

Krystle Pena

Overview

- WPC stand for Women's Press Collective.
- Began as all women organization who fought for farmers to have equal rights. Medical insurance, fair pay, and to be treated as simple human beings.
- They now are a volunteer based organization that are supported by donations.
- WPC helps the communities put out messages the media will not. Also help clients with personal project for their businesses.

Duties

- Help create the Endeavor Collective Magazine.
 - B/W photos, Sponsors, Overall Layout.
- Help print 2017 Winter holiday cards.
 - Assist Sydney with Press, creating plate, exposing plate
- Help prepare for the move to new location in bronx.
 - Sort through different posters, invites, magazines, newsletters.
 - Document sent mail in master file
 - Sort and move boxes of past magazine issues.
- Attend conference meetings & daily briefs.

COLLECTIVE ENDEAVOR
 VOLUME 21 ISSUE 1 SUGGESTED DONATION \$5.00 WINTER

WPC MEMBERS ACHIEVE BENCHMARK OF IN-HOUSE PRESS PRODUCTION
 Organizing Garifuna Communities in the Bronx and Honduras | Free Trade Agreements Prioritize Profits Over People | Developing World Honors Fidel Castro Giving Voice to Formerly Incarcerated Women

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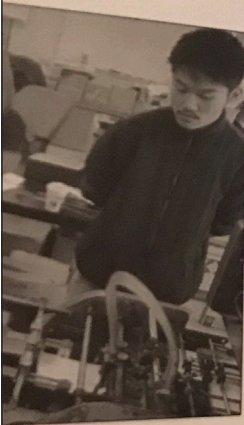
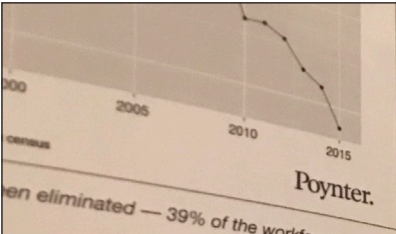
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WPC magazine (Sponsor examples)



Here Sidney Malone (left) provides "on-the-job" training to volunteers Sunny Glottman (center) and Ivan Lee, as they set up for printing envelopes.

In January 1996—a year when U.S. newsrooms employed over 54,000 workers—*The New York Times* reported on the launch of its own website, with the reporter stating, "With its entry on the Web, *The Times* is hoping to become a primary information provider in the computer age and to cut costs for newsprint, delivery and labor."

Since then, over 21,000 U.S. news-

on digital which stories with algorithms that will write news content to replace writers on other types of articles.

The Internet: A product of government and corporate collusion

It was with taxpayer money, under the oversight of the Department of Defense's Advanced Research Agency, that the Internet was developed beginning in the 1960's. Five decades later, its operation having been opened to commercial exploitation under the administrations of former CIA Director George H.W. Bush and Bill Clinton, are now dominated by private-sector media and technology giants like Oracle, Google and Facebook, with the CIA a major investor.

Throughout that period, the established media has discredited itself, its owners dominated by multi-national corporate interests and dependent on the largest advertisers. 40% of U.S. adults now get their news through Facebook.

"U.S. investigative journalism reached its high-water mark in the early 1970s with the Watergate scandal and the Pentagon Papers," Daniell said. In Watergate, *Washington Post* journalists reported an anonymous government source indicating the White House had directed politically motivated break-ins led by covert operatives. The Pentagon Papers revealed the U.S. government's secret bombings of Laos and Cambodia and demonstrated the Johnson Administration had systematically lied to the public and to Congress.

With these high-profile examples of the power of the media, applications in schools hit an all-time high. In 2015, schools hit an all-time high in the number of active journalists.

New York Times reported that the most-used new word was "post-truth." Over 50% of Internet traffic is created by bots—not humans, but computer programs.

Additionally, major news organizations now use sponsored content—"news" stories paid for by advertisers. *Forbes*, an early adopter of sponsored content, cites 40% of its ad revenue from this source. Vice News and BuzzFeed have built their business models around the concept. *The Atlantic* and *Slate* each report at least half of ad revenue comes from sponsored content. *The New York Times* has declared it an important part of its business strategy.

False "facts"

President Harry S. Truman once said fascism would not come to the United States until there was a liar in the White House. The current administration openly promotes "alternative facts," i.e., propaganda. It insists on its "view," just as advertisers insist on theirs. After all, they pay for it—but with the government it is OUR money!

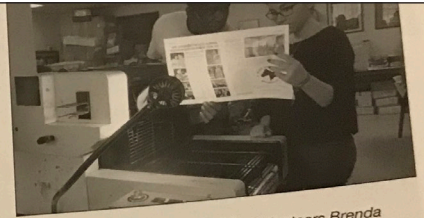
"With no reliability in either traditional or new media," Daniell asked, "how can U.S. workers get accurate information? Look ahead to the next presidential election -- how will we get accurate data on job creation and workers' real income?"

The stage has been set for an unprecedented campaign involving the intelligence community, both political parties, and both mainstream and digital media—a propaganda war on the working classes, benefiting the richest who, by no coincidence, own the major media sources—Bill Gates of the Cloud, Mark Zuckerberg of Facebook, Jeff Bezos of Amazon and *The Washington Post*, Michael Bloomberg and Larry Ellison of Oracle.

Building a press that will work for working people

"There are no shortcuts," said Daniell, "without independent reporting there is no source of information workers can use to better their conditions."

press proof with volunteer Leslie Casteñeda (right), a student at Borough of Manhattan Community College.

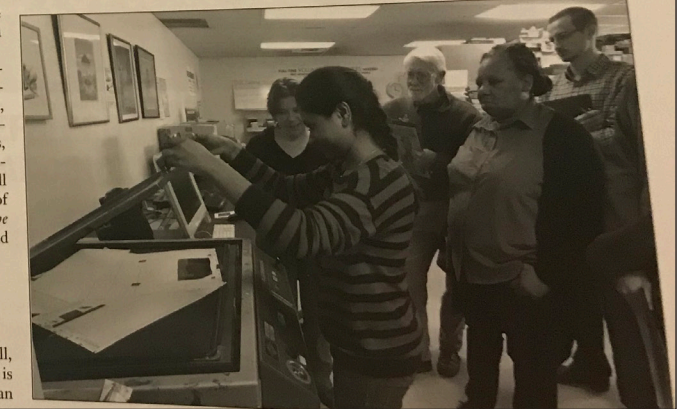


WPC file photos



Volunteers Brenda Allen (left), Beth Ellor (right) and Carol Robeson (center) work together in the folding and binding phase of Collective Endeavor Spring 2016. By tracking time and production results, WPC volunteers used a scientific approach to improve the production process.

Photo by Dr. Natalie Benelli



WPC magazine (B/W examples)



Helping Sydney print holiday cards



Sorting and packing up old magazine issue that will be recycled.

Challenges

- Throughout this internship I had 4 major challenges.
 1. Location is on Smith 9th st. Its two stops from school but 1:45 mins away from home.
 2. WPC is moving to the Bronx.
 3. They have stop a lot of projects to finish packing for their move.
 4. Hard to put a lot of hours in because I work as an Emt and support my family.

Gains

- I gained more confidence in speaking to different people and taking the initiative to make new connections.
- I also learned how the printing press functions and I got to take part in the process.
- I made new friends and met some amazing people.