get noticed by those who need to keep them sweet to ensure they get re-elected.

There is a small database of trade press in the book. We have included the most likely ones we can find, but look around on your next office occupation/site visit to see what they're reading. Check the Guardian Media Guide for listings specific to your campaign.

Don't forget the alternative media and email lists - vital for drumming up extra support.

How to send them

Generally the best way to send a press release has been fax and often still is. However the media are using email more often, emails for newsrooms are included where we've been given them. If in doubt call the newsrooms you want to contact and ask how you should send them a press release, as at the time of writing the situation differs between companies - for instance, when updating the database we call all the listings to check their details. When asked for a fax number, the Independent on Sunday said that they always use email and the fax rarely gets looked at, whereas the News of the World, when asked for their email address were taken aback by the mere suggestion they might use it!

The majority of individual journalists in a company use email, so it makes sense to use this as well where you can get their individual addresses. It's generally very productive to spend a few minutes talking to journalists by phone and getting them interested in the story, develop these relationships and you will benefit from this during future actions.

We've also found that news agencies (Reuters, Press Association, Associated Press) can be very useful in terms of the number of outlets they syndicate the story to, so it's always worth making sure they get your press releases.

A fax modem is invaluable and means you don't need to sit by a fax machine for hours. There's plenty of free fax software available on the web that uses a database of numbers and a modem to automate your faxing.

Always follow press release rules and don't send spam. Snail mail is virtually useless.

Follow up

Give everyone a call to check you've sent it to the right number, or that it hasn't been buried under a pile of other paperwork. Things often get lost in newsrooms, be it press releases, journalists' concentration or the essence of the story. We have called everyone in the database to check fax numbers, but they can still get changed or moved around the building. The phone call can be a quick one - 'did you receive our press release?', 'will you be covering the action?', 'do you need any more information?'

Don't be put off by their rudeness - this is what they're paid for. Be ready to expand on the story, or to tell them why it's such an important issue, especially if they don't think it is. Be concise and polite.

8 If the action is going on for longer than one day (such as an eviction or occupation) then send out

a new press release every day - as long as you've got something to say - e.g. 'new record set for crane-sitting/tunnel occupation' etc. This will often give the opportunity to cover the wider issue rather than just the event.

If you get some amended contact details or new and useful contacts please let us know (contact info is on inside front cover) - we'll include it in the next edition.

Dealing with journalists in person

The media-exploitation process is about news management - once journalists get to the action as well as when you're trying to attract them. You've got to give the best possible account of what you're doing, and provide the clearest possible explanation of why you're doing it. This means you have to do several things:

Make sure the right people talk to the journalists

We all have different talents, and generally in campaigns, people find their niche. Some people are good at running over aerial walkways or constructing elaborate lock-ons, others are good at designing flyers and newsletters. Some will be good at talking to people, and are persuasive, articulate and well briefed on the issues - these are the people who should be talking to the press. Yes, we know that as well as your single issue, we are trying to change society as a whole, but you have to remember that journos will use any excuse they can to have a go at trivial issues that are nothing to do with the campaign - the finer points of tree-sitters hygiene, the length of dreadlocks, how you are 'not actively seeking employment'... So it is best for the campaign as a whole for the person or people who will be talking to the press to look and sound similar to what the media class as a 'normal' member of society - after all they don't get out often enough and will be having trouble crossing the cultural divide as it is. The best way of practising is by getting together and role-playing activists versus dodgy reporters.

Be careful, but don't come across as suspicious

Some of them will be there to help you, others will be there to undermine you. Sometimes the latter will pretend to be out to help you. The only real safeguards are:

- know who they are. Ask them their names and who they work for. If they ring from the Sunday Times asking for details of where to come, tell them you're busy and will ring back later, then forget to ring back. You should find out who the dodgy people are before the action, so you'll know to be ultra-careful if they

turn up.

- don't say anything stupid or risky.

- be friendly, whoever they are. Bite your lip. Don't put their backs up even if you can't stand them.

Be a tour guide.

Take them round the event/site and show them what you want them to see. Introduce them to people who'll get on well with them, and keep them away from the people who won't be able to restrain their contempt. If it doesn't seem like a major intrusion on their privacy, stay with them, in a friendly way, and talk them through everything they see.

Be ready to deal with the ones who don't turn up

However good your publicity, lots of journalists won't be able to make it, but might still be interested. They'll want to know what's happening and how things are going, so there should be at least one person available with a working and charged-up mobile phone whose number is on the press release. Journalists are suckers for on-the-spot reports, so when they ring, put some excitement into your voice. Give them plenty of colour, make them feel they can see it.

Being interviewed

Interviews, and particularly studio discussions, can be a bloodsport, and you, the interviewee, are one of the combatants. People watch or listen to them in the earnest hope that one or other of the participants will be gored to death. Like any other fight, you win not through brute force but through skill. And, like any other sport, there are rules you have to follow.

So here are the rules and tactics. Practice, as in any other sport, is absolutely critical. If you haven't done many interviews before, get someone to pretend to be the interviewer a day or two before you're due to go on, and get her or him to give you a hard time. See how you do, and find out which parts of your technique you'll have to brush up.

If you don't practise, expect to be caught out every time. If you do practise, you'll find that all you have to do is repeat what you've been through already.

Rules and tactics

i. Be informed. This is the golden rule. Remember, this is an information war, and the best warriors are those with the best information. Don't go into a studio unless you're confident that you know your subject better than the person you're up against, and can head her or him off if they try to outfox you with some new facts. This means lots of reading. Make sure your information is reliable and stands up to critical examination.

ii. Be calm. However much the issue, your opponent, or the media itself winds you up, you mustn't let it show. Generally the calmest person is the one the audience sees as the winner. This doesn't mean you can't be passionate and enthusiastic, but your passion and enthusiasm must be tightly controlled and mustn't, repeat mustn't, spill over into anger or hostility. If necessary, take a deep breath before answering the question. Be polite but firm with everyone.

iii. Be concise. It's amazing how little time you get. You must know exactly what you want to say, and say it in as few words as possible, with clarity and determination. The main point must come at the beginning of the interview: you should summarise the whole issue in just one or two sentences before expanding on your theme. Have a maximum of three main lines of argument. Any more and both you and the audience will get lost.

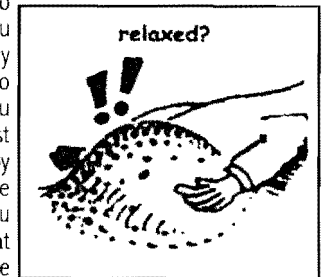
iv. It's the answers that count, not the questions.

When you go into the studio, you must know exactly what you want to say and how you want to say it. Most questions asked by journos are predictable so you can anticipate what to say and have some answers

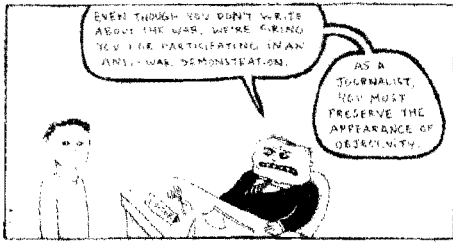
already worked out - especially for the boring bits they always ask, like the condemn/condone violence one and other things which seem unbearably trivial.

v. Don't necessarily answer the question directly - deal with it as briefly as possible, then get to the points you want to make.

vi. Sad but true - soundbites are needed. Keep it punchy and short, and put more emphasis in your voice than you would in a normal conversation. You have come to make some important points, and must get them across in such a way that they can't be ignored. It might sound strange when you first do it (and practice it before you do a real interview), but on an air it'll sound fine. In fact if you don't you'll sound flat and boring. It's a bit of a balancing act, projecting well whilst staying calm. Make your points as clearly as possible. Use short sentences and simple words. The best come across as keep some personality rather than being boring smoothly spun doctors.



vii. Finish your point. If the interviewer tries to interrupt before you've got to the important thing you want to say, don't be afraid to carry on talking until you've said it. Sometimes it's useful to say 'Just a moment' or 'If you'd let me finish'. Be assertive without being rude. Don't let yourself be bullied.

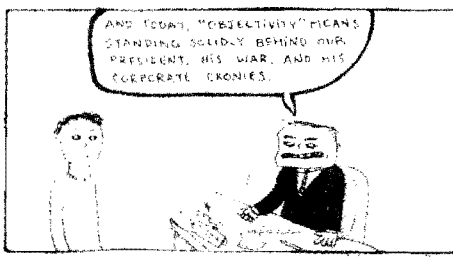


viii. Turn hostile questions to good account. There are at least a couple of ways of doing this:
 - Deal with the question quickly, then move on to what you want to talk about. This is the simplest and safest way of handling tricky questions. A good way of doing it is to agree with part of the question, then show it's not the whole story. 'Yes, of course human welfare is critically important, but that doesn't mean we should neglect animal welfare. At the moment, x per cent of dairy cows die before they're six years old from the terrible conditions they're kept in. Now that doesn't do them any good or us any good.'
 - Undermining the factual content of the question. In other words, don't let the interviewer push you into a corner. (eg Q: 'But, given that biotechnology is necessary to feed the world, what you're really doing is putting wildlife before humanity.' A: 'In fact you're wrong to suggest that biotechnology is necessary to feed the world. By concentrating food production into the hands of a few multinational corporations ...'). But always, always, bring your answer back round to the point.

ix. Leave your notes behind. If what you want to say isn't in your head, you shouldn't be in the studio.

x. Use your body. On TV a good rule is that your head and torso should stay fairly still (which makes you seem solid and trustworthy), but your hands should lend emphasis to what you say (they can help to drive your points home). Eyebrows are pretty useful too.

xi. Humour. If you can do it without making it sound frivolous or irrelevant, a bit of humour can help a lot to win your audience over. Gently satirising your opponent's position is often quite effective. ('Well, let's take a look at this. Countryside Alliance. Its main lunder is the Duke of Westminster, who, as his name suggests, is a horny-handed son of rural toil...')



xii. Don't hate your opponent. This is perhaps the hardest task of all, but it is necessary. Whatever you might think about the person you're up against, you must leave your feelings at the door of the studio. If you allow yourself to hate them, you'll lose your cool, lose focus and lose public sympathy. One way of dealing with your feelings is to regard your opponent as someone who has been misled and needs to be told the truth. Think of your role as being to put them right, rather than to put them down, and you'll find that when you go into the studio you'll be a lot less tense. And remember - when you go into a studio, you are there to tackle one issue and one issue alone, not to put right the ills of the whole world. Concentrate on one task, and you'll make life a great deal easier for yourself.

FOLLOWING UP

A. Keeping up your contacts

It's a good idea to write down the names and numbers of all the journalists you meet, and maybe make a brief note of what they're like and how they treated the subject. If you're going to be involved in a long campaign, keep the sympathetic ones informed about it every so often, so that when the next event comes up, they won't have forgotten what it's all about. Share your contact lists and experiences with people in other campaigns: it could help them a lot. And send us your contacts so we can include them in the next edition!

B. Complaining

Activists are treated unfairly by the press more often than any other group of people except gypsies, travellers and asylum seekers. The reasons are not hard to fathom: we're challenging powerful vested interests, are prepared to break the law and, above all, we can be discussed collectively without any fear of libel, as we do not belong to incorporated organisations.

So, for example, the Sunday Times claimed that 'eco-terrorist' tree-sitters at Solsbury Hill booby-trapped buildings, attacked guards with catapults and crossbows and dug pitfall traps full of metal stakes - safe in the knowledge that as long as no one was

named, no one could sue, even though the whole story was refuted by the police. Had it, on the other hand, made the same allegations about security guards, Reliance would have sued the pants off it, even if neither the company nor the guards were named, as Reliance was the only security company on site. Redressing bullshit stories is difficult, time-consuming and often very frustrating, but sometimes it works. If we don't complain, the media will feel free to do the same thing again. Here are the options:

i. If you're fantastically rich, have been named in person and have lots of free time, sue for libel. It's not an option for most of us, but if you know a lawyer prepared to work for free, it's worth sending a threatening letter. It might prompt the paper or programme to issue an apology and settle out of court: a few thousand quid for your cause never goes amiss. Don't try it without a lawyer: they'll laugh it off. There is no legal aid for libel cases.

ii. If you or your movement have been slagged off unfairly in the papers, but there's no possibility of legal redress, there are several other options. None are ideal, but they're all better than nothing:

- Write a letter for publication. Make sure it's short, pertinent and not personally insulting. Humour and irony are particularly useful weapons.
- If you can bear to, talk to the journalist who stitched you up. Be ultra-reasonable and put your case calmly. Just occasionally, this works, and they relent and write a follow-up piece putting your side of the story (this doesn't work with the Sunday Times).
- This is very long shot but, if you've got good writing skills, see if you can persuade the comment editor to let you write a column putting your case.
- If it's a local paper - write a leaflet/newsletter etc. with the whole story and distribute these anyway you can. We could not suggest you go into the big newsagents and stick a leaflet in every copy of the rag in question. But you could stand next to the street paper sellers giving them out, distribute to all the houses in an area affected by the story... but this needs time and bodies.

iii. Appeal to the Press Complaints Commission. It's a voluntary body set up by the newspapers and is pretty useless, even though most of its members are now from outside the press. Its code includes guidance on privacy, right to reply and journalists' behaviour. Press Complaints Commission, 1 Salisbury Square, London EC4 8AE. Fax: 0207 353 8355. Tel: 0207 353 1248.

iii. If you've been stitched up by the broadcast media, your prospects are rather better. It's governed by laws

and codes which are supposed to protect both the public interest and individual rights. For a small complaint, take it up with the programme concerned: preferably with the producer or series editor. If you don't get satisfaction, try one of the following:

- For BBC programmes: The BBC Programme Complaints Unit, Broadcasting House, London W1A 1AA
- For an ITV programme: The Independent Television Commission, 33 Foley Street, London W1P 7LB. Fax: 0207 306 7800. Tel: 0207 255 3000. Email: 100/31.3515@compuserve.com

- For independent radio: The Radio Authority, Holbrook House, 14 Great Queen Street, London WC2P 5DG. Fax: 0207 405 7064. Tel: 0207 430 2724.
- If you've got a major complaint, contact the Broadcasting Standards Commission, as well as one of the above. BSC, 7 The Sanctuary, London SW1P 3JS. Fax: 0207 233 0544. Tel: 0207 222 3172.

