

Fairhaven

Free Press

The Paper of the People

Media Kit

Created by Becky Campbell,
Nicole Daniels, Kieran Boyle &
Aleyda Cervantes

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Fairhaven

Free Press

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Publication Editors: Becky Campbell, Nicole Daniels, Aleyda Cervantes & Kieran Boyle

Overview

The Fairhaven Free Press is the result of students working together to create a free, fair and independent press organization at Western Washington University (WWU) to be an organized collective to support, encourage and engage in local and global community activism and seeking to evoke discussion that broadens perspectives.

Current activities

Currently there are no campaigns or major activities as the paper is in a shift from moving from being part of the Associated Students (AS) to being completely independent in Bellingham, Washington. They are working to get in touch with the Cooper Point Journal at Evergreen State College in Olympia, Washington to get distribution in a larger circulation as well as seeking funding from local businesses in Bellingham, Washington.

The FFP is currently working towards getting in touch with the Cooper Point Journal to discuss their success in independence in hopes of incorporating this to their fundraising. "The *Cooper Point Journal* is produced by students at The Evergreen State College, with funding from student fees and advertising from local businesses. The *Journal* is published for free every other Thursday during the school year and distributed throughout the Olympia area." (Cooper Point Journal)

Key Terms & Facts

Active Citizen: An active citizen is the one who participates in social issues in their community.

Alternative Press: Alternative Press is type of media which provides alternative information to the mainstream media. Alternative media differs from mainstream media with its modes or production, distributions and audience.
(Alternative Media)

Associated Students: The Associated Students of Western Washington University is an organization designed and run by Western students.

Commons Knowledge: Knowledge that is known by everyone or nearly everyone, usually with reference to the community in which the term is used.

Culture Jamming: Culture jamming is a form of subversive advertising or political communication, otherwise known as subvertising. These jams are intended to expose questionable political assumptions behind commercial culture. **(Culture Jamming)**

Fairhaven College: Fairhaven College is the interdisciplinary, liberal arts college of Western Washington University. We are a small learning community where students take an uncommon degree of responsibility for the direction of their own education.

Horizontal Management: There is no one person in charge of the organization (i.e. managers, presidents, etc.). In the case of the Fairhaven Free Press, there is editors, but anyone who attends meetings or writes or the newspaper has a say.

Mobilization Media: Mobilization media are communication practices that mobilize or organize social movements, identity, or cultural projects through the use of new media tools and platforms such as Facebook or YouTube.
(Alternative Media)

Participatory Journalism: Participatory journalism is all journalistic content created collaboratively by journalists, independent media, and citizens, as well as content created independently by citizen or independent media that is then acquired or used by mainstream media. **(Neheli)**

Local

- There are at least three alternative newspapers in Bellingham, Washington: The Cascadia Weekly, Fairhaven Free Press & Whatcom Watch.
- The Cascadia Weekly was established in 1997 with a bi-weekly distribution and became a weekly in 2003.
- Whatcom Watch is a volunteer-based alternative newspaper expressing the freedom-of-speech while also covering local governmental and environmental issues.
- The Fairhaven Free Press works with the Bellingham Alternative Library to gather information.
- The Fairhaven Free Press has about 20 members and four main editors, and cover topics ranging from embracing polarity to the age of Internet surveillance.
- The Fairhaven Free Press audience is primarily young adults.
- The Fairhaven Free Press costs between \$700-\$900 to print.
- The Northwestern Passage was of the first newspapers founded in Whatcom county. The Northwestern Passage was not an alternative newspaper, paved the ground for new publications in the area.

Regional

- The Association of Alternative News Media is an organization that represents 113 alternative news media organizations throughout North America. The AAN was founded in 1978 in Seattle, WA as the Association of Alternative Newsweeklies and began with 30 separate newspaper publications.
- Washington currently has eight alternative newspapers — Cascadia Weekly, Olympia Power & Light, Pacific Northwest Inlander, Fairhaven Free Press, Whatcom Watch, Seattle Weekly, The Stranger, Tacoma Weekly and Weekly Volcano.

