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INDEPENDENT PRESS ASSOCIATION (IPA) LAUNCHES BOLD CAMPAIGN *New Moves Expand Media Diversity Eastward*

October 18, 2006 (San Francisco, CA) – The Independent Press Association (IPA)—“The Antidote to Monopoly Media”—today announced two developments that will expand the scope of its mission to support a sustainable and diverse independent media. *Bidoun Magazine*, the first arts and culture magazine devoted to the intersections of arts and politics in the Middle East and its diaspora, will join the IPA’s Indy Press Newsstand Services, taking its place among more than 50 other publications including *American Prospect*, *Ecologist*, and *Zoetrope*.

In a concurrent move, IPA announced the election of James Shaheen, editor and publisher of *Tricycle: The Buddhist Review*, a mainstream quarterly exploring Buddhist activity and its impact on Western life, to the IPA board of directors.

According to Landry, these new moves strengthen the association’s mission to provide resources for its stable of 400 independent media, ranging from *Ms. Magazine* to *Mother Jones*. “Our ultimate goal,” says Landry, “is to play a strong hand in reshaping the media landscape of the future so that includes the full range of voices and ideas needed to foster a more just, open, and democratic society.”

Expanding the IPA’s cultural diversity, *Bidoun Magazine* (www.bidoun.com) is a high-gloss publication that rejects traditional Western misconceptions of the Middle East. Founded in 2004 with a network of editors and writers spanning Tehran to New York, *Bidoun* projects a slightly subversive, idiosyncratic slant on the full gamut of social and cultural topics. Selected by *Library Journal* as one of the “Best Magazines of 2004,” *Bidoun* was also chosen in 2005 as one of the “Top Ten” by *Art Forum*.

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New IPA board member James Shaheen was an editor at *Forbes* magazine prior to his association with *Tricycle*, which was the first magazine to present Buddhist perspectives to a Western readership in 1991. Since 2001, he has served as both editor and publisher of *Tricycle*, which has a circulation of 200,000, and has also worked on *Tricycle's* book imprint, which has published ten books in partnership with Riverhead and Penguin.

About IPA

Launched in 1996, the IPA has been an early pioneer and innovator in the movement to establish a strong, sustainable independent media sector as an antidote to the corrosive effect that corporate media consolidation has had on the quality and diversity of political, social, and cultural discourse in the United States. The association assists its 400 members through programs that ensure access to the nation's newsstands; provide loans and other forms of capital for business development; and incubate viable mission-driven media enterprises that take advantage of the technologies of digital convergence.

Executive Directory Richard Landry assumed leadership of the independent association in 2003, and in 2005, he won the support of the board to lead the IPA in an aggressive campaign to streamline its operations, better support its members, and develop partners among ethnic, women's, arts & cultural, environmental, and public policy sectors of the media. These announcements are the first in a series that will broaden and strengthen the IPA's role in supporting independent media.

For more information about the IPA, or a copy of *Bidoun Magazine*, please contact Sylvia Paull at whoisylvia@aol.com or 510.527.0450.

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