Always ask for a copy of their regulations before making a complaint, so you know what is a valid application. Include the name and date of the programme. Be prepared for a long wait, and keep on their case.

Complaining about unfairness in the broadcast media can be spectacularly worthwhile, as the producers of Channel 4's atrocious *Against Nature* series found



to their cost. Following scores of complaints, the Independent Television Commission delivered one of the most damning verdicts in its history, with the result that Channel 4 had to make a humiliating prime time apology and the series director, Martin Durkin, had to resign from the company he worked for.

Remember: if they stitch you up and you don't complain, they'll do it to you again and again.

Conclusion

All campaigning is hard work, and exploiting the media is just as hard as any other aspect. We've tended to neglect it in the past, and then wonder why no one comes to our aid. Our movement needs specialist media workers, just as much as it needs specialist tree climbers. The more there are, the more clearly our message will come across, and the more people will be attracted to our cause. This is how small rumblings turn into earthquakes. The revolution will be televised, but that doesn't mean that it won't also be live.

getting pictures published in the press

No one can deny that the press is deeply cynical of the information they receive. Given that a picture paints a thousand words this same rule must apply to photographs. However, everyone has to start somewhere: there are many photographers around who cut their teeth on direct action and gained credibility as good journalists by getting THE picture that illustrated the story. Many had/have their hearts close to the campaigners. The old saying by war and documentary photographer Robert Capa 'if your pictures aren't good enough then you're not close enough', still holds some truth despite the surfeit of irrelevant PR stunts posing as stories in the press.

It's a battle to get pictures in the mainstream press; more so now than ever due to the grip advertising has over the newspapers (the car lobby etc). There is a somewhat naive belief (we've all been guilty of it) that if you are fired up about an issue then everyone else should be as well. Harness this feeling and channel it in a positive direction.

There are 2 aspects to getting pictures in:

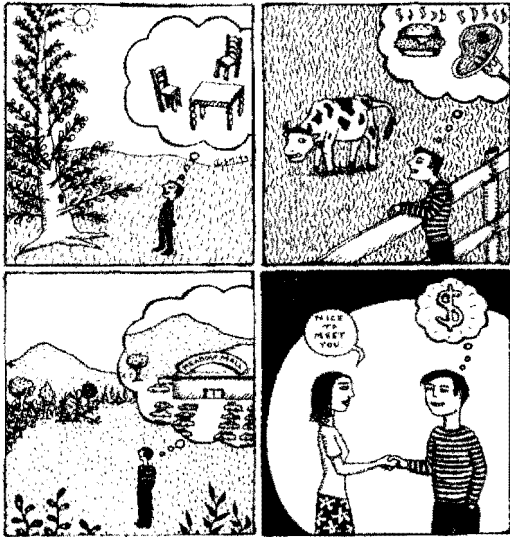
1. The savvy - the psychology of getting them to publish the pictures.
2. The method - The practicalities so you don't lose your pictures (newspapers are notorious for this) and the technology used to get the pictures onto the picture desk.

Local News

Most news stories start on a local level, so we'll deal with the local press first:

1 2 These newspapers tend to use staff photographers who mostly are covering cats

up trees and grannies receiving cheques. To stick a 'staffer' on a protest often takes up too much time and many of these newspapers aren't interested in the wider social issues, even though the events in question are happening in the community they are meant to be informing. Keeping their advertisers sweet tends to be more important than representing the truth.



However, it is worth sending pictures in - at the very least it tells them that you are on the scene and if you're lucky you may just happen to have the picture they want.

NEVER say you are a campaigner or activist it's the kiss of death. A good strategy is to say that you are a photography student and you are working in the area (this avoids coming over as partial). Impartiality is the watchword of the media (even though the machine itself is run by corporate money and

rules). Campaigners are 'partial' and to be avoided. Say you have some good pictures of a local issue they might be interested in and would they like to have a look with a view to the possibility of publishing them. Flatter the picture editor/news editor (it costs nothing except your pride).

DO NOT give them originals. Shoot on colour negative and get prints made. Or, if you can get a reasonable digital camera (capable of 4mb file size) then email them a picture. Get a signed delivery note if you can. Expect to get paid (usually around £20-30 per pic) but don't go crazy if they say they don't pay - they often believe that if you're a student or rookie photographer then you will be grateful for the publicity. If the campaign is the thing then getting it into the press is what counts. NEVER lose your rag with them

- any sane person feels this way if they're emotionally involved in an issue - stay cool. You can always come back for a second go later in the campaign. Make sure you get a credit (also known as a byline), especially if they aren't paying. You will then have a record of pictures sold to the press, making it easier next time.

The golden rule is: if they accept your pictures don't expect them to publish the ones you want. Editors have their own take on the story and will often print a derogatory article using a great picture that you have taken.

Conclusion: It's not all pot luck. The editors are cynical. Be nice even if they are the epitome of everything you hate. On the whole they will be interested to have a look at your pictures if they are any good...you'll have to judge this from feedback from your friends and fellow photographers, whilst picking up ideas from what is being published already.

National News - A whole different ball game.

These days all the national picture desks are accepting their pictures digitally (via a phone line); this has the effect of censoring many of the amateurs/campaigners out of getting pictures published on spot news stories (i.e. time specific ones). The cost of an adequate digital camera can run to about a thousand quid. However if you do have access to one of these it will open up many avenues. You will also need access to a computer, picture editing software and email. For big spot news stories there will often be an agency (i.e. Reuters, ISF, Associated Press) photographer there who will have all the digital gear and you will not be able to compete on time. These guys also have a track record as an accredited news source with the picture desk.

If you are not working on urgent news stories but are trying to get an issue covered as a feature (often the best option) find out who the journalists are who are sympathetic to social/environment causes and link up with them. Call them at the newspaper having studied their form from reading their articles. Flatter them - they don't get much of that and they deserve it if they are any good. It won't make you feel sick because it will be genuine.

On the whole photographers do as much as journalists in sussing out the story and often your information is very useful. By working together you will get the journalist's respect and gain credibility with the newspaper. However, do be aware that there is always the chance of having your story stolen and given to one of the few staff photographers that the

newspaper is still employing. Here you have to be clever. Journalists are not white as the driven snow. The story is the thing to them and most don't give two stuffs about the emerging career of a rookie photographer.

On the other hand working in this type of feature environment removes most of the speed pressure. You can get prints made and hang onto them until the picture editor of the newspaper gets in contact with you. Put all the caption detail on the back of the print along with your contact details.

As a rule there are 3 ways of getting pictures published in the press:

1. Being a freelance who has a recognised name to picture desks.
2. Having a really strong picture that no one else has. (e.g. Anne Widdecombe being pied).

3. Work alongside a sympathetic journalist. But above all don't rant about the 'cause'. Empathy is the name of the game; bearing in mind that most people in this field are under intense pressure covering many news stories and make it feel like they are doing you a favour covering the issue you are impassioned about.and don't give up in the face of cynicism.



You will often find that your campaign/protest site attracts local freelance and student photographers. Often you will find that they are sympathetic to the cause, in which case you need to get to know them and work together with them. There is a growing band of freelancers who are activists at heart and cover campaigning and direct action whenever they can (believe me, they are doing it because they believe in it - it's bloody hard work for very little money). You will soon know who you can trust, and you can then give them tip offs as to the next action, so they can get the best pictures before the main body of the media arrive or the police cordon the area off. They will also have the contacts needed to get these pictures published.

selling your video image to television

Why offer your images to TV news?

The established TV media have the power of mass distribution and we would be unwise just to ignore it. While it is vitally important to concentrate on creating outlets for our stories such as public screenings, alternative news videos and CDROM's as well as Internet broadcast, we can utilise TV for rapid dissemination on the day.

But is my small video camera good enough?

Despite what a few news editors may tell you, camcorder images are good enough for TV. In the early '90s, when Undercurrents began trying to sell footage of direct action, newsrooms would drone on that the quality would be too low, without actually watching them. This viewpoint probably came from camcorders being associated with home movies. In response, Undercurrents trained activists to record their own images to the best quality possible. Within a couple of years we were, and still are, providing images recorded on domestic cameras, for transmission internationally. Today, most documentary and news crews use small camcorders, which are slightly better than domestic ones such as Digital video (DVCAM). They cost much less than shoulder mounted cameras. They may have been slow off the mark in joining us but the camcorder revolution is now in full swing.

Why don't news channels send their own crews?

What broadcasters call 'News' is mostly a series of public relations stunts such as royal outings and police crime reports. All pre-arranged in a set format so everything is safe and predictable. Direct action rarely gets on air, mainly because news editors would have to gamble on sending crews to an event at which the unexpected may happen and throw out their tight time schedules. News-gathering in Britain is painfully slow to react, so it is up to independent video journalists and activists themselves to bring the news direct to the newsrooms. A good example was in Genoa during the G8 protests. BBC sent 43 reporters and only one reporter was assigned to the 250,000 strong protests happening outside the politicians' enclave. In the end it was the video cameras of Indymedia and Undercurrents who highlighted the real story of violent state repression.

But I'm not a professional!

The notion of expert news gatherers is nonsense. Undercurrents have proved that anyone can learn how to capture the five basic images that are needed for any news broadcast. Watch TV

news with no sound - check how many different images make up each feature. Here is a recent example of filming a GM crop direct action with TV in mind.

1. Establishing shot - A wide shot showing the crop growing in the field
2. Close up/cut away - Detailing what the crop actually is
3. Group shot - a shot of the protest march to show who the people are
4. Interview - Ask what is wrong with these GM crops
5. Action- images of people trashing the GM crop

How do I get the best recordings possible?

Stable images are the key to good video work. Taking deep breaths and holding while recording is a good technique. A tripod may be useful for some shots, but overall it will be a hindrance.

A camcorder lens is at its optimum when used at short distances. It is much better to use a wide angle and get in the face of the action rather than stand at a distance and try to pick it out. The most obvious mistake is using the zoom (going in and out on a subject) and panning (turning the camera quickly left to right or vice versa). You also get a steadier image in close up than with a long shot.

Pretend you are taking a still photo and let the action occur within your frame, rather than constantly trying to follow the action, allowing at least 20 seconds for each shot if possible, to allow for editing.

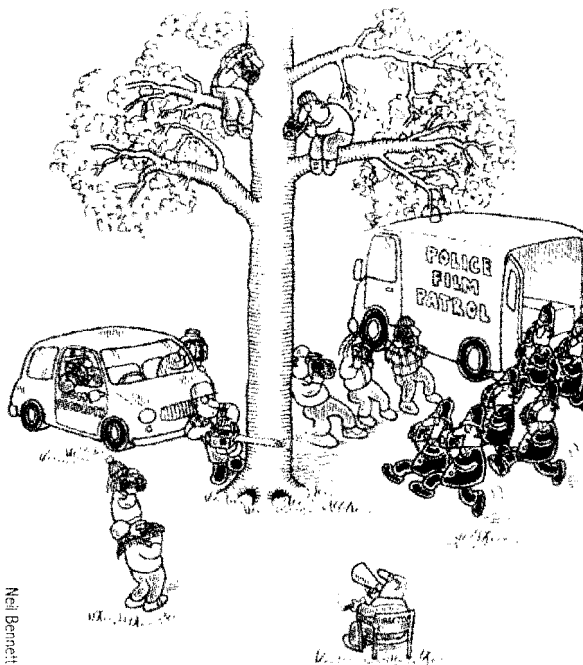
Most cameras have an automatic mode that sets everything for you. However, some also have a manual override. As video cameras are limited to choosing 'average' settings, quality will improve by setting the exposure and focus manually.

