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## INSERT > art. politics + economics | vol.1 #1

generally speaking INSERT is intended as a platform to disseminate critique and analysis, taking art and it's associated fields as a starting point for a wider discussion of political and economic situations. Submissions are very welcome, all submissions ought to be able to fit a 7"x9" space. Black and white. Images are fine this isn't entirely a textual enterprise. The philosophy behind the project is to subvert the distribution of ideas at their source. By this rationale INSERT is distributed nestled betwixt the pages of other publications. You have purchased your magazine, consider this the free gift, that isn't selling anything, and leaves our interaction open. If interested contact us, if not don't. We believe in INSERT if you like the idea, copy this page and distribute it yourself, visit our web site for new issues, PDF files to download or html to paste into your own site. Further info: [insert@interactiveartlab.com](mailto:insert@interactiveartlab.com)

## platform.international media democracy day

October 18th 2002 <http://www.mediademocracyday.org> email [info@mediademocracyday.org](mailto:info@mediademocracyday.org)

**the following text is copied directly from the media democracy day listed website above, as such this text is not intended as a critique nor critical study, the intention is to publicise to a wider audience the idea of a democratic media rather than a service dominated wholly by capital, ratings and entertainment.**

**Media Democracy Day** pushes for and promotes a mass media system that informs and empowers all members of society, connecting existing critical and creative media with active social movements to create a coherent message for public attention, with local and global action. **Following** the rise of social movements for feminism, racial justice, and environmentalism in recent decades, international efforts to democratize the media are now mobilizing for education, protest, and change. **Media Democracy** prioritizes diversity over monotony, citizen control over corporate choice, cultural development over company profit, and public discourse over public relations. Media Democracy Day is a day of international action based on three themes: **Education** - understanding how the media shapes our world and our democracy **Protest** - against a media system based on commercialization and exclusiveness **Change** - calls for media reforms that respond to public interests, promote diversity, and ensure community representation and accountability. This **citizens' agenda** has been abandoned by government and conveniently side-stepped by mainstream media.

**Why Protest** Media Concentration and the Current Media System? The current media system has been abducted by a group of 6-9 mega-media conglomerates, twisting the content of the world's media and pushing out local and non-mainstream media interests. AOL Time Warner, as an example, controls over 12 film and television companies, multiplex cinemas in 12 countries, 29 cable/digital providers, 24 book brands, 35 magazine titles, 52 record labels, theme parks and stores in 30 countries, four professional sports teams, AOL US, AOL International, and eight other major Internet portals.<sup>1</sup> At last count. The centralized control of the media by this handful of powerful corporations fails to provide the diverse viewpoints, local accountability, and widespread accessibility to high-quality information that the public needs and deserves. *Continued [www.mediademocracyday.org](http://www.mediademocracyday.org) / [info@mediademocracyday.org](mailto:info@mediademocracyday.org)*

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# A Spoonful of sugar

helps the medicine go down

Choreographed, uniforms synched, vocal, dynamic. Onlookers are bewildered first. Then pensive, thoughtful, supportive or derisory as flyers are thrust into their hands. This evening the **Pink Bloque** have brought their street sequence to Wicker Park to protest rape, sexual violence and the public perception of those issues. At the corner of Milwaukee and Damen spectacular dancing girls, empowered as protest, seduce Mulvey's cinematic gaze, trapping the beholder then castrating it with crisp, sobering, empirical rationalism. Tonight the jeering apes are brought up short, humbled quickly, the wolf pack is silenced.

The Pink Bloque, activated in Feb. 2002 has staged productions at several locations in Chicago. Each location has provided a historical or social context, framing the dialogue between activists and audience. On May Day, moment of international socialism, Pink Bloque protested the inequalities of the pay-check in terms of gender or race at the site of the Haymarket Riot. July 4th, America celebrates its independence with fireworks and cook-outs, Pink Bloque infiltrates celebrations on shores of Michigan to remind citizens that their civil rights are in jeopardy from the newly ratified Patriot Act. More recently the roving spectacle in Wicker Park protested rape and sexual violence, seen from the bottle their message implicates the neighborhood as breeding ground for alcohol fueled violence towards men and women.

The success of the Pink Bloque as a vehicle to disseminate radical political literature rests on a complex relationship between activists, audience and authorities. The Bloque plays very consciously upon stereotypical femme behavior, flirty, cute, outgoing. Presenting themselves for public consumption the Bloque at once subverts and reinforces traditional ideas about women in public as objects for the male gaze. So far the authority of law has not reacted with the usual level of institutional violence reserved for minority groups or political dissent. This is the surest sign the tactics the Bloque has developed are successful, creating a smokescreen that both shrouds their purpose and announces their agency.

Spectacle is always well received in a popular culture hungry for novelty, passersby on the street testify to this. Their strategy for dissemination opens the dialogue up to include a wide range of people who might ordinarily shy away from political activity or protests.

Pink Bloque information is collected and authored from data published by federal and state agencies. Flyers are authored in-house and reflect a range of economic, social, political and gender issues. Statistical information is remixed by agony aunts giving young Romeos feminist dating advice, tips to avoid drink doping at parties or bars and other survival pointers for the easy going party crowd.

Their efforts to reclaim public space exploit a powerful symmetry of spectacular entertainment industry and radical feminist politics. "The revolution never looked so good."



Questions, comments, compliments, and fashion tips to: [thepinkbloque@yahoo.com](mailto:thepinkbloque@yahoo.com)

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