- British Columbia has three alternative papers the George Straight, the Monday Magazine, and the Xtra Vancouver.
- Oregon has six alternative newspapers the Corvallis Advocate, the Eugene Weekly, the Portland Mercury, the Salem Weekly, the Source Weekly and Willamette Week.
- The Stranger began by distributing 20,000 papers throughout the college district of Seattle.
- The Stranger and Seattle Weekly are in direct competition
- The Stranger won the Pulitzer Prize in 2012 for *“a haunting story of a woman who survived a brutal attack that took the life of her partner, using the woman’s brave courtroom testimony and the details of the crime to construct a moving narrative.”*
- The alternative press is important for breaking stories that are often hid by the mainstream media. *“One organization, Project Censored, demonstrates the significance of this role by exposing the top 25 stories censored by the mainstream media every year (projectcensored.org). Almost all of these stories are revealed by alternative press publications.”*
- The Seattle Weekly is an alternative publication that was founded in 1976, that has kept the entire community engaged for the past 40 years, with their variety of stories from music to news-focused activist.
- The Stranger is another well-known alternative publication the Seattle area. The articles go from a variety range from activism to pop culture.

National

- The combined circulation of the top 20 alternative weekly newspapers that belong to the Association of Alternative Newsmedia declined by 8% in 2012.
- The Association of Alternative Newsmedia (AAN) is a non-profit organization which represents 113 alternative news media organizations throughout North America. These member publications reach over more than 38 million adults in print, on the web and mobile devices.

- The largest of Alternative Weekly Newspapers in the Village Voice with a circulation of 144,203 in 2013 according to the Alliance for Audited Media and Verified Audit Circulation.
- A recent trend in for alternative weeklies in major cities to be sold to legacy news organizations. The Bay Guardians and the SF Weekly were bought by the same company that owns the San Francisco Examiner.
- Alternative papers have also been bought up by non-media owners or community paper chains.
- Alternative weeklies took in \$174 million in revenues in 1992. Doubling that by 1997 to \$383 million. Peaking in 2000 with revenues of \$511 million, alternative weeklies have been on a steady course for the past 10 years, briefly dropping to \$483 million in 2001.
- The audience of alternative papers tends to be college graduates (67%) and the median annual household income is around \$55,000.
- Large companies are using alternative press as a way to reach young adults. (Bar and Club Tobacco Promotions in the Alternative Press: Targeting Young Adults, Sepe)
- Alternative press gives voice to populations not heard and views not seen in corporate media. (Encyclopedia of Activism and Social Justice, Anderson)
- "In these days of growing media concentration, Green Left Weekly is a proudly independent voice committed to human and civil rights, global peace and environmental sustainability, democracy and equality. By printing the news and ideas the mainstream media won't, Green Left Weekly exposes the lies and distortions of the power brokers and helps us to better understand the world around us." This detail is what all alternative press publications are mainly focused on. (Greenleft.org.au)
- More publications are pursuing an online presence which was typically taboo in the alternative press world
- Alternative publications have become predominant across the entire country. Investigative reporting and imaginative writing linger on, but most major alternative weeklies are becoming bastions of bourgeois buck chasing.

- Boston's weekly Phoenix (paid circulation 68,000, free distribution 50,000) averages 150 pages, promotes itself exuberantly on radio and television, and grossed \$4 million last years.
-

Bios

Cherish Broker

As a publication editor for the Fairhaven Free Press, Cherish Broker, junior is passionate about encouraging creative expression in all forms. Studying English and Buddhist Studies through Fairhaven College at Western Washington University, Broker believes that the Fairhaven Free Press creates a personal community to create a publication unlike any other. Combining creative freedom with activism and community building, Broker is making the Free Press a wholly unique forum that anyone can come to and bring attention to the issues that are directly impacting them.

