

BY JOK CHURCH

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Dear Readers,
 Turn Off Your TV Week
 is April 23-29! Yow!
 Fabulous!
 We'll help you get
 ready for it.

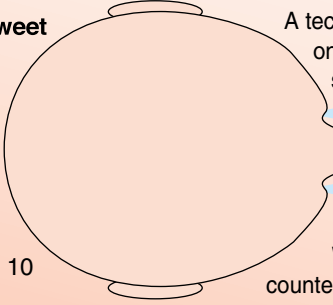
Beakman & Jax
 Woodbury, Tennessee

Beakman or Jax
 P.O. Box 30177
 Kansas City, MO 64112
 Questions, name & address

experiment #1

WHAT YOU NEED: TV - Your sweet self - clock *OPTIONAL:* VCR

WHAT TO DO:
 Watch TV for 10 minutes in a new way. Instead of paying attention to what the story is about, pay attention to how it's told, commercials and all. Count the number of *technical events* in 10 minutes.



A technical event is anything that happens on purpose on TV. Edits, words on the screen, music, sound effects and zooms are all on purpose and are all technical events. You might want to use a videotape because the truth is, these events happen much quicker than you can count. When you're done, you will have counted into the hundreds. You'll also have a

You know how the TV says a show is "brought to you by Ramjac"? The reverse is really true: The TV show brings you to the advertisers.

TV shows deliver *you* to whichever company pays for the ads on TV. It's a lot like your TV turns your living room into a factory. The product that's being manufactured is the *you* the advertisers want you to be.

Give your *real you* a chance to bloom. Turn off your TV this week, and see what happens to your life.

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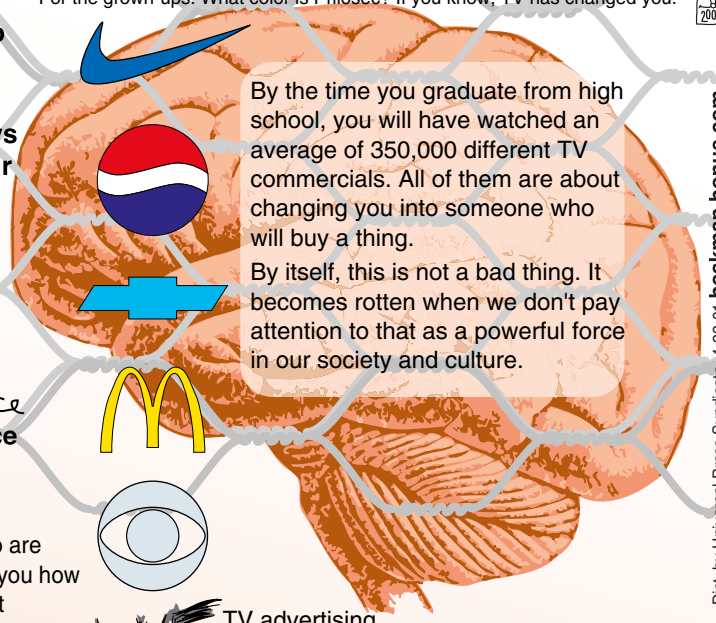
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new way of looking at TV.

SO WHAT:

This is a test for college students who are studying communications. It teaches you how much work your brain has to do to put technical events together to create a story or a message. You create them from these events, and that is a lot of *work*. It's one reason why TV can eat up so much time. You get *spaced out* putting the events together.

For the grown-ups: What color is Prilosec? If you know, TV has changed you.



By the time you graduate from high school, you will have watched an average of 350,000 different TV commercials. All of them are about changing you into someone who will buy a thing.

By itself, this is not a bad thing. It becomes rotten when we don't pay attention to that as a powerful force in our society and culture.

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TV advertising works so well that it created a version of you that knows exactly what most of these symbols mean. TV ads have created a new language that lives inside your brain.

P.S. from Beakman: We also think it'd be tremendous if you even turned off our show, *Beakman's World*, for a week.

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