



David

do you know anything of ivan illich and the center for intercultural documentation ? it is located in cuernavaca mexico. approximately 10 years in existence, believe systems which enslave man far more dangerous than visible .....

# HELLON WHEELS

... Roadarte Collective "takes a roadartists spring media raid tour through amerika/media zaps/images of a coop fantasy/voodoo lessons in how to talk back to your television/inflatable enviro-theatre/intense images of life/process architecture/limited offer" Roadarte Trucking Co., rfd. 1 Station Rd., South Amherst, Mass. . .

... Urbanat Exchange "intends to set up some sort of format or communication link with groups and individuals who are working on solutions to Urban problems." If you're interested in exchanging information and tactics reach them at 1255 Orcutt Road, #B-33, San Luis Obispo, California 93401 . . .

... Alternate Enterprise Exchange "is establishing a communication exchange among alternative enterprises to provide a forum for discussion of goals, techniques, and organization of the alternative enterprise system and the individual enterprises and people in the system." Input your comments on alternative enterprise, your needs, a sketch of your enterprise and you will receive a copy of their first newsletter. 130 East Canon Perdido, Santa Barbara, Calif. 93101 . . .

... the Center for New Corporate Priorities "is a radical corporate action group which does research but with its action-application in mind." For example, they've taken research from NACLA, Pacific Studies Center, etc. and expanded it and moved with it on a legal non-violent trip. Their objectives are "to understand the corporate decision-making process and why it usually results in policies contrary to the public interest, to design concrete alternatives for short-term change of corporate policy/and to educate the public that long-term change demands substantially different attitudes toward our economic, social and political structure." Contact at the center, Jim Lowery, 304 So. Aromore, Suite 101, L.A., Calif. 90020 . . .

## OTHER NETWORKS TO PLUG INTO

... Polyoploly, a City Game—random sketches of ideas for trading ideas with—evolving the trading process into a network which operates to access people to the information they spend most of their day attempting to access-general print out to catalyze a correlation of resources and needs—from Non-Profit Tie Line, 500 State Drive, Los Angeles, Calif. 90037 . . .

... Resource Accounting and Exchange "is a seed idea designed to better effect exchange of information among people who are able to share resources assuming that people know what they have/will have/can share and realize that through co-operation with present and potential resources lies the key to everyone's survival." It's an idea of a network which becomes self-sustaining through mutual interest and distribution—an alternative problem-solving process. 2 East 2nd. Street, top floor, N.Y.C. 10009 . . .

... David Graham has proposed a project to "research new ideas emerging around the movement toward religion. Since the people involved in the research will be initiators of many of the ideas; the team itself defines the movement they are researching. Output will take the form of reports on work in progress" (to be made available in several media.) A priority of the project is a video-parlor in the town of Wickenburg, Arizona which would output the information from the research. We don't know the status of the project but you can reach him at P.O. Box 1176, Wickenburg, Arizona 85358 . . .

... Art Hicks "is trying to get together an idea using surplus teletypes and homemade acoustical couplers to be used over long distance phone lines to allow underground papers to transmit news and whatever over the phone without a police audience." For more information try Box 642, La Jolla, Calif. 92037 . . .

... and while your trucking thru tune in to Radio Free Chicago at 97.1 FM, which features special programs designed to serve the needs of anyone struggling to survive in the city. 2312 N. Lincoln, Chicago, Ill. 60614 . . .

Domebook 2 has arrived. For a Manhattan resident, it's a wonder fantasy of sun domes, elliptical domes, portable pillow domes, scrounged domes, all domes. I wouldn't begin to build without it. If there is a #3 it will probably be called Shelter. Published by Pacific Domes it's available for \$4.20/copy (add 20¢ tax if you're a California resident.) Box 279, Bolinas, Calif. 94924.

Living on Earth by Alicia Bay Laurel, Vintage Press .

