

Tell it all, Brothers and Sisters

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”Structure is more important than content in the transmission of information. It is the same as saying ‘the medium is the message.’ - Abbie Hoffman, from *Revolution for the Hell of It*

The most important brick in the foundation of change is information. Sharing information in traditional means is still one of the best ways to get the word out or to recruit other citizens who might otherwise never stumble upon a movement that is largely internet-based.

Information overload on the internet is a real concern. It’s one thing to have access to any kind of information that one desires, it’s another thing entirely to be able to sift through the immense pile of articles and discussions and opinions that crop up among the millions of internet sources. Transitioning this information to print/traditional formats is key to the success of any movement that wants to include **everyone**, not just the web savvy.

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