

SEVENDAYS

206 Fifth Avenue, New York, N. Y. 10010

STAT

Dear Friend,

We're writing to you because the publications you read suggest you might agree that the news media in America favor the status quo. How can TIME and NEWSWEEK possibly report the whole energy story and simultaneously hustle after Mobil for high-profit, double-page ads? If we're right, we think you'll be very interested in what SEVENDAYS is all about.

SEVENDAYS is America's first major, national, alternative newsweekly. It is a newsmagazine unafraid to explore the activities of the big corporations and their expanding interests in governments around the world, including ours. SEVENDAYS believes that an open-minded opposition newsweekly can be an important force in shaping a new political consciousness. By being comprehensive and reliable, we hope to earn the trust - perhaps even the affection - of a large and growing number of Americans. SEVENDAYS believes the time is finally here when Americans actively supporting social change are numerous enough to need an opposition newsweekly. You'll be pleased to find that SEVENDAYS is designed for mass circulation, that it avoids in-group language, and that the breadth and depth of the coverage is unequaled by any existing news magazine. By subscribing to SEVENDAYS you join a rapidly growing group of active people (we expect to reach the 200,000 circulation level within eighteen months) who enjoy helping us spread the word that America finally has a genuine alternative to TIME, NEWSWEEK, and U. S. NEWS & WORLD REPORT.

You may know that we just recently completed the publication of our ten preview editions, and that they were received so well that we are now set - financially and editorially - to launch the official Volume I, Number 1. Initially we will publish every second week in order to ensure the smoothest possible transition to weekly publication toward the middle of the year. Subscriptions cost 60¢ per issue, which is 40% less than the newsstand price.

We're excited about SEVENDAYS and we feel sure that you'll be excited about it too, as it continues to probe and reveal, week-in and week-out. Please look over the enclosed materials so you can learn a little more about us, and when you have, I'm sure you'll understand my enthusiasm.

Dave Dellinger

P.S. - Be sure to read about our energetic book publishing plans, too.

INSTITUTE FOR NEW COMMUNICATIONS, INC.

The Institute for New Communications was founded on the Aristotelian idea that humans are political animals, happiest when they understand and actively participate in the institutions and decisions that affect their lives. It is a non-profit educational publishing organization whose major project is the publication and distribution of a comprehensive national opposition newsweekly magazine called SEVENDAYS. The Institute will also publish hard bound books.

THE NEED FOR AN OPPOSITION WEEKLY NEWSMAGAZINE

Overwhelmingly, Americans obtain "the news" from three major television networks, local (generally conservative) newspapers, *Time* and *Newsweek*. People may not trust

these vehicles, but they have very little choice. In the absence of accessible alternate news sources, the average person's comprehension of global and domestic affairs is controlled by conglomerates that place their corporate interests above those of the public.

The newsweeklies that now dominate print journalism—*Time*, *Newsweek* and *U.S. News & World Report*—are notable for their slick, uniform treatment of all topics. They level the news and maintain the status quo by dulling the reader's sensibilities, raising pseudo issues, avoiding the vital problems of our society, overlooking implications, and resolving contradictions with simplistic formulae.

The radical press, on the other hand, has not failed to address the real problems of American society. However, it has not had the resources for comprehensive coverage, and its tone has been too rigorously ideological and rhetorical for most audiences.

There is a new anti-government consensus in the United States which, if not explicitly anti-capitalist, is at least anti-authoritarian, anti-imperialist, and opposed to the domestic and foreign policies of recent administrations, the ruin of the environment, and a quality of life determined by corporations in search of profit. *A whole new way of understanding American society is now emerging and it is time for it to be expressed in journalism.*

This necessity for an alternative to *Time* and *Newsweek* has already been recognized, but not met, by such publications as *Rolling Stone* and *New Times*. There is a clear and urgent need in the United States for a weekly

newsmagazine which is both independent and critical.

THE MAGAZINE

SEVENDAYS will be published weekly and will receive first-class mail-delivery service. Editorial closings will be on Saturday, the magazine will be printed on Monday, and it will arrive in each subscriber's mailbox within three days. It will have the immediacy and potential for becoming a part of people's everyday lives that no monthly or even bi-weekly can ever have.

SEVENDAYS will be primarily a news publication. It will edit material from reporters and news services throughout the country and the world. Current plans call for classified advertisements as a service to readers, but no paid display ads. *Every week the magazine will present independent, accurate, and perceptive reporting and analysis, free from the corporate interests of the establishment media.*

SEVENDAYS will also present each week signed news articles and regular columns by some of the most incisive commentators on contemporary politics and culture. Many hold views which would not appear in any other major American newspaper or newsweekly.