Sound. Domestic camcorders are limited in their sound recording abilities but with a few precautions you can ensure that the best possible audio signal reaches your tape. Camcorder microphones aren't good enough for interviews. You will need an external 'plug in' microphone. You can get a decent one for around £20-40. A 'tie clip' microphone may be ideal which you can buy in all video shops.

Interviewing. All your images are difficult to make sense of unless you have someone explaining what is

occurring. Choose someone and get close up with the microphone (or clip it to the person's chest pointing upwards)

- Use headphones to monitor sound
- Keep away from noisy and cluttered backgrounds. Plain is best.
- Stay silent when the person is speaking (just nod encouragement).
- Keep questions focused and stop people if they start to ramble. Its much better to stop and get them to repeat or rephrase their answers so you can make a concise summary for your audience.
- People are generally more relaxed, and makes for a more interesting picture if they are doing something with their hands as you interview them - do it as they



paint a banner, pull up a GM crop etc.

To exclude the interviewer's voice, ask people to include the question in their answers - so 'Why are you here?' should get the response 'I am here because we need to stop the pollution' instead of the open ended and difficult to use 'because it's polluted and messy!'

- Don't move the camera away from the person who is talking. Anything they refer to can be filmed later.
- If you are stuck for questions think of the Why, What, Where, and Who pointers to ensure you get the entire story. Ice breaking questions can be 'What do you hope to achieve?' or 'What would like to see as an alternative?' Try to be provocative and think of what a

Daily Mail reporter would ask. This will get the activist more animated in response.

- Choose where the person being interviewed should look, either straight into the lens or off to the right or left of the camera. It is better to give them an eye contact to talk to just off the camera.
- Speeches - Generally they don't work very well on video. It is much better to listen, take notes and then interview the speaker afterwards. However if you do have to record a speech, either plug a cable from the PA mixing desk to the microphone socket or place your microphone near to a loudspeaker. If no sound system is available, use an extension cable (about five feet) for your microphone and get it as close as you can to the speaker.

How do I get my images onto TV?

Once all the images are in the bag, keep an eye on the time and work out which news outlet you are aiming for. There is no point in filming until 6.30pm if Channel 4 news is broadcast at 7pm. Each broadcaster has its own news desk and all the phone numbers are listed in the book. It may be worth phoning news desks before an action, telling them you are an independent journalist (you do not need a 'press card' or anything else to prove it.) and you have been invited along to a direct action as a reporter. Do not give the location; if they are interested they will then have your name to come back to once the action has occurred. Once you have your images, quickly decide if it is a national or a local story. This can be tricky but stories will be passed on to the national news if anyhow. Pensioners blockading the high street over traffic are generally a local story while a local protest over GM crops is of concern to the nation at large so can fit into the national news agenda. Phone the regional news desk of BBC or ITN. This may be Meridian, Yorkshire, South Today etc. Contact numbers are in the database. Satellite and cable stations such as SKY or CNN are notorious for wasting time on making a decision over accepting footage.

News editors need to feel excited about a story so try to think from their point of view. Why is a GM trashing more important than the latest royalty scandal to a mainstream audience? The important tactic here is confidence. Most news desks (sometimes known as 'forward planning') are hectic so you have to demand their attention - do not be shy.

How do I talk to a TV station?

News editors need to feel excited about a story so try to think from their point of view. Why is a GM trashing more important than the latest royalty scandal to a mainstream audience? The important tactic here is confidence. Most news desks (sometimes known as 'forward planning') are hectic so you have to demand their attention - do not be shy.

Arrogance seems to be the rule of the day in newsrooms so expect it and be prepared. Phone a TV station and it will go something like this:

News desk - Hello, news desk, Darius Bazargan speaking.

You - Hello Darius, my name is Jane and I have been making a documentary on genetic engineering and I have just recorded a dramatic direct action protest, which you may be interested in.

News desk - Where was it? Any violence? How many arrests?

You - There were dramatic scenes of old and young people trashing GM crops before the police turned up with the farmer. A lot of chasing around the fields took place and a number of people were arrested. I have interviews with protesters about why they took this action in Stratford.

News desk - Are you supplying the footage for free?

You - No, as I said I am an independent journalist but I can allow you to broadcast nationally for £350 (£150 local) per minute (They rarely use more than a minute) for unlimited 24 hour broadcast.

News desk - Hmm. that is a bit expensive, I am sure our own crew recorded the event so we can get it off them.

You - No you can't, I was the only camera invited along.

News desk - hmm....how about £50 ?

You - That wouldn't even pay my travel costs, but since you seem to be struggling financially I will drop it to £300

News desk - OK bring the footage in and lets see it.

How do I get my tape to the News Room?

This can be the tricky bit. Ideally you want to go with the tapes but you may be miles away without any transport. Ask the news desk to send their courier, arranging an easy meeting point to pick up the tape. If you don't have facilities to dub a tape, and are unable to get to the newsroom yourself then you will have to let the courier take your original tape.

If you have a digital camcorder (DV) and a 'Firewire' cable you could make up a duplicate tape containing the images you want to give without losing quality. You would need another camera with DV-in to do this.

If your tape contains images of unmasked activists causing criminal damage you must NEVER let the tape out of your hands. It could easily fall into the hands of the police.

Label all tapes with your name and address.

Generally newsrooms are careful with tapes, and don't lose them, but make sure they post it back as soon as possible.

Going to the newsroom yourself is useful as you can offer more of an explanation of the action and news editors are so out of touch that you will be a breath of fresh air to their stuffy office. Ensure they only take the clips that you want to give, this is your footage and you have full control of it at this stage. Keep all the names of who you dealt with and details of all agreements made. The news desks will now hopefully produce anything from a 30 second to a 3 minute news feature from your images. Interviews are rarely used but they are invaluable for giving the narrator information for their voiceover.

What do I do now?

Its time to sit back, watch the news bulletins and tape them if possible so that you have a record of who used it and in what context. Send the news desks an invoice for the agreed amount as soon as possible stating your name, address, amount, date of transmission and the contact name you dealt with on the day. If your images were not used, then sadly you can't charge them unless you had an agreement to cover costs. Ensure that all your tapes are returned ASAP and edit your own story and distribute it.

Frequently Asked Questions

Can we trust news editors not to portray activists as just troublemakers?

No, we cannot trust anyone in the media fully. This is a strong possibility and you have to be careful about what images you hand over. If you have images of people trashing machinery who didn't want to be filmed, then you have the responsibility of either erasing those clips or not trusting TV news desks with the tape at all. You must consider the pitfalls and benefits of getting the images seen.

How much should I ask for use of my video images?

Always tricky. First thing is to NEVER tell the news desks that you are splitting the money with the campaign. That is none of their business. You HAVE to play the game of objectivity and appear to be independent. Normal fees are around £150 for regional news and £300 for national but could also vary to half or double it. Best advice is to start high and work down. News desks like haggling and they are good at it so be prepared. Don't be afraid to say no if you feel the fee is too low. We have to push them into accepting a decent price for our images so that a standard price can be in place for future times.

Should I get them to sign an agreement?

Yes, in theory but impossible in practice so rely on verbal agreements.

Should I give an exclusive to just one TV network?

No, as this limits who sees the images. If you are short on time, it is always worth asking one news desk to wire it to other rivals. It is common practice between ITN and BBC and saves you a lot of time. You still charge each news desk that uses it.

Who keeps copyright?

You retain all copyright and it is worth telling news editors that they have the rights to broadcast for 24 hours only. They must contact you if they wish to use your images again. Normally you can ask for 50% of the original fee again.

What do I do with my tape afterwards?

Undercurrents runs a protest archive and can dub your tape and supply it to TV makers for future documentaries. We act as an agent for you and split the funds. Contact us via www.undercurrents.org/archive

Is a press card useful?

Press cards are issued by the National Union of Journalists (NUJ) and are supposedly recognized by police. In practice, police will arrest or harass you just as much if not more when you show a card. News desks will never ask to see a press card. But being part of a union is useful if you want to have legal support. Undercurrents have been NUJ members for years and have successfully sued Thames Valley police for false arrest. Check out www.nuj.org.uk

Written by Paul O' Connor, co-founder of Undercurrents alternative news. He has been selling camcorder images to TV networks worldwide for over ten years. Contact him on underc@gn.apc.org with any questions or suggestions. July 2003

organising a video screening

When yet another TV channel refused to broadcast a powerful documentary about deaths in police custody, the makers hired a video projector. Using the outer walls of the Channel 4 building as a screen, 'Injustice' was screened to hundreds of reporters. A documentary was made about the most notorious court case in British history against the McDonalds Corporation. However it never made it to British TV but thanks to the invention of the video projector, McLibel has been screened in thousands of places. There is nothing stopping us from taking back the airwaves!

What do I need?

Ask around local community resource facilities and activist networks first before paying to hire equipment. The list can shrink or expand according to your budget, but the items below are essential for a stress-free screening:

- Video player or video camera
- Large TV or video projector
- White screen
- Audio amplifier and speakers
- Connecting cables and mains extension
- Blackout material
- Video recorder or computer
- Good video material.

If your screening is for less than 30 people use a large (26 inch or bigger) TV, as this is cheaper and easier than using video projectors. Put the TV at 5ft high so that people's heads (and big hair) at the front don't spoil the show for those behind. You can also have two TVs in the middle of the room with audience both side and a cable that splits the signal and delivers the same image to both TVs at the same time.

Video Projectors:

If your screening is for more than 30 people, you will need a video projector. Models range from the very small to the very large (and expensive), so make sure you are getting one powerful enough for your needs. There are two types, the quality and cost for each is about the same: 3 'Gun' CRT (Cathode Ray Tube) model - fixed focus, and so need to be placed at a set distance from the screen. They take about 45 minutes to set up. LCD (Liquid Crystal Diode) model - smaller and more portable, can be zoomed and focused using a remote handset and placed virtually anywhere in a space. They also only take 10 minutes to set up, so are less stressful and easier to transport. Check www.loot.com if you want to buy a used one or check if local community projects have one you can hire.

Video players:

You can use a normal VCR but image quality is lower on VHS than say a digital tape. Use a DV camera or you can play videos from a CDROM via a computer.

Audio amps and speakers:

It's best to amplify the sound so try to get a VCR that has separate audio outputs for its two sound channels. Avoid VCRs that have only an RF (aerial) output, as these are troublesome if you want good sound. For screenings of up to 30 people a domestic hi-fi amp and speakers is fine. Due to the amount of dialogue on each video, sound quality is very important and domestic systems are far superior to guitar amps or combos.

With audiences of more than 30 it is worth getting hold of a small PA amp and speakers. 100 Watts should be large enough for crowds of up to 50, but you need something with more oomph for bigger audiences.

Cabling/connecting up your kit:

The best way to avoid problems is to have a trial run the day beforehand. There is nothing worse than trying to sort out any technical problems with an audience waiting for the show to get going! If you want to be sure of covering every possible system it is worth investing in a few assorted adapters. There are kits available in video shops, which enable you to convert every conceivable type of audio and video connector into the desired plug, and these are worth the money.

You can screen from a PC by hooking up a standard data cable from the PC to the video projector. Sound will be connected to the amplifier.

Projector Screen:

A king-size white sheet is great as a basic screen (remember pegs, tacks or pins to hang it with and iron it smooth for better picture quality). Proper projection screen material is expensive, but does make the image 20% brighter. If you have a budget, Fast Fold screens from commercial hire facilities are great. Old cine projector screens with tripod legs are popular and cheap as well.

Black-out:

The venue needs to be as light tight as you can make it. Most video projectors are useless in a day-lit space. Blackout felt material borrowed from a theatre is ideal, but otherwise thick club backdrops will do or as a last resort use black bin liners.

hall, a pub, in woods, a cinema or a front room. For atmosphere, it is better to fill a small room than to have a large room half empty.

2) Determine event name and write a one-paragraph description of it. This will focus your thoughts. Beyond TV, NewsReal, Wild spaces, Reel Madness, Global Insights, and Undercurrents, are some popular event names.

3) Consider the following:

- who will your audience be - the general public or a specific community?

- what kinds of videos and issues will you be presenting?

- will there be other entertainment (music, poetry, dance, etc.) or speakers?

4) Advertising is vital. Plan two weeks ahead and get the screening listed in music and free information sheets. Write a press release and try to get local radio stations and newspapers interested. Design and photocopy A4 posters or bigger and place them all around cafes, bookstores, community centres and health food stores.

5) Create a program and stick to it. A printed program will help the audience navigate its way through the various videos and you can add campaign contacts. If possible create a 2 minute opening sequence, which can be a montage of images to music ending in the name of the event. It is useful to start with a few short (1-5 minute) funny or light videos before you begin the main feature. This allows the audience to settle down. Ensure that you have lined up all the videos in advance and plan for a maximum of 90 minutes as people switch off beyond that.