Contact: Fairhavenfp@gmail.com



"The community is so dynamic and powerful; I am constantly inspired by everyone who is a part of the Free Press."
-Cherish Broker

Kenny Powers

Fairhaven Free Press copy editor and junior Kenny Powers helped to re-establish the Fairhaven Free Press in fall of 2014 as a way to give back the motivation and encouragement he felt everyday from his community. Powers sees the Free Press as a vessel in which he can change the world and hopes the the Free Press will represent a tool to bring a voice to everyone and change to

the community. Majoring in a Fairhaven College concentration, Connecting: Peaceful Communication and Relational Awareness he finds motivation in the people around him and seeing how much hard work is put into local, national and global movements towards peace, justice, equality, love, and connection

Contact: Fairhavenfp@gmail.com

Calvin Hutcheon

Starting as a writer who published his own zine, Calvin Hutcheon is the design editor at the Fairhaven Free Press. Having loved the experience designing his zine, he looked to the Free Press with hopes of creating a compelling and beautiful publication for the community. This has helped him to see not only how the stories but how the stories need to be told.

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Boilerplate

The Fairhaven Free Press is a quarterly newspaper written, edited and published by students and graduates of WWU, working in collaborative groups. The Free Press is a forum for student news, opinion, and photography serving the Fairhaven, Western, and Bellingham communities.

The Free Press has approximately 20 members and has weekly meetings to discuss current issues as well as new story ideas and fundraising opportunities. This club is focused on horizontal management and alternative writing styles.

Students can work individually or cooperatively as Editor, Copy Editor, Layout and Design Chief, Photo Editor, or Reporter. Typically, all students in the group write at least one article for the paper. The group meets once weekly to discuss and plan the paper, to brainstorm possible articles, to learn journalistic skills, to critique and edit each other's writing and to produce the paper.

The Free Press's original run started in 2003 founded by Western student Dylan Bergeson and lasted until 2012. It shut-down production and was revived in fall 2014 by Cherish Broker and Kenny Powers when they saw a need to fill activist journalism at WWU and in Bellingham, Washington.

Cherish Broker is the current Publication Editor of the Fairhaven Free Press. For more information, visit <http://fairhavenfreepress.org> or <https://www.facebook.com/fairhavenfreepress>. Meetings are every Wednesday at 5:30 p.m. in Fairhaven College 314.

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Fairhaven

Free Press

WWU ASSOCIATED STUDENTS CLUB

Top 10 Frequently Asked Questions

1. What is the Fairhaven Free Press?

The Fairhaven Free press is a quarterly alternative newspaper written, edited and published by students. It is focused on bringing new attention to local and global issues from the perspective of Western Washington University students with the intention on filling the activism journalism gap that was missing from Bellingham in printed and online form.

2. What is alternative journalism & press?

Alternative journalism is often defined as those media practices falling outside of the mainstream of corporate communication. It gives a voice to those that the heavily biased mainstream media does not.

Regardless of your gender identity, sexual orientation, socio-economic status or education, alternative journalism gives you the facts and stories of those deemed not important by the mass media. The Free Press opens a space for community member to voice their opinions and also contribute to active solution to different issues

3. Why join with The Fairhaven Free Press?

The Fairhaven Free Press is what you make it. It is open to all students who want to work together and see a change in their communities. The Fairhaven Free Press is important to find places where students can voice their opinions and make that change happen.

4. How do I become part of The Fairhaven Free Press?

The Fairhaven Free Press meets every Wednesday at 5:30 p.m. in Fairhaven College 315 on WWU campus are always always open to new ideas and stories. The Free Press is open to designer, writer and editors who want to contribute and add their voice to the newspaper. There are no requirements to join the Fairhaven Free Press. The club is entirely community run and volunteer based. Also, an independent study credit is available from the advisor as well as experience in writing alternative journalism.