SEVENDAYS will not remain aloof from groups organizing to make change in the world, but will provide coverage and commentary on their activities. Working in conjunction with these efforts for social change, SEVENDAYS can make an important contribution toward altering the political complexion of the United States in the seventies.

**HISTORY OF THE AMERICAN
ALTERNATIVE PRESS IN THE 20th
CENTURY**

Liberal and radical publications in the United States have traditionally received strong reader support. They often encouraged and helped initiate broad movements for social and political change. During this century, several of those designed for a broad audience, as is SEVENDAYS, achieved significant circulation levels. They made an impact. Here is a brief history of those publications.

Half a million people were reading *Appeal to Reason* every week in 1905, ten years after the publication was founded. Eugene V. Debs began a regular column in 1907, further boosting circulation. He was also an editor of *The National Ripsaw*, a St. Louis tabloid founded in 1904 by Oscar Ameringer, that attracted 150,000 subscribers with its lively combination of news, cartoons, fashion, commentary and political satire.

By 1912 the socialist press consisted of 323 English and foreign language publications, ranging from the Hallettsville, Texas *Rebel* to Chicago's Slovenian *Proletarec*. Among the most influential was the *Daily Forward*, whose circulation was 142,000. It was a journalistic innovator, whose initiatives included the first advice-to-the-lovelorn column.

However, during the teens and through the twenties, outside pressures such as the 1917 Espionage Act and the postwar Palmer raids weakened the socialist movement. In turn, its publications were subjected to government intervention and repression. For

example, because of its opposition to U.S. involvement in World War I, the *Milwaukee Leader* was illegally denied first-class mailing privileges. In 1918 the editors of *The Masses* were indicted for their anti-war articles.

The radical press never recovered its earlier strength, although the working-class militancy of the thirties stimulated new radical and labor publications. The independent *People's Press* of Pottstown, Pennsylvania, reached a quarter-million homes each week with a broad range of news, commentary and entertainment. *Labor* had a circulation of half a million and the weekend edition of the *Daily Worker* had a circulation of 100,000 in the late thirties.

But again, after World War II the American left was intimidated and harassed. Cedric Belfrage, co-founder and editor of the *National Guardian* (founded in 1948 and now called the *Guardian*), wrote that FBI agents visited subscribers to let them know what would happen "if your employer should learn that you read this Moscow Propaganda."

In the postwar years, many potential readers of the liberal publications were understandably preoccupied with achieving the "good life." The alternative press was relatively dormant during the initial phase of this period, but it sprang up again in the sixties.

One of the most influential of the early postwar publications was *I.F. Stone's Weekly*, launched in 1952 with 5,000 subscribers. By the time Stone retired in 1971, the newsletter had a circulation of 70,000.

Although older publications like the *Nation* (established in 1865), the *New Republic* (1914) and the *Progressive* (1948) published occasional anti-establishment articles, only other smaller publications like *Liberation* (1956) and the *Guardian* offered a radical critique of American society and government policies. During the sixties, the rise of the New Left and the antiwar movement changed and greatly expanded alternative journalism in the space of a few years.

The Los Angeles *Free Press*, begun by Art Kunkin in 1964, is often considered the first underground paper. By 1968 it had a circulation of 81,000, making it one of the largest weekly newspapers in the United States. By 1969 even conservative cities had a radical underground paper. Atlanta's *Great Speckled Bird*, for example, made no secret of its anti-capitalist perspective to its 15,000 subscribers. That year total underground press circulation reached two million.

Ramparts, a flamboyant, glossy monthly, won a circulation of a quarter-million from the same audience with exposures of CIA infiltration of the National Student Association and other government malefactions that the mass media preferred to ignore.

The end of the war in Vietnam diffused the passion which had sustained the underground papers. Competition from wealthier publications offering similar features, the increasing separation between counter-culture enthusiasts and political activists, and the continuing economic crisis also hurt the alternative press. However, sound business practices, often disdained in the heady days of the sixties, enabled publications like the San

Francisco Bay Guardian, the *Boston Phoenix*, *Rolling Stone*, and Boston's *Real Paper* to survive and flourish. Today these publications, along with the *Village Voice* and the biweekly *New Times*, serve a large readership throughout the country that is intensely interested in an alternative viewpoint.