A beautiful guide for anyone who is thinking of going back to nature. Lots of real survival information from building your own shelter and furniture to organic gardening, canning, making soap, and hundreds of things you really need to know.

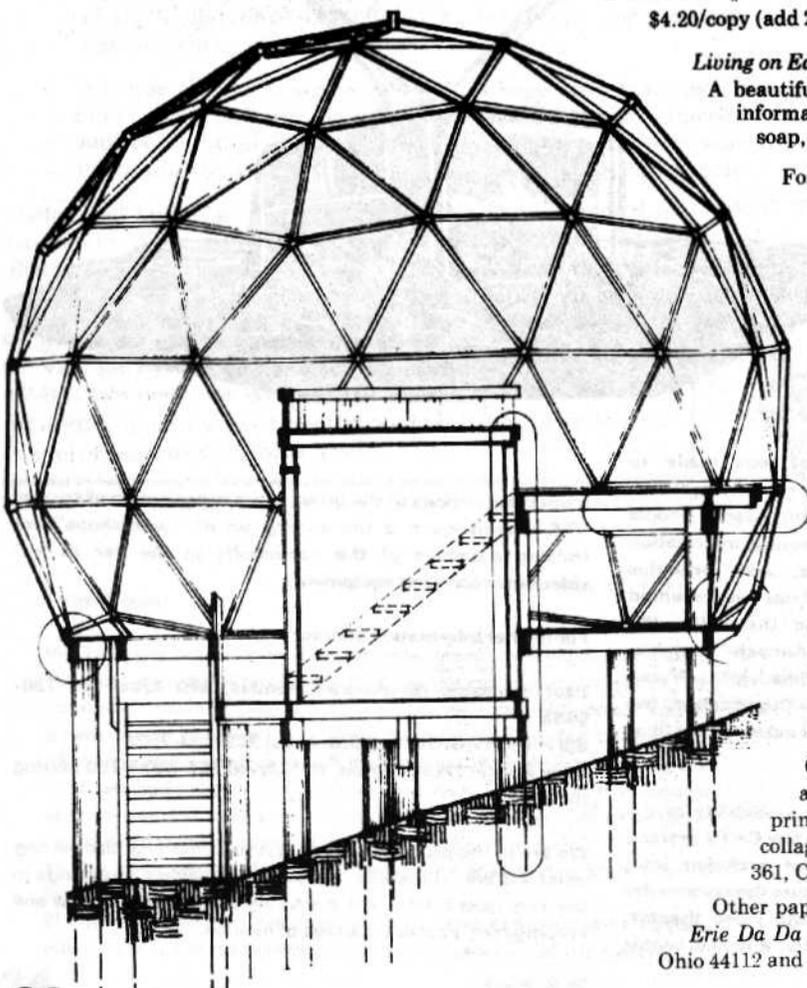
For fact sheets regarding the ecological crisis, you might check into Earth Kit. As well as information on what can be done by action minded groups and individuals, Earth Kit lists groups to contact, bibliographical references, and offers comprehensive pamphlets on various facets of the ecology scene. \$1.50 per issue; \$10 (includes donation for a subscription. Environment! 150 5th. Ave., N.Y. C. 10011.