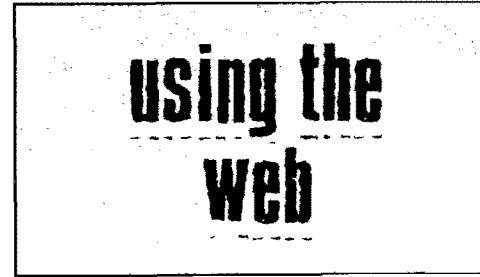
6) Will there be a Master/Mistress of Ceremonies (MC)? It's always good to have someone introduce the screening that can also encourage discussion and guide people towards supporting actions etc. after they leave your show.

7) Prepare a table of flyers and info sheets for upcoming events and related issues to hand out to people as they come in or to pass around during the MC's introductions. The audience will enjoy it more if they can interact rather than just sitting there in the darkness and then going home. You could even have a questionnaire to hand out asking the audience to comment on each video. This will help you decide what works and what doesn't for future shows.

8) Enjoy yourself and congratulate yourself on taking direct action!

For the latest alternative news videos and screening events check out www.undercurrents.org

Written by Undercurrents and Beyond TV. Contact www.beyondtv.org for advice on screening your videos.



This article is a brief introduction to how the web can be useful to you as a tool for campaigning and gaining awareness of your campaign, while giving journalists instant access to your latest news. We aren't going to give you a background to the web or technical info on building web pages - we don't have space and there's plenty of anoraks out there who are only too willing to share this information with you.

From an activist's point of view the web is an incredibly useful tool, that gives people (both supporters and journalists) instant access to your latest campaign news without tying up your office phone line. You also have a relatively level playing field to start on - much more so than with conventional media (anyone can set up a web page with a minimum of dosh and expertise, unlike starting daily papers/TV channels).

The first step - getting a web page - there are several stages to getting a web site:

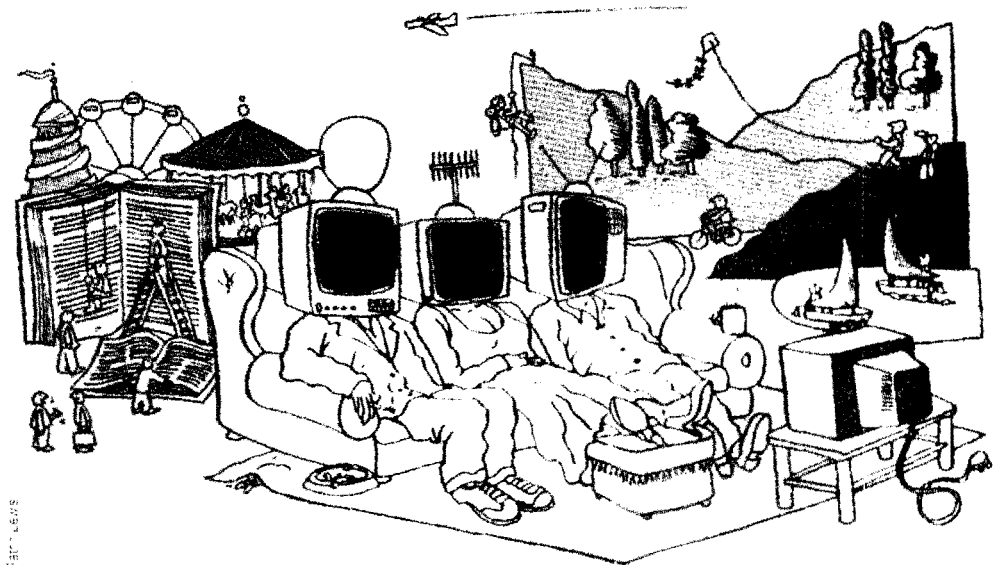
- Produce the content of the pages and 'build' it into a web site
- Get some space on the web to host your site
- Get a domain name (the address of your web site - e.g. www.mywebpace.com)

For site building, there are plenty of 'computer knowledge' magazines around with articles on building web sites. They often include a free CD-Rom with web page building software. There is even a basic package in Netscape Communicator (free web browser on many cover discs). It is advantageous to have someone on your team who is able to edit your site & keep it up to date with accurate info straight from where it's happening.

These applications are comparable to using word processing or desk top publishing applications and they have good help files. Keep it simple and you should be up and running in a couple of days. For more details have a look at www.undercurrents.org/training

Domain names are very cheap these days - .org.uk domains work out about £6 for 2 years registration, and will usually mean a more memorable web address - try www.123reg.co.uk for registering domain names.

With regard to web space, there's loads of free space providers, the catch is they usually incorporate adverts, either as a pop-up window or a banner on the page. Alternatively you can pay for a company to host your web pages. This can cost as little as £30 per year. The problem we've found with free space (as well as



the ads) is that they can just disappear with no warning. Obviously when paying for web space the provider has an obligation to make sure your site appears.

If you're totally broke try looking for a free domain name as well as web space - do a web search, there's plenty of suppliers for both.

Most free web providers will have help files covering how to get your pages online once all the above has been sorted.

What to put on your site.

1. Your contact details - on the front page or at least one, clearly marked click away from the front page. phone number, fax, e-mail, address contact names., Many people may be accessing your site for this reason alone so make it easy for them.

2. Campaign information - The what, where, how, why etc - at the very least all of the information on your leaflets, plus everything you don't have space for on paper - useful info such as data/reports/experts opinions etc - and links to relevant information on other sites. If you have a really clued up web designer include some clever stuff such as interactive maps (see www.gm-info.org.uk or www.foe.co.uk). Be sure to include an archive of press releases - and a quicklink from your home page to the latest one.

3. A Mailing list - once someone has visited your web site, it is much better if you can get them to join your mailing list, so you can then send them emails with your latest news, urgent calls for action etc, rather than relying on them looking at your site regularly (you can also email them to let them know if you've updated the site with important stuff).

There are two common methods of sending and receiving email, web based (e.g. hotmail), or with an email program, (POP3). POP3 is better because the emails will be stored locally on your computer rather than on the web. This means that you can spend less time on-line (which may save money) and it means that you can archive and use the emails at a later date. Web-based means you can use any internet connected machine to access your email (via a web browser) but you will only have a small amount of storage for your 'inbox'.

When using POP3 email respect the privacy of your subscribers. Try to BCC your list (blind carbon copy - a feature available in most email programs) - it means the list of people you send to will be hidden and each person will only see their email address, unlike sending it 'to' the list when everyone will be able to see everyone else's email address. A web based mailing list (available at

www.egroups.com or www.topica.com), offers some benefits. Firstly, you can send one email which is distributed to everyone on your mailing list, which is great if you are on a slow dial up. You can also set up a mail input form on your web page, allowing visitors to add themselves automatically, which is a real boon when you're pressed for time as is often the case in campaigns.

If using web based email there are two email providers that give you securer web based email facilities - hushmail.com and ziplit.com. They are more secure because they use encryption to scramble your emails so that they are less easy to read whilst in transit over the internet.

Newsgroups should also get a mention. They are one of the original tools of the internet, allowing a global discussion on pretty much any topic. If you do post to a newsgroup expect large amounts of spam. (unsolicited email) There are other types of groups and forums that are web-based, (eg Yahoo groups - www.groups.yahoo.com) but generally they seem to be advertising funded.

4. Links - to other sites of interest to your visitors, relevant information, and the target of your opposition. Try to get someone with spare time and cheap internet access to do searches for sites that would link to you. Web protocol is to exchange links between sites. Have a full email already typed out with the general information you want to transmit asking for a mutual link exchange. You can then cut and paste that into the messages you send out. Make sure you add something which shows you have read at least a couple of pages of the web site you are requesting a link from. Try to establish a link between your cause and theirs.

Some web sites that receive loads of hits (visits) and are likely to link to you immediately include:

www.squail.co.uk, www.urban75.com
www.schnews.co.uk, www.venus.co.uk/weed
www.indymedia.org.uk

Indymedia deserves a special mention. Set up after media madness building up to Mayday 2000 (activists to use underground ventilation shafts to pop up anywhere in central London with Molotov cocktails etc), it allows activists to publish, view and discuss news, images, video and sound files simply by visiting the site!

5. Pictures - some images of the land about to be trashed/pollution levels etc can really add to a site - provided they aren't too big. Don't put anything bigger than 2-300k file size up if you want people to see it, they just won't wait for it to appear. You can always put a button in for people to download a high resolution version of a small image. If you're really clued up, try

putting video up there for downloads - for info on how to do this see www.undercurrents.org

Promotion of your website:

Registering with search engines most people use a search engine when looking for information on the web, so adding your site to them is vital. Look at the main search engines - google, askjeeves, yahoo, msn, etc and find the bit where you can add a site - the search engine will take a look at you web page and select keywords for reference. For more info see <http://searchenginewatch.com>

Obvious steps include printing the web address/URL whenever you can in campaign literature. Other techniques include:

Stickers: They work, and cost £15 ish for a box of 100 sheets. Then laser print or photocopy your design onto them, and stick them under a gas grill for a few seconds to waterproof them.

Press: When you do any kind of interview or press release try to insist that they print your URL. This is so you can tell the story from your point of view.

Email: Get your friends and people working on the campaign to include the URL in their email signature with automatically appears at the bottom of your emails eg:

Check out Undercurrents: The news you don't see on the news: <http://www.undercurrents.org>

This should help increase the number of visitors to your site but don't become obsessed by the number of hits you get. It's the quality of the traffic that comes your way that counts when it comes to a social change website. It's feedback and the ensuing participation that counts.

Internet Chat: Finally, Internet Relay Chat (IRC) is a great way to make friends and stay in touch if you are online frequently. It means you can talk to other people around the world in real time. This means for instance you could organise and discuss global actions with other activists in several different countries at once. For more info see the Indymedia IRC page <http://irc.indymedia.org/> or <http://www.mirc.com/> (info and software).

what's wrong with the mainstream?

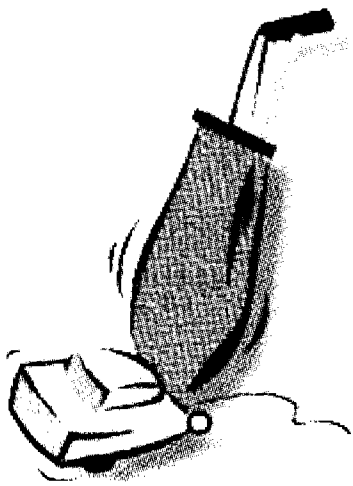
Now we've spent ages telling you how to deal with the mainstream we're going to tell you to start producing your own media. At the end of the day, you need to be aware that however much favourable coverage you get, they still won't tell the whole story - or the bigger picture. As the mainstream is owned and controlled by a handful of very rich and self-centred individuals and corporations they will never put across the whole message - 'the whole system is totally screwed and in order for the human race to survive we need to get rid of global free trade and capitalism and replace it with a sustainable localised economy that treats all living things as equals'.

However, as the owners and advertisers involved in mainstream media are the ones that profit from the system they're not going to shoot themselves in the foot, or it would mean an end to the yachts and multiple homes, as well as the satisfaction of being

able to manipulate the running of a country by publishing their own rant mag that is read by several million people a day. So forget ever getting major news, stories on why the capitalist system is a bad thing in anything other than the Guardian environment supplement (The Guardian is the only UK daily to be owned by a trust and it's only read by 400,000 or so - and they still have ads for all the usual trappings of the consumerist lifestyle).

People like Murdoch (owner of Sky, News International, 20th Century Fox and loads of other media outlets) are able to exert a serious amount of political clout in the UK - one estimate says he pays about 1% tax annually on his global empire and yet he goes unchallenged by the government - probably because he is able to influence the electorate on a large scale through his media (Sun, News of the World and The Times).

And when they're not peddling their politics to the masses, you find endless trivia (Freddie Starr ate my hamster was one front page on the Sun) and thinly disguised adverts appearing as articles or features - recently, ITN's News at Ten broadcast a 4 minute piece about disputed claims by vacuum cleaner manufacturers, which ended up promoting Dyson's products. Meanwhile, they managed to miss a few trivial stories off their half hour bulletin entirely:



- World bank grants Uganda 85% relief on its national debt.
- Children protest throughout Asia to end child labour.
- Britain's largest teachers' union calls for strike in support of a 4 day working week.
- British tourist attacked and blinded by British troops based in Cyprus.
- Air traffic controllers in Britain claim that near misses have doubled
- Italy's most senior police officer is jailed for corruption.
- First US McDonald's staff walkout over working conditions.
- Police lift the 10 year ban on Druids celebrating at Stonehenge on Solstice.

So what can we do about all this? A few years ago, the only option would be to buy a newspaper of your own - ideal if you're a millionaire, but not much use for the rest of us. However, the very technology that has helped Murdoch de-unionise and dehumanise Wapping can help us - with the use of a desktop PC and cheap digital printing and photocopying we are now able to produce our own media for very little.

