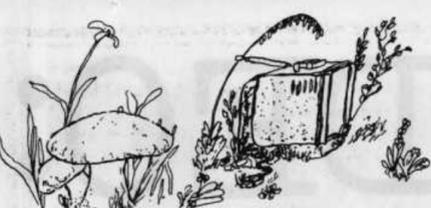


GRASS ROOTS

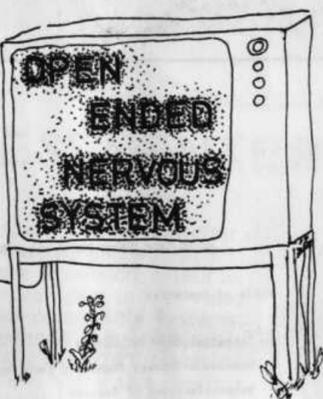


The present forms of communication have proven inadequate in relating individuals to each other. We are encumbered with mass communication: one million people talking to one million people. Personal intimacy is non-existent even on the levels of small groups relating to each other. Mass communication is also lacking in depth, thoroughness, quality, and integrity whether because of the monopoly of a few giant networks over the airwaves, or because television has been thought of only as a medium for marketing merchandise. Whatever the cause, if man is to live on, evolution must take place and it will happen only with our conscious effort. Evolution is dependent primarily on environmental pressures changing behavior patterns and eventually affecting the genetic structure of life, and for this to occur, the energy fed to the mass must be higher in content than the mass, not lower as it is now.

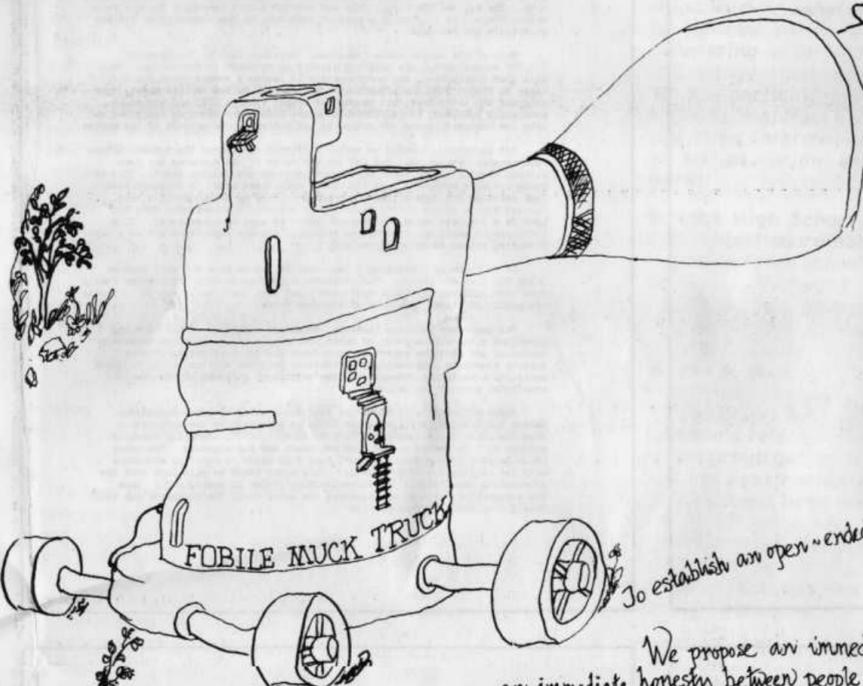
And so? We want to hit the road not just because we like to travel, but because at the moment it's the easiest way to reach a lot of people, and it is people we are interested in. We want to catch them in the action of their daily lives, record them on our magic tape. We want to introduce people to each other and we want to saturate them with information, information about human beings, "fellow Americans." Seize the time, capture the situation! History in the making, life recorded, but not just the life we read about in our mass media, or see on our network television stations. We believe there is more to life than war, tragedy, death. We want to learn much more about our world, to see what is really happening in our country, the glad, the bad, the good and the sad, much more than anyone has ever shown us.

Once our mobile video bus is on the road, we will move to establish contact with local groups, throughout our travels, and work with them to set up video theaters where we can show the tapes we have made as well as tapes of other artists working in the video field. Universities, museums, churches, and community organizations will serve as initial inroads to the community, but as interest increases, the opportunities are limitless. At present there are already springing up all over the country, small groups of people who are working with 1/2 inch portable video recording systems, many of whom feel as disillusioned as we do with present means of communication, and who are also interested in finding an alternative. They too, want some national network of communication. Video theaters and tape exchanges are being proposed as one means to this end. In addition to this new approach we will work within the already established system of cable television and work to expand programming possibilities, hopefully to encourage a new kind of public programming.

Our environment is inadequately and inaccurately relayed to us by present means of communication. Results are inept reactions of people to nonexistent or warped stimuli. Expansion of cable television and the introduction of video cassettes and portable video recording systems promise to change present communication structures, however, in order for any real change to occur, existing concepts of communication must be changed. If no stimulus is applied to the present system of mass information, a stagnant situation will continue.



And then—we want to turn around and show it to you, show it on your own television screen via cable tv or video cassette, if possible. And if that is difficult, you can see it on our tv because we intend to give shows. We want America to see itself as it really is, via tv. But not just television as an isolated medium. We want to create an environment with television as a focus, complemented by light and sound because we're interested in those things too. Music, beautiful images, abstract patterns of light, abstract patterns of sound, and multi-channel tv. Multi-media and multi-channel. Several television screens showing us several scenes, co-ordinated, complementary. An environment where you can relax, enjoy, be moved and be entertained. Where many people can participate and possibly even see a snatch of life that is their own.