We believe that this nationwide readership can be well served and in fact is actively seeking a national opposition newsweekly—a magazine which every week will provide them with a lively and thought-provoking alternative source of news and news analysis. SEVENDAYS is designed to be that magazine.

SEVENDAYS/BOOKS

Another project of the Institute is SEVENDAYS/BOOKS, a book club service available exclusively to SEVENDAYS' subscribers. Once every six months, SEVENDAYS will publish an original and significant manuscript. Often it will be a book that established publishers are afraid to take a chance on, usually because the topic has not yet been proved commercial. We will also be looking for "work in progress" and support on-going writing endeavors that we think our readers would like to see come to fruition. These works, which will be available first to our subscribers, will then be publicized and distributed to the general book trade. But long before they show up in bookstores, you will have read your copy. You also will have played an essential role in getting a hitherto "unmarketable" book published. For more information on how to become a member of SEVENDAYS/BOOKS, see the back of the accompanying brochure.

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SEVENDAYS™

IS THE NEW WAY



The news you want to know about
as it actually happened—not the way
someone else wished it had happened.

SEVENDAYS is an independent news magazine published by the Institute for New Communications Inc., a not-for-profit educational organization.

SEVENDAYS avoids in-group language and is designed for mass circulation. Its worldwide coverage will always be comprehensive and its information scrupulously accurate.

SEVENDAYS prints the news the establishment mass media ignore. The news that reflects the values and concerns of the Sixties and Seventies. The news that you want to know about as it actually happened — not the way someone else wished it had happened.

SEVENDAYS explores the daily lives of people around the world from their point of view. Other weeklies send their own people to other people's countries. One of our exciting concepts is to give voice to people on the spot who seek out the underlying forces behind the news.

SEVENDAYS will never present the news in isolated fragments. You will be able to connect seemingly disparate events in different parts of the world. We believe news of movements for social change should be covered as part of the general news.

SEVENDAYS is a reader-supported magazine. It will not fill its pages with advertising promotions paid for by corporations other newsweeklies hesitate to investigate.

Many well known writers and artists have already agreed to share their work with us:

Judith Coburn	Susan Sontag	Dave Dellinger
Allen Ginsberg	Jules Feiffer	Florence Howe
Seymour Hersh	Robert Chrisman	Barbara Ehrenreich
Denise Levertov	Ellen Frankfort	Richard Barnet
Michele Clark	Ram Dass	Joyce Kolko
Julius Lester	William Worthly	Stanley Aronowitz
Nanette Rainone	Carol Brightman	Rita Mae Brown
Gabriel Kolko	Noam Chomsky	Martin Duberman
Carol Lopate	Kay Boyle	Andre Gorz

SEVENDAYS will also publish articles by writers you have probably never heard of—people whose views have not been favored by the establishment press.

An exclusive SEVENDAYS subscriber service

SEVENDAYS/Books

Forget every other book club or book library or guild-of-the-month. Those are the names that mean that when you return the form you are permitted to purchase books that you could already have bought in any book store. Those are the names that mean you've made a commitment to purchase a certain number of selections, often from a range of uninspired titles chosen by long-winded "establishment" editors. But worst of all, those are the names that mean not publishing, but republishing.

SEVENDAYS/BOOKS will be "d" — none of the above. SEVENDAYS will publish ONE book every six months. Which book we publish will depend on a number of factors, including your opinion. In every instance it will be a work that other publishers don't have the nerve or the guts to be associated with, or the nerve or the guts to put their money into. We'll publish it, we'll make it available FIRST to our subscribers, and then we'll try to promote it, publicize it, and distribute it to the book trade. You'll know about it FIRST because you'll have already read it by the time it hits the bookstores.

A SUMMARY OF THE SEVENDAYS/BOOKS SERVICE

1. Every six months, a new, socially significant, never-before-published manuscript will be published.

2. The selection will be mailed automatically to SEVENDAYS/BOOKS members months before it reaches the bookstores (if in fact it ever does), and at a price at least 20 percent less than the bookstore price.

3. If a SEVENDAYS/BOOKS individual is dissatisfied for any reason whatsoever with a particular selection, SEVENDAYS/

BOOKS is responsible for return postage.

4. After we have chosen the book for publication, the title and a summary will appear in SEVENDAYS so that members will know beforehand what you will be receiving.

5. We pledge to read and **seriously consider** any manuscript of 35,000 words or more submitted by a SEVENDAYS/BOOKS individual for possible publication.

6. The books themselves will be hardbound volumes of top quality.

If SEVENDAYS/BOOKS sounds interesting, please be sure to

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