Ever since the direct action movement took off, it has been producing its own media. During the campaign against the Criminal Justice Act in 1994, Justice?, a Brighton group who squatted an old courthouse as part of the protest, took to reading out various bits of news at their meetings - this evolved into **Schnews**, a weekly A4 freesheet which covered all the diverse issues that were lumped together under the CIA. Ten years on it is still going strong, with an estimated 30,000 people reading it every week.

At the same time, Road Alert!, a networking group for anti - road campaigns started producing a weekly faxed newsheet, giving all the campaigns, the mainstream media, and anyone interested, their own summary of events.

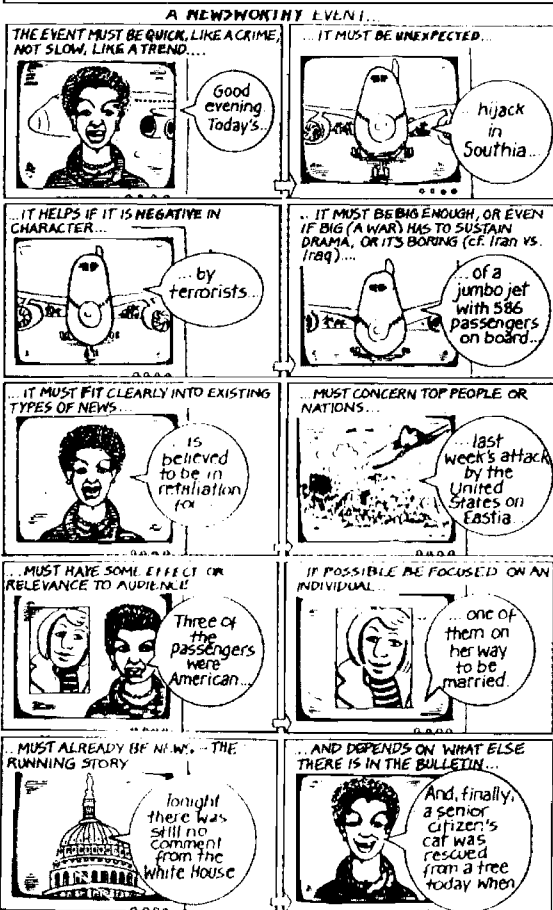
Schnews is read by a wide variety of people; activists, travellers, animal rights campaigners, elderly people have written in praising Schnews, but correcting their 'dreadful grammar and punctuation'. Even reporters at the Evening Argus, Brighton's daily rag, read Schnews - one of their reporters, Adam Trimmingham says 'There is always room for a radical newsletter of the Schnews type, it can cover stories that, for various reasons, the local press can't and won't report on'.

Schnews has since inspired many similar publications, in towns and cities all over the UK, which are able to report to the local community the issues that affect them, free from the commercial and political controls, the mainstream is forced, or wants, to adhere to. It doesn't take long to produce 2 sides of A4 then distribute to as many outlets as will accept it. In fact a lot of small local retailers welcome the arrival of their weekly rant mag - it's the voice of their community.

On an average day **25 million** people read a newspaper
66% of national newspapers are owned by **4 companies**
72% of local and regional press is owned by **4 publishers**
 National newspaper advertising is worth
 over **2 billion pounds** a year

There are **24.6 million** households in the UK
24.1 million of these own at least 1 TV
25% have a satellite dish
36% have cable TV

by comparison
INK
 (umbrella organisation for alternative media in the UK)
 has **70 titles** and **2 million** subscribers



What prompted the editors to run this 'story' over the rest is anyone's guess but it does reveal something of mainstream news values. The sad thing is, many people are taken in by the myth: 'TV is truth, truth is TV' - look at the rash of 'docusoaps' that are flooding the networks - now you can sit at home and enjoy the whole spectacle of life, without ever having to leave your chair. You have just become a passive consumer of 'Real Life™', filtered through the hundreds of channels now available. Just as long as you sit through the seemingly endless adverts as well.

And how much relevance does this all have to you and the people you know? Probably none at all - even your local paper is probably owned by a huge faceless corporation such as these:

- Northcliffe Group** - part of the Daily Mail Group - owns 95 local titles
- Newsquest** - owned by Gannet Co Inc - the largest US newspaper company - 203 local titles
- Trinity** - recently merged with the Mirror Group - 234 local titles.

These three combined control over **70%** of local papers in the UK, a decade ago there were over 200 companies publishing regional and local paper, today there are 97, the top 20 of these own **84%** of titles and control **96%** of weekly circulation.



We've talked about alternative media - now the **W**action - setting up a local newsletter/dodgy rant mag in your area. Firstly, have you got what it takes - a few sorted bods who can: dig some dirt/ write coherently/lay it out/print it/distribute it/make the tea/keep a focus on the bigger picture. It needn't take long, or take over your life, the actual compiling can be done in a few hours, the distribution likewise. However, you need to keep an eye and ear on whats happening around you. Networking with the local activists and campaigns is essential if everyone is going to put their bit into the newsletter.

Some practicals:

Get sorted with an address and bank account - use your local action centre as an address point, or get a PO box (cost around £50 p.a.). A building society or Girobank 'clubs and societies account' is the easiest to obtain.

The Name - get caned and have a namestorming session - try to keep a local link - Oxyacetylene (Oxford); South London Stress (Brixton); Loombreaker (Manchester) and so on. Its also a good idea to keep the name fairly neutral politically - after all, you're trying to reach and enlighten the masses, not put them off reading the 'Fulminster Car Burner' or the 'Townsville Tory Trasher'.



Content. Okay, so you've got a name and a team, now what do you fill your pages with?

You will reach and enlighten a far wider audience by keeping the articles slightly fluffy (not too much yogurt, though) and including positive alternatives and sustainable solutions - don't worry if some of the self-appointed guardians of the direct action movement's ideological purity accuse you of selling out now and then, whats important is the local news for your area and your local readership - after all, that's what it's there for.

Start with the obvious - contact all your local groups and campaigns and get their news, events etc, trawl the local papers for all those irrelevant looking fillers that need some research. Attend council meetings and get angry/happy at what they're doing (or read the minutes at the library or council offices).

Get friendly with sorted local councillors if there are any.

Look up the local MP's news and have a go at that as well.

Look at national stories that can have a local slant - where's your nearest GM trial site? Which town is next for CCTV? Who's sticking up for asylum seekers? Global capitalism maybe destroying the rainforests, but make it relevant by talking about what's happening with the local playing fields or conservation areas that are being concreted over by McShellBury's and then people will begin to understand the relevance of these issues to their lives. They will see that you are the voice of common sense and that politicians and corporations are the outsiders, reversing the way your views are portrayed by the establishment. Use 'we' and 'our' a lot when writing. If you still have room, stick in anything national or international that's: relevant to your area, interesting, newsworthy and ignored by the mainstream media.

Do a diary. You can plug loads of events in a small space and your loyal readership will grab the latest issue for the listings and hopefully get enlightened at the same time. Get groups to send you their dates and keep your ear to the ground for planned protests, meetings etc. Include national stuff if it's big enough, e.g. May Day, and definitely include fun stuff - gigs by sound local bands, community fairs, and anything positive.

Check your facts. Post-McLibel you're unlikely to get sued, but you can look pretty silly and/or malicious if you get stuff wrong. Also, going back to sources may reveal more dirt than you expected. If you can't check the facts, the best way around libel is the use of humour and loads of satire and sarcasm (you all read Private Eye don't you...).

Get photos and cartoons (preferably relevant to the articles). This improves the visual effect enormously and should help you shift copies. Use a scanner and photo-editing software to sort your images - digitised images print/copy far better than analogue, and you can change the size to fit in with the text.

Get other people to write stuff they know about - ask local housing/peace campaigners for regular short articles on what they're doing and what the local issues are. Don't worry if they can't write for toffee, you can

re-do it, but keep their facts in and plug their events. Take every chance to get reader feedback - its often hard to know what works, so ask people what there is about your mag that makes their spirits rise/blood boil/stomach turn/brain switch off.

The format. Yes, the boring details - how big, how often, how many and so on. A weekly issue can be too much work - unless you've got loads of news and loads of bods - monthly is okay but some stories can lose their impact totally if for example you're writing about an action that happened 3 weeks ago. Fortnightly can give a balance between the two in terms of workload and immediacy of articles, leaving enough time to relax between issues, without forgetting about its existence.

By far the easiest format is a single A4 sheet in terms of production - it can be copied anywhere (mates with office jobs or the local resource centre) and holds a lot of info. A3 is a bit less common but gives you scope for longer, illustrated articles in the centre spread (you could do A4 with A3 special issues every so often). Try to find a local small printer/resource centre, student union or college print shop - they are a lot cheaper

that high street copy shops - NEVER use companies with glossy high street premises such as ProntaPrint/Kall Kwik etc - they usually charge at least twice, sometimes 5 times as much as your small printers. Put an appeal in the next issue - you may have a sympathetic printer reading it!

Design. Get a sorted bod with a half decent PC or Mac to design it if you can. Use a proper Desktop Publishing package if there's one available - it may sound poncy, but it's much easier to get all the text and pictures to fit together and you will attract a lot more straight readers with a sorted looking publication. However, many people still rely on 'cut and paste', and produce a good looking newsletter with a minimum of skills. Do try to use recycled paper (post consumer waste is best) - it's a lot more sustainable than dead trees.

Filthy Lucre. Yes, sadly you're going to need cash at some point - for printing, stamps etc at the very least. Initially this may come out of your pockets, but issuing subscriptions (eg £10 per year and £25 for organisations) is a good way of keeping it sustainable - hassle your local FOE/student union etc for subs. Stalls at local events and in the High Street are a good way of raising cash and your profile at the same time

have leaflets from other local groups, postcards, stuff to sell and, most importantly, a donation tin!

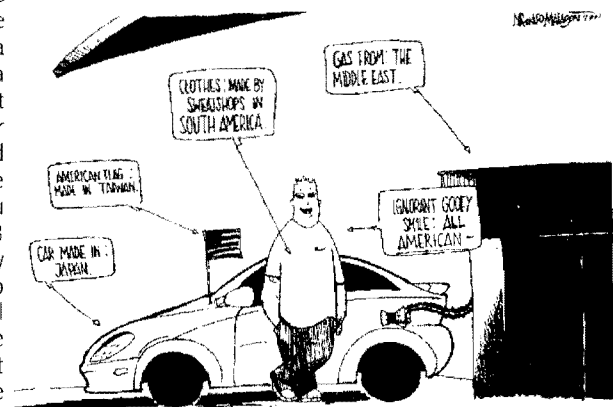
Distribution. This can be the hardest part of the whole thing. It's the least sexy job and you will need to do a bit of legwork to start with, but it's surprising the positive reaction you will get to a lively local newsletter. Try local pubs/small shops/community centres/colleges. Get someone to organise the

distribution and divide the list up between a few people who can spare an hour to deliver it. The distribution of alternative media is always the hardest bit. All those glossy mags in the newsagents have a massive distribution network - the WH Smith monopoly to send their message of endless consumption far and wide. The most direct

way to distribute is to stand in the street sticking them in people's hands. You may end up with Joe Redneck chucking it on the floor, but don't let him put you off - look people straight in the eye and smile. It always seems that women are far more receptive of alternative literature than men and will at least give your subversive publication a second glance.

And finally: You may find it a grind. You may all fall out. Some of you will leave and new ones will arrive. You may find yourself in a 3 hour debate over the angle a really hot article should take. But believe us it's worth it. You may not get much feedback from anyone but remember that you are slowly radicalising the whole of your local community - it must be worth it.

