

# Pacific Centre for Alternative Journalists



- ◆ *Skills Development*
- ◆ *Media Analysis*
- ◆ *Resource and Idea Sharing*
- ◆ *Media Relations for Grassroots Groups.*

## What is the Centre?

As control of the Canadian commercial media falls into fewer and fewer corporate hands, the need for public access to alternative viewpoints becomes ever greater.

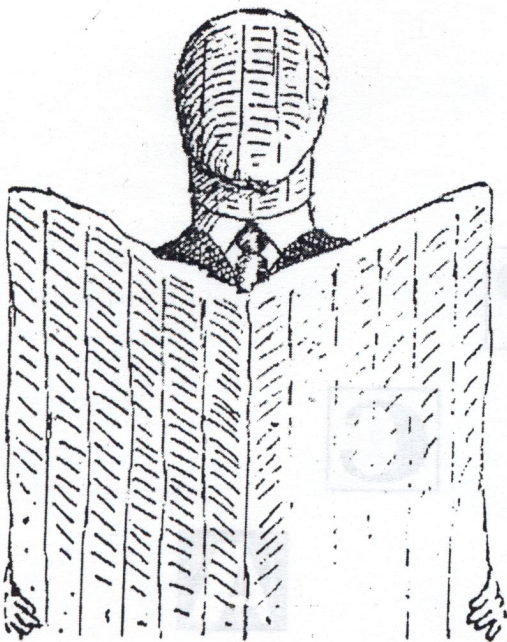
Many have already taken up this challenge: the Pacific region is home to many different alternative media groups who use radio, print, video and the internet to represent their communities and their own issues and to challenge dominant commercial messages. But media activists here often work in isolation from one another and lack access to training that would enable them to develop their skills and reach broader audiences.

The Pacific Centre for Alternative journalists (PCAJ) is a new project aimed at cooperating with alternative media workers in British Columbia to improve the quality and effectiveness of their work.

In addition PCAJ hopes to assist grassroots organizations in developing effective media relations strategies that increase the quality of coverage of their activities in the commercial and alternative media.

The recently formed centre is open to new members wishing to contribute time, skills and ideas.





## PCAJ Objectives

- ◆ *to provide alternative journalists with short-term, low-cost training needed to improve writing, editing, reporting, production and fund-raising skills*
- ◆ *to promote the discussion and development of a philosophy and practice of alternative journalism*
- ◆ *to promote public awareness and analysis of media issues*
- ◆ *to provide grassroots groups with affordable and accessible training in media relations*

## The Centre's Goals



In the long term, PCAJ hopes to develop a permanent centre that will offer short journalism skills development courses and workshops. We also plan to host conferences and forums on media issues.

The Centre will strive to meet the needs of alternative journalists in the region - offering training that media activists request and providing space and support for courses and events that they want to organize.

In addition, PCAJ expects to organize annual summer retreats for alternative journalists. These "summer schools" will focus on skills-building, media related social issues, the development of media analysis and cooperation among alternative media.

These projects, however, require resources that the recently-formed Centre does not yet have. While working toward these goals, PCAJ will continue to organise smaller-scale activities in borrowed space.





# Watch for Upcoming PCAJ Activities!

## Spring Mini-courses

PCAJ plans to offer several short, 2-5 session courses during the spring of 1999.

Among the topics we're considering are: basic layout and design, news and feature writing, introduction to pagemaker, interviewing skills, media relations for grassroots groups, media analysis, and volunteer recruitment and organizational structure in alternative media.

We're also hoping to bring in speakers to share their experiences with the alternative media in Central America, the independent media collectives in Toronto and Seattle, and other topics.

To find about these and other PCAJ activities contact us at the address/e-mail/fax/phone numbers on the back of this leaflet or visit our nifty new web page at: [www.intouch.bc.ca/pub/steve/](http://www.intouch.bc.ca/pub/steve/)

(sc)  
P95.8  
P33

**P**

**C**

**A**

**J**

**PACIFIC CENTRE FOR ALTERNATIVE  
JOURNALISTS**

c/o Coop Radio

337 Carrall Street, Vancouver, BC, V6B 2J4

e-mail: [steve@intouch.bc.ca](mailto:steve@intouch.bc.ca)

For more information contact:

Allan Jensen:

(604) 684 8494/685 9894

Fax: 681 5310