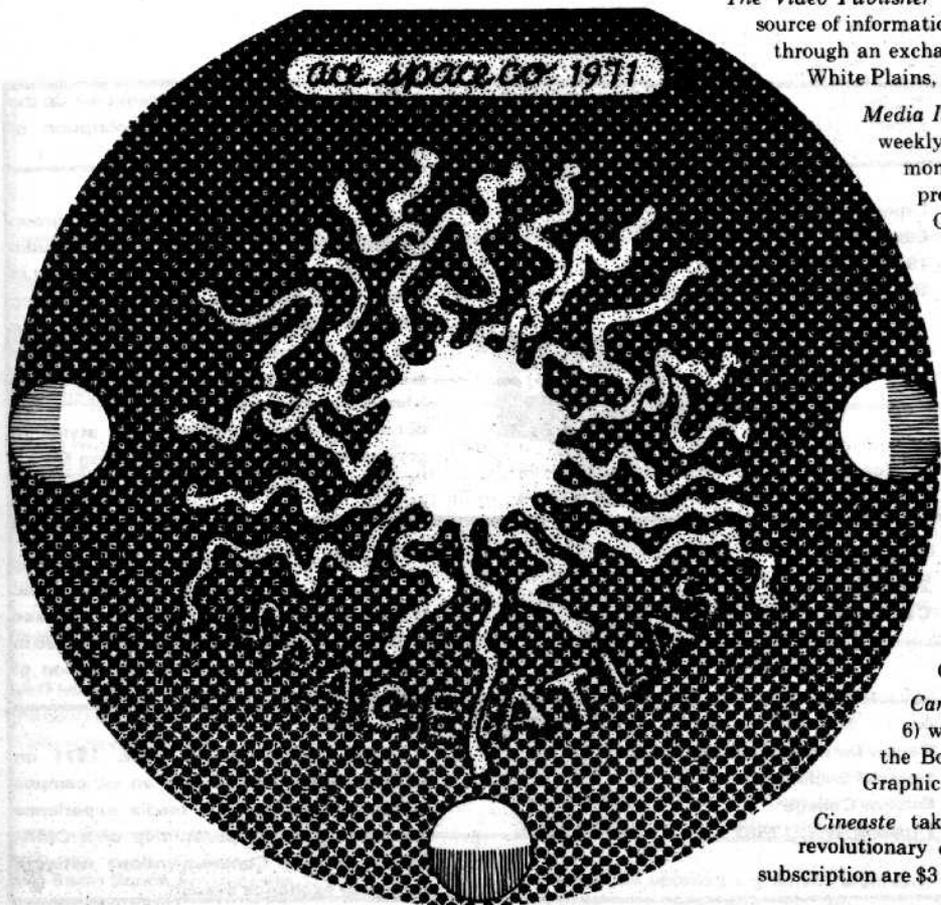
Canyon Collective. Here are some folks who are actually laying out concrete plans for making community change happen. They talk realistically about transforming present society by knocking down fences and walls and re-introducing flow into our lives. Among the topics they have been thinking about are shelter, recycling clothing, land, ecological transportation, free clinics, tenants unions, food co-ops, schools, and on and on. Well worth considering some positive alternatives. Box 77 Canyon, Calif. 94516.

Two other publications which have special interest to us because they're initiated new formats for disseminating information are Changes and the Space Atlas. Changes is for all you newspaper junkies who are concerned with the management of change but get caught up in the timely consumption of establishment papers. Changes is a neat pocket sized folder with stapled abstracts from major US and international papers and comes out thrice weekly. The only hassle is that it costs about \$425 per year distributed by Futuremics, Inc. 1346 Conn. Ave. N.W. Washington, D.C. 20036; published by Orba Information Limited, 418 Saint Sulpice, Montreal 125 Canada.

The Space Atlas is a more workable model. It was conceived by Dana Atchley of The Ace Space Co. and is comprised of 8 x 10 information sheets which were sent in by subscribers then collated and distributed in a looseleaf binder by Ace Space. Dependent on new technology (i.e. instant printing, offset utilizing disposable paper plates, xerox etc.) the Space Atlas is a connective collage of information. Don't know what Ace Space is up to now but you can reach them at Box 361, Crested Butte, Colorado.

Other papers we'd like to thank for exchange publications or sample issues: The Great Swamp Erie Da Da Boom from the Cleveland area, Angry City Press 14016 Orinoco, East Cleveland, Ohio 44112 and New Orleans' Nola Express, Box 2342, New Orleans, L.A. 70116.





The *Video Publisher* is a specialized off-shoot of Knowledge Industry Publications. A good source of information which will let you know what video management is plugging into. We get it through an exchange since the \$75/year subscription rate is a bit prohibitive. Tiffany Towers, White Plains, N.Y. 10602.