Written by Oxyacetylene. Thanks to The Pork Bolter and Schnews for input to this article.



national daily and sunday papers

Listings

Daily Mail 2 Derry St, London, W8 5TT.
phone: 0207 938 6000
news desk phone: 020/ 938 6372
news desk fax: 020/ 937 4463
news contact: Tony Gallagher (ed)
picture desk phone: 0207 938 6052
picture editor: Paul Silva
circulation (per day, 2002) 2,400,000

Daily Star 245 Blackfriars Rd,
London, SE1 9UX.
phone: 020/ 928 8000
news desk phone: 020/ 922 73 73
news desk fax: 020/ 922 79 60
news contact: Lisa Herrington
picture desk phone: 020/ 922 73 82
picture editor: Mark Moylan
circulation (per day, 2002) 654,000

Daily Telegraph 1 Canada Square,
Canary Wharf, London, E14 5DT.
phone: 0207 538 5000
news desk phone: 0207 538 6355
news desk fax: 0207 513 2506
news contact: Charles Clover (enviro)
news contact fax 0207 538 6268
picture desk phone: 0207 538 6369
picture editor: Robert Bodeman
picture editor fax: 0207 538 76 40
circulation (per day, 2002) 1,004,500

The Express 245 Blackfriars Rd,
London, SE1 9UX.
phone: 0207 928 8000
news desk phone: 020/ 922 2982
news desk fax: 020/ 922 7062
news contact: David Leigh
picture desk phone: 020/ 922 7171
picture editor: Nick McCarthy
circulation (per day, 2002) 927,000

Financial Times 1 Southwark Bridge,
London SE1 9HL.
phone: 0207 873 3000
news desk phone: 0207 873 4850
news desk fax: 0207 837 3194
news contact: Fd. Carr, Environment: Vanessa Holder
picture desk phone: 020/ 873 4049
picture editor: Chris Lawson
circulation (per day, 2002) 486,000

phone: 0207 278 2332
news desk phone: 0207 239 9571 or/-81
news desk fax: 0207 239 9787
news contact: Andrew Culf
picture desk phone: 020 7713 40 70
picture editor: Eamonn McCabe
circulation (per day, 2002) 401,000

The Independent Independent House,
191 Marsh Wall, London, E14 9RS.
phone: 0207 005 2000,
news desk phone: 0207 005 2753
news desk fax: 0207 005 2051
news contact: Adam Leigh
picture desk phone: 0207 005 2692
picture editor: Lin Cullen
Circulation (per day, 2002) 225,000

The Mirror 1 Canada Square,
Canary Wharf, London, E14 5AD.
phone: 020 7293 3000
news desk phone: 020 7293 3831
Manchester: 0161 683 6402
news desk fax: 0207 293 3409
news contact: Conor Hanna
picture desk phone: 020 7293 3851
picture editor: Ian Doyn
circulation (per day, 2002) 2,127,000

The Sun 1 Virginia St, Wapping, London, E1 9BD.
phone: 0207 782 4000
news desk phone: 0207 782 4100 or/-01
news desk fax: 0207 782 4108
news contact: Sue Thompson
picture desk phone: 0207 782 4110
picture editor: John Edwards
circulation (per day, 2002) 3,441,000

The Times 1 Pennington St, Wapping,
London, E1 9XN.
phone: 0207 782 5000
news desk phone: 0207 782 5999
news desk fax: 0207 782 5435
news contact: Graham Paterson
picture desk phone: 0207 782 5877
picture editor: Bob Kirwin
circulation (per day, 2002) 709,000

Morning Star William Rust house, 52 Beachy
Row, Bow, London, E3 2NS.
phone: 020 8510 0815
news desk fax: 020 8986 5694,

Express on Sunday, 245 Blackfriars Rd,
London, SE1 9UX.

phone: 0207 928 8000
news desk phone: 0207 922 7070
news desk fax: 0207 922 7062
circulation (2002) 862,000

Independent on Sunday, 1 Canada Square,
Canary Wharf, London, E14 5DL.
phone: 0207 293 2000
news desk phone: 0207 005 2623
news desk fax: 0207 005 2051
circulation (2002) 232,000
email: sundaynews@independent.co.uk

Mail on Sunday, 2 Derry St, London, W8 5TF
phone: 0207 938 6000
news desk phone: extn 7133
news desk fax: 0207 937 3715
circulation (2002) 2,350,000

News of the World, 1 Virginia St, Wapping,
London, E1 9BD.
phone: 0207 782 4000
news desk phone: 0207 782 1001
news desk fax: 0207 782 4463
circulation (2002) 3,953,000

The Observer, 119 Farringdon Rd,
London, EC1R 3ER.
phone: 0207 278 2332
news desk phone: 0207 713 4009
news desk fax: 0207 713 4250
circulation (2002) 453,000

The People, 1 Canada Square, Canary Wharf,
London, E14 5AP.
phone: 0207 293 3000

news desk phone: 0207 293 3201
news desk fax: 0207 510 6235
circulation (2002) 1,336,000
email: peoplenews@mgn.co.uk

Sunday Business, 3 Waterhouse Sq, 142 Holborn,
London, EC1N 2NP.
phone: 0207 961 0000
news desk phone: 0207 961 0050
news desk fax: 0207 961 0102

Sunday Mirror, 1 Canada Square, Canary Wharf,
London, E14 5AP.
phone: 0207 293 3000,
news desk phone: 0207 293 3601
news desk fax: 0207 293 3939
circulation (2002) 1,778,000
email: news@sundaymirror.co.uk

Sunday Telegraph, 1 Canada Square,
Canary Wharf, London, E14 5DT.
phone: 0207 538 5000
news desk phone: 0207 538 7351
news desk fax: 0207 538 6084
circulation (2002) 781,000
email: stnews@telegraph.co.uk

Sunday Times, 1 Pennington St, London, E1 9XW.
Phone: 0207 782 5000
News desk phone: 0207 782 5670
News desk fax: 0207 782 5542
Circulation (2002) 1,416,000

We've included all regional papers with a reasonable circulation - roughly 30,000 plus. For smaller, more local media look in the Guardian Media Guide or your local phone book. The areas listed at the end of each entry are the rough geographical distribution area.

regional daily papers

Aberdeen Evening Express
phone: 01224 690222
news fax: 01224 699575
Montrose/Dingwall/Inverness

Basilidon Evening Echo
phone: 01268 522792
news fax: 01268 469 281
Southend/Canvey/Billerica/Canvey/Basildon

Belfast Telegraph
phone: 028 9026 4000
news fax: 028 9055 4506
All of NI + Donegal/Dublin

Birmingham Evening Mail
phone: 0121 236 3366

news fax: 0121 233 0271
Birmingham + Redditch/Coventry
/Wolverhampton/Kidderminster

Bolton Evening News
phone: 01204 522345
news fax: 01204 365068
Bolton/Bury/Chorley

Bournemouth Daily Echo
phone: 01202 554604
news fax: 01202 292115
Bournemouth/Poole/Christchurch

Bradford Telegraph and Argus
phone: 01274 729511
news fax: 01274 723634
Bradford/Halifax/Leeds/Skipton

Bristol Evening Post
phone: 0117 934 3000
news fax: 0117 934 3575
Bristol/Bath/Swindon/Weston S Mare

Coventry Evening Telegraph
phone: 024 7663 3633
news fax: 024 7655 0869
Atherston/Stratford/Rugby/Solihull

Dundee Courier and Advertiser
phone: 01382 223131
news fax: 01382 454590
All of Scotland

Glasgow Daily Record
phone: 0141 248 7000
news fax: 0141 309 3340

Whole of Scotland & northern England

Derby Evening Telegraph

phone: 01332 291111
news fax: 01332 253027
most of Derbyshire/part of Leics/Nottingham

East Anglian Daily Times

phone: 01473 230023
news fax: 01473 324 1776
Essex and Suffolk - Chemsford/Newmarket/Lowestoft (not Norfolk)

Eastern Daily Press

phone: 01603 628311
news fax: 01603 623872
Norfolk + northern bit of Suffolk

Edinburgh Evening News

phone: 0131 620 8620
news fax: 0131 620 8697
Edinburgh and surrounding area

Brighton Evening Argus

phone: 01273 544544
news fax: 01273 555 046
Whole of E+W Sussex

Evening Chronicle

phone: 0191 232 7500
news fax: 0191 232 2256
Berwick to Carlisle to Teeside

Teeside Evening Gazette

phone: 01642 245401
news fax: 01642 232014
Teeside - Stockton on Tees/Middlesbrough/ECleveland

Evening Standard

phone: 0207 938 6000
news fax: 020 7938 75 47
London + SE England

Glasgow Evening Times

phone: 0141 302 7000
news fax: 0141 302 6699
All of Scotland

Grimsby Evening Telegraph

phone: 01472 360360
news fax: 01472 372257
Grimsby/Cleethorpes area (sister paper for Scunthorpe)

Glasgow Herald

phone: 0141 302 7000
news fax: 0141 302 7007
All of Scotland

Gloucestershire Echo

phone: 01242 271900
news fax: 01242 271848

The Gloucester Citizen

phone: 01452 424442 news fax: 01452 420664
Gloucester/Forest of Dean/S Gloucs

Hull Daily Mail

phone: 01482 327111
news fax: 01482 584353 / 599477
Hull/Driffield/Bridlington/Goole/Wigan/Scunthorpe

Irish News

phone: 028 9032 2226 news fax: 028 9033 7505
NI + border + Dublin

Lancashire Evening Telegraph

phone: 01254 678678 news fax: 01254 680429
NF Lancs/Burnley/Blackburn

Leicester Mercury

phone: 0116 251 2512 news fax: 0116 253 0645
Leics

Liverpool Daily Post

phone: 0151 227 2000 news fax: 0151 236 4682
3 editions covering

Liverpool+Merseyside/

N Wales/Cheshire

Liverpool Echo

phone: 0151 227 2000
news fax: 0151 236 4682
N Wales/Stockport/Wirral/Wigan

Manchester Evening News

phone: 0161 832 7200
news fax: 0161 834 3814
Greater Manchester + Cheshire

Newcastle Journal

phone: 0191 232 7500
news fax: 0191 261 8869
Newcastle + surrounding area

The Northern Echo

phone: 01325 381313
news fax: 01325 380539
N Whitby - S Newcastle

Nottingham Evening Post

phone: 0115 948 2000
news fax: 0115 9644 032
Notts + borders of Derbs & Leics

Plymouth Evening Herald

phone: 01752 765500
news fax: 01752 765527
Plymouth + 20 mile radius

Portsmouth News

phone: 023 9266 4488

news fax: 023 9267 3363

Portsmouth/Winchester/loW/Chichester

Aberdeen Press and Journal

phone: 01224 690222
news fax: 01224 663575
Stirling / Kirkwall / Fort William

Preston Lancs Evening Post

phone: 01772 254841
news fax: 01772 880 173
Lancs + S Cumbria

The Scotsman

phone: 0131 620 8620
news fax: 0131 620 8616
Scotland

The Sentinel

phone: 01782 602525
news fax: 01782 280781
Stoke/Stafford/Uttoxeter/Leek/Crewe

Shropshire Star

phone: 01952 242424
news fax: 01952 254605
Shropshire

South Wales Echo

phone: 029 20 22 3333
news fax: 029 20 583 624
S Wales

Swindon Evening Advertiser

phone: 01793 528144
news fax: 01793 542434
Swindon + surrounding area

South Wales Evening Post

phone: 01792 510000
news fax: 01792 469665
S Wales - Neath/Port Talbot/Carmarthen/Cardiff/Swansea

Southern Daily Echo

phone: 023 8042 4777
news fax: 02380 424545
S Hamps/Bournemouth/Winchester/Gosport

The Star (Sheffield)

phone: 0114 276 7676
news fax: 0114 272 5978
S Yorks

Sunderland Echo

phone: 0191 534 3011
news fax: 0191 534 5975
Durham/Holton/Sunderland

Western Daily Press

phone: 0117 934 3000
news fax: 0117 934 3574
Avon/Sset/Gloucs/Hereford/Worcs/Dorset/Gwent/Devon

The Western Mail

phone: 029 2022 3333
news fax: 029 20 583 652
All of Wales

Western Morning News

phone: 01752 765500
news fax: 01752 76 55 35
Devon/Cornwall/Scilly/edge of S-set + Dorset

Wolverhampton Express and Star

phone: 01902 313131
news fax: 01902 319 721
Wolverhampton/Stafford/Kidderminster/Dudley

Yorkshire Evening Post

phone: 0113 243 2701
news fax: 0113 2388536
Leeds/Bradford/Harrogate/Wakefield/

Yorkshire Post

phone: 0113 243 2701
news fax: 0113 2388537
Yorkshire

South Wales Argus

phone: 01633 810000
news fax: 01633 777202
Newport/Pontypool/Cwmbran/Cardiff

Worcester Evening News

phone: 01905 748700
news fax: 01905 748009
Worcs/Hereford/Kidderminster/Evesham

Cambridge Evening News

phone: 01223 434434
news fax: 01223 434415
25 mile radius of Cambridge

Peterborough Evening Telegraph

phone: 01733 555111

news fax: 01733 313147
25 mile radius of Peterborough

Lincolnshire Echo

phone: 01522 820000
news fax: 01522 804493
Lincs/Gainsborough/Spalding

Lancashire Evening Post

phone: 01772 254841
news fax: 01772 880173
Cumbria/Southport/Penrith/Blackburn

Strathclyde Evening Times

phone: 0141 302 7000
news fax: 0141 302 6699
Glasgow + surrounding area

The News (Portsmouth)

phone: 02392 664488
news fax: 02392 673363
2 editions -

Portsmouth/Gosport+ Fareham/Havant/Waterlooville

national and regional tv

BBC National News (Next Day's News:)

phone: 0207 580 4468
news phone: 0208 624 9141
news fax: 0208 749 6972

ITN - Independent Television News

phone: 0207 833 3000
news fax: 0207 430 4016 or 0207 430 4136

Channel 4 News

phone: 0207 833 3000
news fax: 0207 430 4608

Channel 5 News

phone: 0207 833 3000
news fax: 0207 782 9902

BBC Scotland - Reporting Scotland

phone: 0141 338 2000
news fax: 0141 337 1402

BBC Northern Ireland - Newsline 6.30

phone: 028 9033 8000
news phone: 028 9033 8611
news fax: 028 9033 8806

BBC Birmingham - Midlands Today

phone: 0121 432 8888
news fax: 0121 432 9929

BBC Nottingham - East Midlands Today

phone: 0115 955 0500
news phone: 0115 902 1917
news fax: 0115 902 1984

BBC Norwich - Look East

phone: 01603 619 331
news phone: 01603 284 405
news fax: 01603 667 865

BBC Bristol - Points West

phone: 0117 973 2211
news phone: 0117 974 6877
news fax: 0117 974 1537

BBC Elstree - Newsroom South East c/o Radio Kent

All national and regional TV news producers are listed - text in italics is the name of the regional (usually evening) news programme. Some areas will receive more than one regional TV channel - in Oxford we get BBC Newsroom South East, while ITV believes we are in the Midlands and gives us Central News South - and cabled up folks get Meridian News as well...