5. What is our mission?

Our mission is to create a safe environment a space for students and community members to voice their opinions and add their voice to the media. Thus, open discussion about social issues in and out of our community. We published the newspaper every quarter with new content and ideas that can help us bring more

Together the Fairhaven Free Press works to support, encourage, and engage in local and global community activism, seeking to evoke discussion that broadens perspectives. The Fairhaven Free Press sees the existence of the newspaper as an opportunity to promote positive change and cultural growth.

6. What are the benefits for writing for the Free Press?

Writing for the Fairhaven Free Press will give each and every person a voice and a place without censorship to express your opinions, your stories and ideas. You can write the stories of your community that the mainstream media does not cover.

7. What can my commitment look like?

As much or as little as you would like. If you want to become more involved in the paper, you can attend our weekly meetings. We are always looking for more article submissions, original art and volunteers to help us produce our quarter-annually paper. It usually depends on the process of the publication and whether you are writing more than one story or helping the design.

Students of the FFP can work individually or cooperatively as Editor, Copy Editor, Layout and Design Chief, Photo Editor, or Reporter. Typically, all students in the group write at least one article for the paper. The group meets once weekly to discuss and plan the paper, to brainstorm possible articles, to learn journalistic skills, to critique and edit each other's writing, and to produce the paper.

8. How often does the Free Press publish?

The Fairhaven Free Press is currently publishing once a quarter, but looking to publish bi-quarterly in the near future.

9. Do I need experience in writing to join?

Not at all. At every meeting we go over proper practices for writing and work with each other on refining and cleaning up our writing processes.

10. Where can I find out more?

To find out more about the Fairhaven Free Press, visit fairhavenfreepress.org, www.facebook.com/fairhavenfreepress or by email at fairhavenfp@gmail.com Weekly meetings for the Fairhaven Free Press are every Wednesday at 5:30 p.m. in Fairhaven College room 314.

Logo with Tagline

Along with the logo for the Fairhaven Free Press (as shown both in color and grayscale)



The Paper of the People

The Paper of the People

When using the Free Press in the media please use the tagline as noted below:

'Fairhaven Free Press: The Paper of the People'

An example of this in print would be found above and on the cover of the Fairhaven Free Press branding Guide, Social Media Guide and Media Kit.

Featured Story Pitch Idea

June 1, 2015

Dear Editors,

Western Washington University (WWU) student Cherish Broker went from creative writer to experienced journalist and publication editor in just a matter of a few short months.

Broker, a junior at Western studying English and Buddhist Studies, is the publication editor for the Fairhaven Free Press (FFP), a quarterly alternative publication of Fairhaven College at WWU.

Without having an previous experience in journalism, Broker still thinks that joining the Free Press was one of the best choices she has ever made. She sees the Free Press not only as a way to encourage creative expression in all forms, but also as a forum for the public for community discussion and activism. She hopes this will be a way for individuals in the community to bring attention to the issues directly affecting them in hopes of bringing the public together as a whole.

The Fairhaven Free Press is an Associated Students (AS) club, which was formed to created a space for alternative writing on the campus of WWU and attempting to fill the void created by the perceived lack of alternative press in the Bellingham community. As well as being a news outlet for the students of Western, the Free Press is also a news outlet for the Bellingham community at large.

As an organized group, they are currently working towards becoming independent from the university within the next two years, but are worried that the Associated Students (AS) will defund them or shut them down for their politics.

A possible interviewee is Kenny Powers, the copy editor and the student who originally revived the Free Press in the fall of 2014. Powers is currently a junior at Western majoring in a Fairhaven College concentration self-entitled 'Connecting: Peaceful Communication and Relational Awareness.'

Another potential interviewee would be Calvin Hutcheon who is not currently a student at Western, but is the design editor for the Free Press. Hutcheon joined the FFP after developing, creating and publishing his own personal zine.

Along with Hutcheon and Powers, Cherish Broker is hoping to combine creative freedom with activism and community building through the Free Press itself to create a wholly unique publication for the students of Western and the community of Bellingham.

Photo opportunities can be taken at the weekly meetings for the Free Press. Additional further information about the organization can be found in the media backgrounder that is attached as well as their website at fairhavenfreepress.org.