*Media Inter-great* is published by the Resource Center of Dawson College, Montreal and is a weekly bulletin which covers most media events in the Montreal area. During the summer months the publication is transferred to *Community Media News Supplement* which is prepared and distributed by the Community Media Office of Dawson College, Montreal. (see Canadian section of this issue)

*Micrographics News and Views* is a well researched newsletter that's trying to do its bit for the user of micrographic products (defined to include video). Somewhat inaccessible at \$75/year for 24 issues, you might want to dip into special issues. They've a good issue on the cassette turmoil (Vol. 1, No. 13) which is available for \$5. P.O. Box 2642, Palos Verdes Peninsula, California 90274.

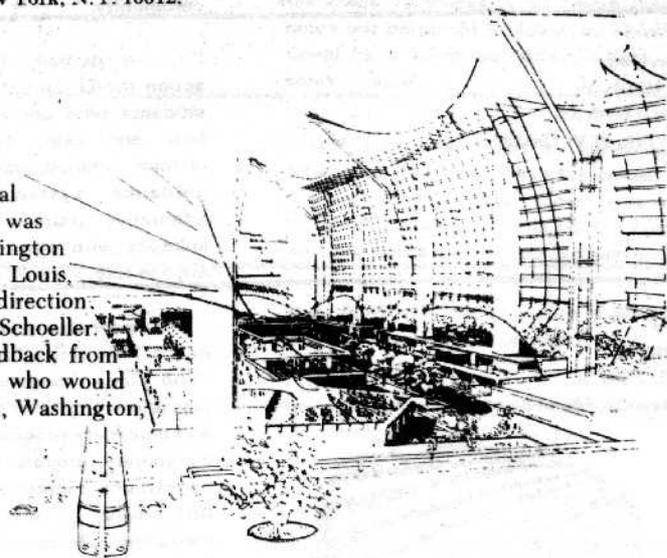
*Source* is a catalog which grew out of Source's experience of the Education Liberation Front, a traveling, gathering and distributing information bus. The catalog will be divided into 13 major liberations areas, beginning with Communications. For more information on catalog headings and contents write to Source, 2115 "S" Street N.W., Washington, D.C.

*Citizens*, a Washington D.C. based resource center is attempting to enforce the broadcast industry to meet the needs and diverse interest of the public. They have published a Progress Report outlining their services to citizens and community groups. Also in the works is a handbook on citizens' access to the F.C.C. There's lots of good information on what the public can do through the courts to guarantee their rights to the media. Citizens Communications Center, 1816 Jefferson Place, Washington, D.C. 20036.

*Camera People* is into film, video and still photography and has just sent us an issue (Vol. 1, No. 6) which covers the granting of a cable franchise and most of the current media happenings in the Boston area (including TV listings). Subscriptions are \$5/year or 75¢ per copy. Ourgang Graphics, Inc., Camera People, 372 Main St., Watertown, Mass. 02172.

*Cineaste* takes a radical political approach to control of the media. Actually it covers revolutionary cinema, filmmakers and books on film. Published quarterly at 75¢ per copy; subscription are \$3 per year. 144 Bleecker St., New York, N.Y. 10012.

*Spacenet*-a system consisting of a prestressed three-dimensional cablenet superstructure and a plugged in enclosure system. The project was sponsored by a grant from the American Iron and Steel Institute to the Washington University, School of Architecture, Lightweight Construction Center, St. Louis, Missouri. Designed and developed by John Fotsch and Ed Hord under the direction and design consultation of Assistant Professor Larry Medlin and Joachim Schoeller. Ed Hord is currently evolving the study of Spacenets to obtain feedback from manufacturers, lawyers, government agencies, engineers, and people who would potentially utilize this type of structure. Ed Hord, 2635 41st. St. N.W., Washington, D.C. 20007.