BBC Birmingham - Midlands Today

phone: 0208 953 6100
news phone: 01892 67 00 00
news fax: 01892 549 118

BBC Southampton - South Today

phone: 023 8022 6201
news fax: 023 8033 9931

BBC Plymouth - Spotlight

phone: 01752 229 201
news fax: 01752 234 595

BBC Manchester - North West Tonight

phone: 0161 200 2020
news fax: 0161 244 3122

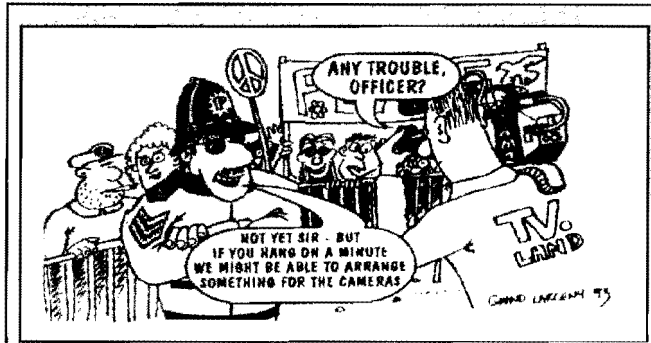
BBC Leeds - Look North

phone: 0113 244 1188
news fax: 0113 243 9387

BBC Newcastle - Look North

phone: 0191 232 1313
news phone: 0191 231 1816
news fax: 0191 231 0112

police press releases



The police tend to issue a press release about any event they have had any involvement with. They conveniently put these press releases on a voicebank - in reality an answerphone that is updated several times a day for journos to phone into and get the latest info. This also allows us to dial in and listen to the police version of events, and, if appropriate, respond with our own. Many journos will take the police version as gospel and use this as the basis for their story, with a few snippets from the campaign.

Most forces have 'voicebanks', if they're not listed, they don't have one - you need to call the headquarters number and ask for the press office, they will then read the current press releases over the phone to all journalists who call them. The Met have done away with their voicebank number and now email out press releases when journalists call and request them.

The Met press office
phone: 0207 230 2171
Avon & Somerset - Bristol
phone: 07626 957011
Avon & Somerset - Taunton
phone: 07626 950441
Beds
phone: 07626 925682
Cambs
phone: 07626 950160
Cheshire
phone: 07626 955487
Cleveland
phone: 07626 953739
Cumbria
phone: 07626 972830
Derby
phone: 07626 955020
Devon & Cornwall
phone: 01392 452198
Dorset
phone: 07626 932345
Durham
phone: 07626 955684
Essex
phone: 07626 925680
Glos
phone: 07626 955884

Hamps
phone: 07626 932024
Herts
phone: 07626 934068
Humberside
phone: 07626 978223
Kent
phone: 01622 650100
Lancs
phone: 07626 984856
Lincs
phone: 07626 957180
Gtr Mancs
phone: 09068 335559
Merseyside
phone: 09068 557725
Northants
phone: 07626 952401
Northumbria
phone: 07626 979793
Notts
phone: 07626 957125
Staffs
phone: 01785 232525
Suffolk
phone: 07626 932403
Surrey
phone: 07626 953808

Sussex
phone: 01273 479221
Thames Valley
(Berks/bucks/oxon)
phone: 07626 932012
Warks
phone: 07626 952404
West Mercia
(Hereford/Shrops/Worcs)
phone: 07626 913005
West Midlands
phone: 07626 952009
Wilts
phone: 07626 961045
South Yorks
phone: 07626 952018
North Yorks
phone: 07626 979568
West Yorks
phone: 07626 912799
Gwent
phone: 01633 642219
North Wales
phone: 07626 950443
South Wales
phone: 01656 869292

Anglia - East of England
phone: 01603 615151
news fax: 01603 622 574
Border Television - Lake Dist/borders/IOM
phone: 01228 525101
news fax: 01228 594 229
Carlton Television - London & Southwest Mon-Fri
phone: 0207 240 4000
news phone: 0207 827 7700
news fax: 0207 827 7710
Central Broadcasting (Carlton TV) - Midlands
phone: 0121 643 9898
news phone: 0121 634 4103
news fax: 0121 634 4606
GMTV - National Breakfast
phone: 0207 827 7000
news fax: 0207 827 7309
Grampian Television - North Scotland
phone: 01224 846 846
news phone: 01224 846 711
news fax: 01224 846 802
Granada Television - North West England
phone: 0161 832 7211
news fax: 0161 953 0290
HTV - Wales
phone: 029 20 59 0590

news phone: 029 20 590 758
news fax: 029 20 590 759
LWT - London & SE Fri pm- Mon am (London news network)
phone: 0207 620 1620
news phone: 0207 827 7650 or 0207 827 7651
news fax: 0207 827 7710
Meridian Broadcasting (Sth/SE England - Southampton)
phone: 023 8022 2555
news fax: 023 8023 7236
Scottish Television - Central Scotland & SW Highlands
phone: 0141 300 3000
news fax: 0141 332 9274
Tyne Tees Television - NE & N Yorkshire
phone: 0191 261 0181
news phone: 0191 269 37 18
news fax: 0191 232 7017
UTV - Northern Ireland
phone: 028 9032 8122
news fax: 028 9023 8381
Westcountry Television - Cornwall/Dev/W Dor & Som
phone: 01752 333333
news fax: 01752 333444
Yorkshire Television - Yorks/Humb/Derbs/Notts/Lincs
phone: 0113 243 8283

news phone: 0113 222 8700
news fax: 0113 24 33 655
S4C (Channel 4 Wales. S4C news is provided by BBC Wales)
phone: 029 2074 1458
news fax: 029 2074 1457
CNN (Cable/Satellite news)
phone: 0207 637 6700 news fax: 0207 307 6868
HVT - Avon/Glos/S'set/Wilts/Devon/Dorset
phone: 0117 972 27 22
news phone: 0117 972 21 55
news fax: 0117 972 31 22
LWT Prefer Contact via email:
newsdaesk@londonatnight.co.uk
or planning@londonatnight.co.uk
Meridian Broadcasting - Sth/SE England - Newbury
phone: 01635 55 22 66
news fax: 01635 522 620
BBC National News (Future Planning:)
phone: 0207 580 4468
news phone: 0208 624 91 41
news fax: 0208 225 80 80
BBC National News (Today's News:)
phone: 0207 580 4468
news phone: 0208 624 9001
news fax: 0208 624 91 44

news agencies

The main national ones are listed here - many larger towns have a small news agency - check the Guardian Media Guide or the phone book. PA have a number of regional offices as well.

Reuters
phone: 0207 250 1122
news phone: 0207 542 7947
news fax: 0207 542 7921
Worldwide news agency - supplies 200 broadcasters worldwide 24hrs (mark fax duty editor)
NBC News worldwide
phone: 0208 600 6600
news phone: 0208 600 6666
news fax: 0208 600 6601
London office of the US news network

ABC News International
phone: 0208 222 5000
news phone: 0208 222 5500
news fax: 0208 222 5020
London Office of the US news network
APTN - Associated Press Television News
phone: 0207 410 5200
news phone: 0207 482 7638
news fax: 0207 410 5210
Was APTV & WTN - 24hr satellite service to over 1000 broadcasters worldwide
Bloomberg TV
phone: 0207 330 7500
news phone: 0207 330 7915
news fax: 0207 392 6281/6517
Business & financial news on

satellite/cable/digital
CBS News
phone: 0207 581 4801
news phone: 0207 887 3020
news fax: 0207 887 3092
London office of the US news network
Associated Press
phone: 0207 353 1515
news phone: 0207 427 4211
news fax: 0207 353 8118
Supplies international news to UK media & UK stories to the US media
PA News
phone: 0207 963 7000
news phone: 0207 963 7146
news fax: 0207 963 7192
The UK National news agency - all forms of media - many local offices

We've only listed BBC local radio here - as they all have their own local news programmes and many of the independent ones (which we didn't have space for anyway) don't - they get a national bulletin from IRN (Independent Radio News - see national radio).

local radio

BBC Radio Bristol

phone: 0117 974 1111
news fax: 0117 9238323

BBC Radio Cornwall

phone: 01872 275421
news fax: 01872 240679

BBC Radio Devon

phone: 01752 260323
news phone: 01752 234511
news fax: 01752 234564

BBC Radio Gloucestershire

phone: 01452 308585
news phone: 01452 307093
news fax: 01452 309491

BBC London Live

phone: 0207 224 2424
news fax: 0208 624 9144

BBC Radio Kent

phone: 01892 670000
news fax: 01892 675 644

BBC Radio Solent

phone: 023 8063 1311
news phone: 02380 374 543
news fax: 023 8033 9648

BBC Somerset

Sound
phone: 01823 348920
news phone: 01823 348920
news fax: 01823 332539

BBC Radio Berkshire

phone: 0118 9464200
news phone: 0118 9464200
news fax: 0118 9464555

BBC Southern Counties Radio (Sussex & Surrey)

phone: 01483 306306
news fax: 01483 304952

BBC Wiltshire Sound

phone: 01793 513626
news phone: 01793 513 652
news fax: 01793 513650

BBC Asian Network

(Leicester)
phone: 0116 251 6688
news fax: 0116 251 1463

BBC Radio Cambridgeshire

phone: 01223 259696
news fax: 01223 460832

BBC Radio Derby

phone: 01332 361111
news phone: 01332 375001
news fax: 01332 290794

BBC Radio Essex

phone: 01245 616000
news phone: 01245 616066
news fax: 01245 492983

BBC Hereford & Worcester

phone: 01905 748485
news phone: 01905 337290
news fax: 01905 748006

BBC Radio Leicester

phone: 0116 251 6688
news phone: 0116 202 1555
news fax: 0116 2511463

BBC Radio Lincolnshire

phone: 01522 511411
news fax: 01522 511058

BBC Radio Norfolk

phone: 01603 617411
news fax: 01603 284488

BBC Radio Northampton

phone: 01604 239100
news phone: 01604 737666
news fax: 01604 230709

BBC Radio Nottingham

phone: 0115 955 0500
news phone: 0115 902 1931
news fax: 0115 902 1984

BBC Radio Shropshire

phone: 01743 248484
news phone: 01743 237008
news fax: 01743 271702

BBC Radio Stoke

phone: 01782 208080
news phone: 01782 221294
news fax: 01782 289115

BBC Radio Suffolk

phone: 01473 250000
news phone: 01473 340707
news fax: 01473 210887

BBC Three Counties (Beds, Herts & Bucks)

phone: 01582 637400
news phone: 01582 637441
news fax: 01582 401467

BBC Radio WM (West Midlands)

phone: 0121 432 8888
news fax: 0121 432 9929

BBC Radio Cleveland

phone: 01642 225211

news phone: 01642 340666
news fax: 01642 211356

BBC Radio Cumbria

phone: 01228 592444
news fax: 01228 511195

BBC GMR Talk (Manchester)

phone: 0161 2002000
news phone: 0161 244 3035
news fax: 0161 236 5804

BBC Radio Humberside

phone: 01482 323232
news fax: 01482 226409

BBC Radio Lancashire

phone: 01254 262411
news phone: 01254 841001
news fax: 01254 680821

BBC Radio Leeds

phone: 0113 244 2131
news fax: 0113 242 0652

BBC Radio Merseyside

phone: 0151 708 5500
news fax: 0151 794 0909

BBC Radio Newcastle

phone: 0191 232 4141
news fax: 0191 232 5082

BBC Radio Sheffield

phone: 0114 2731177
news phone: 0114 2675440
news fax: 0114 2675454

BBC Radio York

phone: 01904 641351

news phone: 01904 622033
news fax: 01904 610937

BBC Radio Wales

phone: 029 2032 2000
news phone: 029 2032 2787
news fax: 029 2055 5960

BBC Radio Scotland

phone: 0141 338 2000
news fax: 0141 337 1402

BBC Radio Nan Gaidheal (Inverness)

phone: 01463 720720
news fax: 01463 236125

BBC Radio Ulster

phone: 028 9033 8000
news phone: 028 9033 8611
news fax: 028 9033 8806

BBC Radio Foyle (Northern Ireland)

phone: 028 7137 8600
news phone: 028 7137 8633
news fax: 028 7137 8638

BBC Radio Cymru (Welsh language station)

phone: 029 2032 2000
news phone: 029 2032 2787
news fax: 029 2055 5960

BBC Radio Oxford

phone: 01865 889092
news phone: 08459 311 222

Note that all BBC newsrooms have to be contacted by phone through the Broadcasting House switchboard - none of them have direct lines (or so they say).