To establish an open-ended nervous system of communication

We propose an immediate video feedback, an immediate honesty between people allowing all sides to freely express themselves. An interface of ideas and emotions that can open all forces to an understanding of different approaches and outlooks forward.

To show the positive forces of people and the positive relationships and beauty in all lives, even as they relate to the huge mass of energy rushing through our planet, will be a definitive step towards an affirmative evolution.

TRUCKIN' UNIVERSITY

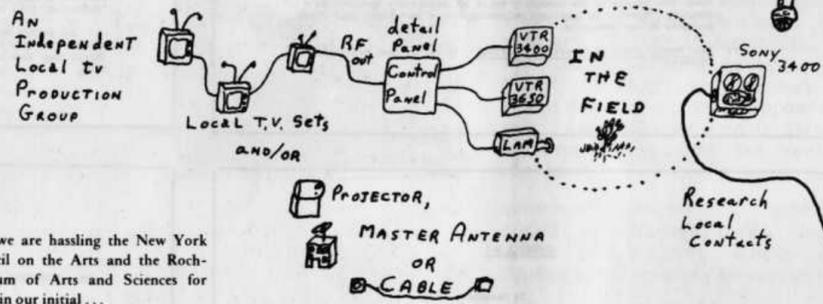
EDUCATIONAL DIVISION OF SOUTHCAST, INC. A FULLY ACCREDITED LIFETIME INSTITUTION

Mr. Goodbar sez: GET A GOOD AMERICAN EDUCATION

—GET, GET FOR THE FUTURE!—
—STEP UP TO GOOD TV!—

NO.	INPUT/TOOLS	PROCESS	OUTPUT
27	SCHOOL BUS MODIFIED FOR MOBILE EDUCATIONAL STIMULI AND LIFE SUPPORT VEHICLE FOR THE FACULTY/STUDENTS	SEE AMPLITUDE SUBJECTIVE AND KEEP READING	
14	STAGE 18 MEDIA AND WITH LATEST MASS OUTPUT MESSAGES AND LIFE SUPPORT FACILITIES FOR AGEN.	AIN'T YOU NEVER HEARD ABOUT THE SOUTHCAST WITH OR SUPPORT AS ANYTHING? KEEP READING.	
5	PORTABLE VIDEO TAPE CAMERAS AND PORTABLE TAPES THAT UNIT.	SPECIAL EFFECTS DECK FOR EDITING, ACTING, OR MONITORING VIDEO INPUT VEHICLE 1.	VIDEO SHOWUP PROJECTOR FOR LARGE SCALE DISPLAYS AND ENVIRONMENTAL SPECIAL EFFECTS

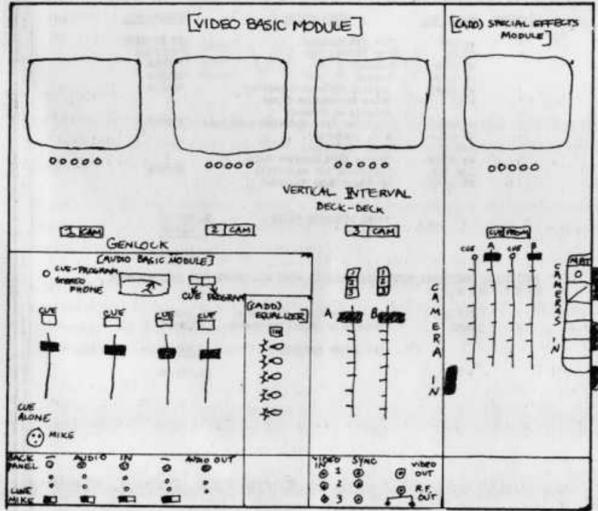
MEDIA BUS IS AN ATTEMPT AT ORGANIC VIDEO NETWORK EMERGENCE



VIDEO FREEX

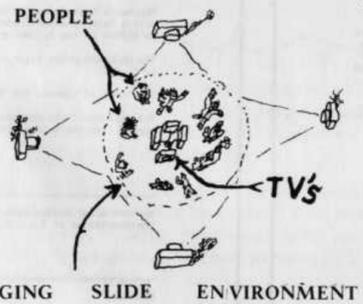
WE TRIP OUT TO THE PLACE IN A VOLKSWAGEN BUS CARRYING A FEW MODULES OF 1/2" EQUIPMENT

Right now we are hassling the New York State Council on the Arts and the Rochester Museum of Arts and Sciences for Bread to begin our initial...



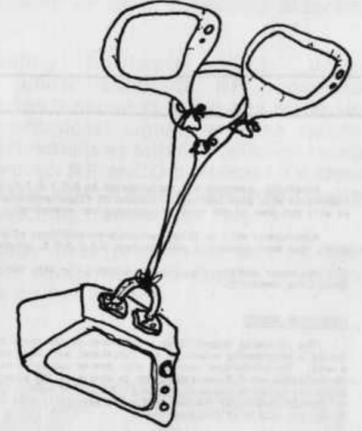
Search-Info. Receive Probes from the State: Maps; Facts; Contacts; Feedback Sheets through the Mail; Collect: Book Magazine, Radio, Video Emanations; and Telephone. In a word Research. Organize Flow for Efficient Information Retrieval.

We want to plug the people into:
 other people
 local hardware
 our tape library (cultural data bank)
 a local distribution system (cable master antennae, etc.)



Pablo will work with us on interfacing slides and video.

Their experience with the older and more widespread slide and still photography medium will help broaden our research. A lot of the detail still has to be worked out (how to reach the community energy people). A few blunders are probably in front of us.



VIDEOFREEX, INC., 98 PRINCE STREET, NYC (212) 925-7286

Tape will be produced and played back as soon as physically possible. Our Goal is to try to create a consciousness in the community that will leave them getting their own thing together.