## Guerrilla Television

*Guerrilla Television* is a journal/notebook of our experiences, and a manual of practical information to save others the trouble of repeating our mistakes. It serves as a debriefing so we can go on to other things.

We did not have the money to publish and distribute it ourselves so we chose a straight publisher (Holt, Rinehart and Winston). Of six publishers who saw the book, one thought it was not very good (Harper & Row); another liked it initially but then refused (Simon & Schuster); and a third said they needed more time which we didn't feel we had (Random House).

The three publishers who made offers were: Doubleday, Outerbridge & Dientsfry, and Holt, Rinehart and Winston.

As we were fairly confident we could get it published, we negotiated contracts with specific demands on our part: 1. that the book sell for as little as possible; 2. that it be out as quickly as possible; and 3. that it contain graphics throughout.

We received comparable offers from the three, but the one we accepted was made first (e.g. Doubleday initially said they couldn't have it out until February 1971). the \$3.95 selling price was arrived at first, and we then worked backwards to see how many pages (160, 8½ by 11) and illustrations (120) could be budgeted for.

Ant Farm is getting a \$1375 fee for doing design and mechanicals. This is not part of the advance and they won't share in the royalties. They were selected (at our insistence) as designers after the book had been written and edited, and illustrations had been selected and gathered. Raindance received \$4,200 advance, of which \$2,000 went immediately to pay off past debts, and the rest went into new equipment. We will receive royalties of 7½% on the first run of 10,000, and 10% on the first 1,000 hardcover (selling price \$6.95). A hardcover printing is necessary, according to the publisher, because reviewers will not look at paperback books.

Thus, if the initial run of 11,000 sells out we would realize about \$3,700 and the publisher is therefore giving us \$500 that he can not make back if the book does not go into another printing.

If the book does go into more printings, our royalty on paperback sales increases to 12½% (of the selling price) or approximately 50¢ a book. That money would be used to finance an information service project we are developing.

"A work of genius!"  
—Judith Crist, New York



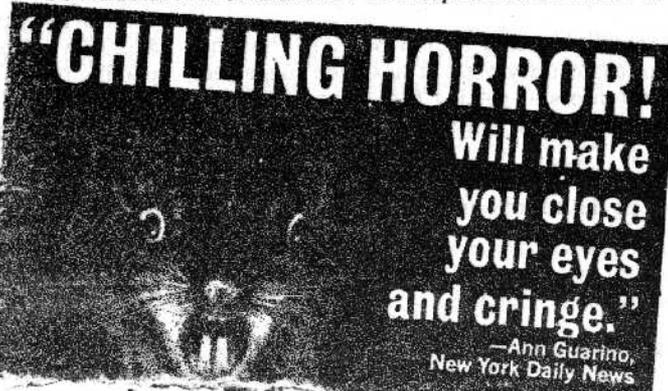
This book is the first of a kind. It tells us how we can break the stranglehold of broadcast TV on the American mind. In *Guerrilla Television* Michael Shamberg prints-out from his own experience how low-cost portable videotape cameras, video cassettes, and cable television can be used to design alternate television networks that favor portability and decentralization. Shamberg's contention is that politics are obsolete, and that information tools and tactics are a more powerful means of social change. To achieve true democracy the author suggests that we

"EXTRAORDINARILY  
BEAUTIFUL!" —Rex Reed

develop a sense of media ecology in what he calls "media America," or the information environment. *Guerrilla Television* is the first manual for new media tools and as such is sure to find a large, sympathetic audience.

Michael Shamberg, who is too young to remember when he didn't have television, has worked for *Time* and *Life* magazines, which he left to cofound a video-collective, The Raindance Corporation. They make video tapes and publish the magazine *Radical Software*.

\$6.95 Hardbound / \$3.95 Paperback / 8½ x 11 / 160 pp. / 80 half-tones and 40 illustrations / LC: 75-160464 / SBN Hardbound: 03-086714-2 / SBN Paperback: 03-086735-4 / HKW21 / November



THRILLER!" —WNEW-TV