national radio

BBC Radio 1

phone: 0207 580 4468
news fax: 0207 765 2471

BBC Radio 2

phone: 0207 580 4468
news fax: 0207 765 3375

BBC Radio 3

phone: 0207 580 4468
news fax: 0207 765 5101

BBC Radio 4

phone: 0207 580 4468
news fax: 0208 749 6972
Main fax for all BBC news (mark attn R4)

BBC Radio 5 Live

phone: 0207 580 4468
news fax: 0208 624 9562 or 9563

Classic FM

phone: 0207 343 9000
news fax: 0207 344 2702

Get most news from ITN, does some own in evening program Virgin 1215

phone: 0207 434 1215
news phone: 0207 434 2064
news fax: 0207 432 3409
email: newsdesk@virginradio.co.uk

IRN - Independent Radio News

phone: 0207 430 4090
news phone: 0207 430 4814
news fax: 0207 430 4834
supplies bulletins to most independent local radio stations They prefer email: irn@itn.co.uk

BBC The Today Programme (R4)

phone: 0207 580 4468
news fax: 0208 624 9630 or 0208 624 9633

BBC The World at One (R4)

phone: 0207 580 4468
news fax: 0208 624 9744

BBC PM Programme (R4)

phone: 0207 580 4468
news fax: 0208 624 9744

Construction News

phone: 0207 505 6600
news fax: 0207 505 6889

New Civil Engineer

phone: 0207 505 6600
news fax: 0207 505 6667

Planning

phone: 0208 267 4544
news fax: 0208 267 4013

Contract Journal

phone: 0208 652 3500
news fax: 0208 652 8958

Building

phone: 0207 560 4000
news fax: 0207 560 4004

New Scientist

phone: 0207 331 2701
news fax: 0207 331 2772

Arable Farming

phone: 01473 232770
news fax: 01473 232822

Commercial Motor

phone: 0208 652 3500
news fax: 0208 652 8969

Dairy Farmer

phone: 01473 241122
news fax: 01473 401379

Lloyds List (energy & shipping)

phone: 0207 553 1457
news fax: 0207 553 1109

Oil & Gas Journal

(International - edited in US)
phone: 001 713 621 9720
news fax: 001 713 963 6285

Horticulture Week

phone: 0208 943 5000
news fax: 0208 267 4987

Housing

phone: 0207 837 8727
news fax: 0207 772 8590

Housing Today

phone: 0207 843 2275

news fax: 0207 278 7570

Mining Journal

phone: 0207 216 6060
news fax: 0207 216 6050

Timber Trades Journal

phone: 01732 470032
news fax: 01732 470049

Farming News

phone: 01732 377289
news fax: 01732 377675

trade press

This is a selection of the more useful trade press, most of these have run stories about activism in their industry in the past. For more contacts look around on your next office occupation/site visit to see what everyone's reading. And check the Guardian Media guide for listings specific to your campaign.

This list is by no means exhaustive - merely a selection of the more useful ones - again, check the Guardian Media guide, your library - they often get all the local magazines and newsletters donated to their periodicals section - and browse the shelves of your nearest greeny bookshop.

magazines

Private Eye

phone: 0207 437 4017
news fax: 0207 437 0705
www.private-eye.co.uk
The original satirical rant mag

Index on Censorship

phone: 0207 278 2313
news fax: 0207 278 1878
www.indexoncensorship.org
International - covers censorship & free speech issues

The Big Issue

phone: 0207 526 3200
news fax: 0207 526 3201
www.bigissue.com
Nationally distributed (with regional variations)

Earth Matters

phone: 0207 490 1555
news fax: 0207 490 0881
www.foe.co.uk
magazine for FOE supporters

The Ecologist

phone: 0207 351 3578
news fax: 0207 351 3617
www.gn.apc.org/ecologist
30yr old academic mag - news section

Ethical Consumer

phone: 0161 226 2929
news fax: 0161 226 6277
www.ethicalconsumer.org
Ethical version of 'Which' - news section

Gay Times

phone: 0207 482 2576
news fax: 0207 284 0329
www.gaytimes.co.uk
Europe's biggest gay news & info mag

New Statesman

phone: 0207 828 1232
news fax: 0207 828 1881
www.newstatesman.co.uk
Weekly lefty political mag

New Internationalist

phone: 01865 728181
news fax: 01865 793152
www.newint.org
Monthly on enviro & human rights issues

Peace News

phone: 0207 278 3344
news fax: 0207 278 0444
peacenews@gn.apc.org
www.peacenews.info
Quarterly mag on anti military & human rights issues

Red Pepper

phone: 0207 281 7024
news fax: 0207 263 9345
www.redpepper.org
Monthly lefty/enviro news

Pink Paper

phone: 0207 296 6210
news fax: 0207 957 0046
www.sonow.net
Weekly gay & lesbian news (Fridays)

The Voice

phone: 0207 737 7377
news fax: 0207 274 8994
www.voice-online.co.uk
Weekly paper for the black community (Mondays)

The Spectator

phone: 0207 405 1706
news fax: 0207 242 0603
www.spectator.co.uk
Weekly centre-right news mag

Eastern Eye

phone: 0207 650 2000
news fax: 0207 650 2001
Weekly news for the Asian Community (Friday)

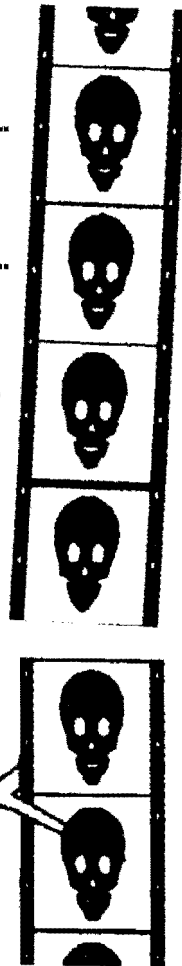
This is...

the greatest ...

government ...

FUCK UP ...

of all time!"



Positive News

phone: 01588 640022
news fax: 01588 640033
www.positivenews.org.uk
Greeny/aiternative good news paper - also publish Living Lightly Magazine (both quarterly)

Corporate Watch

phone: 01865 791391
www.corporatewatch.org
Digging the dirt on multinationals and dodgy companies. Quarterly magazine

Schnews

c/o on the fiddle,
PO box 2600,
Brighton BN2 2DX
phone: 01273
685913

www.schnews.org.uk
The weekly newsletter for the direct action movement
Oxyacetylene
16B Cherwell St, Oxford OX4 1BG
phone: 07970 343486
http://come.to/oxyace
Free fortnightly newsheet for Oxford

The Pork Bolter

PO Box 4144, Worthing, West Sussex BN14 7NZ

This section only lists the more regular newsletters and websites - for more alternative media see the magazine section.

www.worthing.eco-action/porkbolter

Free newsheet for Worthing
South London Stress
Box Stress, 56 Crampton St London, SE17
phone: 0207 274 6655
Dirt-digging sarf London newsheet

Sheffield Digger

c/o 54 Upperthorpe Rd, Sheffield S6
si_chambers@yahoo.com
Free newsheet for Sheffield

The Loombreaker

c/o Manchester EFi Dept 29, 255 Wilslow Rd, Manchester M14 5LW

phone: 0161 226 6814
loombreaker@nematode.freeseer-ve.co.uk

Free newsheet for Manchester
Undercurrents
16B Cherwell St, Oxford OX4 1BG

phone: 01865 203661
www.undercurrents.org or
Undercurrents Foundation,
Environment Centre,

Pier St,
Swansea SA1 1RY, Wales
phone: 0 1792 455900
Video news magazine, archive, training & support for video activists

EFI Action Update

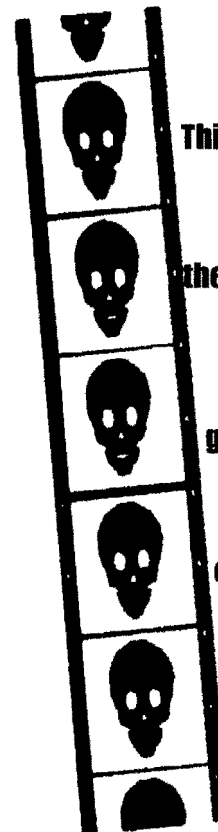
PO box 1TA, Newcastle NE99 1TA
www.eco-action.org/efau
actionupdate@gn.apc.org

This is...

the greatest ...

government ...

of all time!"



alternative media

Monthly news, info and contacts for Earth First! groups and direct action

Squall

PO Box 9589 London N19 5HW
www.squall.co.uk

'Radical quality journalism' - web based with regular 'downloads' - A5 newsletters

Action South West

Box 80, Greenleaf, 82 Coulston St, Bristol BS1 5BB
phone: 07931 268966
wca99@hotmail.com
Regular newsletter for s/w direct action

Broughton Spurtle

c/o Broughton Books, 2A Broughton Place, Edinburgh.
phone: 0131 556 0903
www.tpuntis.demon.co.uk
Monthly free paper for local area

Oneworld Online

www.oneworld.org
News & resources for campaigners worldwide

Urban 75

www.urban75.com
loads of news on a range of issues, with regular updates

Liverpool Eco

c/o News from Nowhere, 96 Bolsd St, Liverpool
Free newsheet for Liverpool

www.cultureshop.org

Political videos

resources

Anything else we think is useful!

Activists' Legal Project

16b Cherwell Street,
Oxford, OX4 1BG
Phone: 01865 243772
email: activistslegal@gn.apc.org
Training and advice on legal
issues around nvda

Subvertise

PO Box 68, Oxford, OX3 7YS
www.subvertise.org,
Online archive of anti corporate
images, articles and cartoons.

Guardian Media Guide

119 Farringdon Rd,
London, EC1R 3ER
Phone: 01483 204455,
The main guide to mainstream
media contacts - held by many
libraries

Schnews

c/o on the fiddle, PO Box 2600,
Brighton BN2 2DX
Phone: 01273 685913
www.schnews.org.uk
Huge database of campaigns
and organisations in their
annual books, and on the website

Undercurrents

16b Cherwell St, Oxford OX4 1BG
Phone: 01865 203661
www.undercurrents.org
Video news magazine, archive,
training and support for video
activists

Corporate Watch

16B Cherwell St,
Oxford OX4 1BG
Phone: 01865 791391
www.corporatewatch.org.uk

Produces activists guide to GM,
oil, how to research
corporations etc. Large online
database

Oxford GreenPrint

115 Magdalen Rd,
Oxford, OX4 1RQ
Phone: 0845 345 1398
www.oxfordgreenprint.com
Ethical and eco friendly
non profit print company.

The Phone Co-op

32 West End, Chipping Norton,
Oxon, OX7 5FX
Phone: 0870 735 7000
www.phonecoop.org.uk
Ethical phone co op - cheap
phone calls for individuals and
groups.

I-Contact video network

c/o 76 Mina Rd, St Werburghs,
Bristol BS2 9TX
www.videonetwork.org
Support for video activists and
campaigners

Indymedia UK

www.indymedia.org.uk
Web based grassroots reporting
on eco/social justice issues
can a live webcast of 118

GreenNet

Non profit collective providing
internet services, support and
training for "groups and
individuals working for peace,
human rights and the
environment"
www.gn.apc.org 0845 0554011

INK - Independent News Collective

170 Portobello Rd,
London W11 2FB
Phone: 0207 221 8137
www.ink.uk.com
Distribution network for
alternative media
Monkey-Wrench Graphix
PO Box 12802,
Edinburgh EH7 5H7
www.autonomous.org.uk/monkey

Sunrise Screenprint Workshop

The Old Schoolhouse, Kirkton of
Menmuir, by Brechin, Angus,
Scotland, DD9 7RN
www.menmuir.org.uk/sunrise/
T-shirts with eco/animal
rights/anarchist designs.

Will design & print for
campaigns

UbergEEK Hamish.

Is a part of an experienced
consultancy specifically formed
to share skills and provide a full
spectrum of IT. Services to the
progressive community.
Specialises in open source
software and security.
Hamish@flucmicrosoft.com

<http://www.ethicalinternet.co.uk/>
Ethical internet service provider
and webspace supplier

www.pricebuster.org.uk

Where to buy inexpensive video
tapes.

The 2003 Edition Activists' Media Toolkit

MEGANNEWS.COM

- How to use the mainstream media
- How to sell pictures/video to the media
- Whats wrong with the mainstream media
- Alternative media - what exists and how it works
- How to start your own local newsletter
- Books and publications list
- Resources and reference library