Thank you,

[Name]

Radio PSA Scripts

Fairhaven Free Press (FFP)

30 sec. Radio PSA

(Becky)

Brian Williams. Jayson Blair. Fox News. [pause] These are names that almost every American recognizes. The citizens of this country don't trust the mass media anymore because the mass media has stopped speaking for the people. We want to give a voice to anyone who has something to say — regardless of education, socio-economic background, race or religion. Join the Fairhaven Free Press to have that voice heard. Write. Create. Share. Whatever level of involvement feels right to you is what the Free Press is looking for. Go to H-T-T-P dot fairhaven free press dot org. Fairhaven Free Press, The Paper of the People

Fairhaven Free Press Script

30 sec. Radio PSA

(Nicole)

Would you like to have your opinion heard without censorship? [Pause] The Fairhaven Free Press is a quarterly alternative newspaper publication created and ran by the students of Western Washington University. Welcoming all outlooks, the Free Press aims to provide readers with honest news. If you value love, free expression and social justice, the F-F-P is your solution. Go to W-W-W dot Fairhaven free press dot org for more information. The Fairhaven Free Press, the paper of the people.

Fairhaven Free Press Script

30 sec. Radio PSA

(Aleyda)

The paper of the people is back. [pause] The Fairhaven free press is available once again at Western Washington University. Fairhaven Free Press quarterly editions open a space for artist, activist and community members to add their voice to the media. Focusing on social issues and creative expressions, the returning publication provides a safe environment to exercise free speech.

Want to add your voice in the next edition? Be part of the collaboration and contact them at Fairhaven free press dot org.

Fairhaven Free Press Script
30 sec. Radio PSA
(Kieran Boyle)

Bellingham has been lacking a political activism publication. [pause] Until now. The Fairhaven Free Press is here to serve that role in the Whatcom community. The Fairhaven Free Press is an alternative publication, published quarterly by the people. We offer an equal voice to everyone. This paper is entirely run by volunteers and we want to hear your voice. Fairhaven Free Press the paper of the people. To read more and see how you can get involved, visit us at [W-W-W dot Fairhaven-Free-Press dot org](http://www.fairhaven-free-press.org).

Media Clips

The following are various media clips that have been written, produced or published about the Fairhaven Free Press.

The Western Front - Bellingham, Washington

- March 5, 2015 - "From VTV: A Look At Student Publications"
<http://www.onlinefast.org/wwutoday/videos/from-vtv-a-look-at-student-publications>
- July 14, 2015 - "Fairhaven Free Press Returns This Fall"
http://www.westernfrontonline.net/news/article_7aceb63e-0c34-11e4-b845-001a4bcf6878.html
- October 13, 2014 - "Rain Shelter"
http://www.westernfrontonline.net/image_77dce7ac-60b2-11e4-a27a-001a4bcf6878.html
- September 18, 2014 - "Fairhaven Free Press Returns"
http://www.westernfrontonline.net/news/article_50ef7672-3f4d-11e4-871a-001a4bcf6878.html
- May 15, 2009 - "Fairhaven Affirms Faculty Is A Priority"
http://www.westernfrontonline.net/news/article_1830763d-3577-5036-8fec-1f0c5551d7f4.html
- May 11, 2004 - "Fairhaven Goes To Press: 'Free Press' Paper to Cover College"
http://www.westernfrontonline.net/news/article_27bd0426-69e3-5b42-ba97-b1e065d12beb.html

AS Review - Bellingham, Washington

- April 12, 2010 - "The Fairhaven Free Press"
<http://as.wvu.edu/asreview/2289/>

Photos

As part of a media kit, we've included pictures of a spoken word event that the Fairhaven Free Press was able to put on as well as a headshot of the current



publication editor, Cherish Broker. For more information and other media, please contact the Fairhaven Free Press at Fairhavenfp@gmail.com.





Cherish Broker, Publication Editor

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