

# THE HISTORY OF NUVO

## The birth of alternative press

Remember the counter-culture movement of the 1960's? Neither do we! But it was from this swirling cauldron of political activism, social progressivism and sexual permissivism that the alternative press was born. Papers like *The Village Voice* and magazines like *Rolling Stone* defiantly raised the middle finger to the homogenized media establishment. The **extreme popularity** of these monumental publications paved the way for would-be media moguls coast-to-coast to wonder "why don't we do that in our town?"

## This looks like a job for NUVO

By the late 1980's, alternative fever had finally made its way to Indianapolis. In March of 1990, NUVO appeared to feed Naptown's need for the news and information not available from mainstream media. With its **no-holds-barred** tone and unrelenting commitment to the truth, NUVO quickly became the city's defacto standard for arts, entertainment and social justice coverage — and Indianapolis was never the same.

## NUVO today

No longer the scrappy upstart, NUVO has grown to be one of Indy's most treasured cultural assets, one of its most trusted voices and — perhaps best of all — one of its most irreverent "personalities." This combination allows NUVO to attract a **wide array of readers:** from those passionate about social and political issues, to those who are passionate about the arts, to those who are simply passionate about having a good time.

