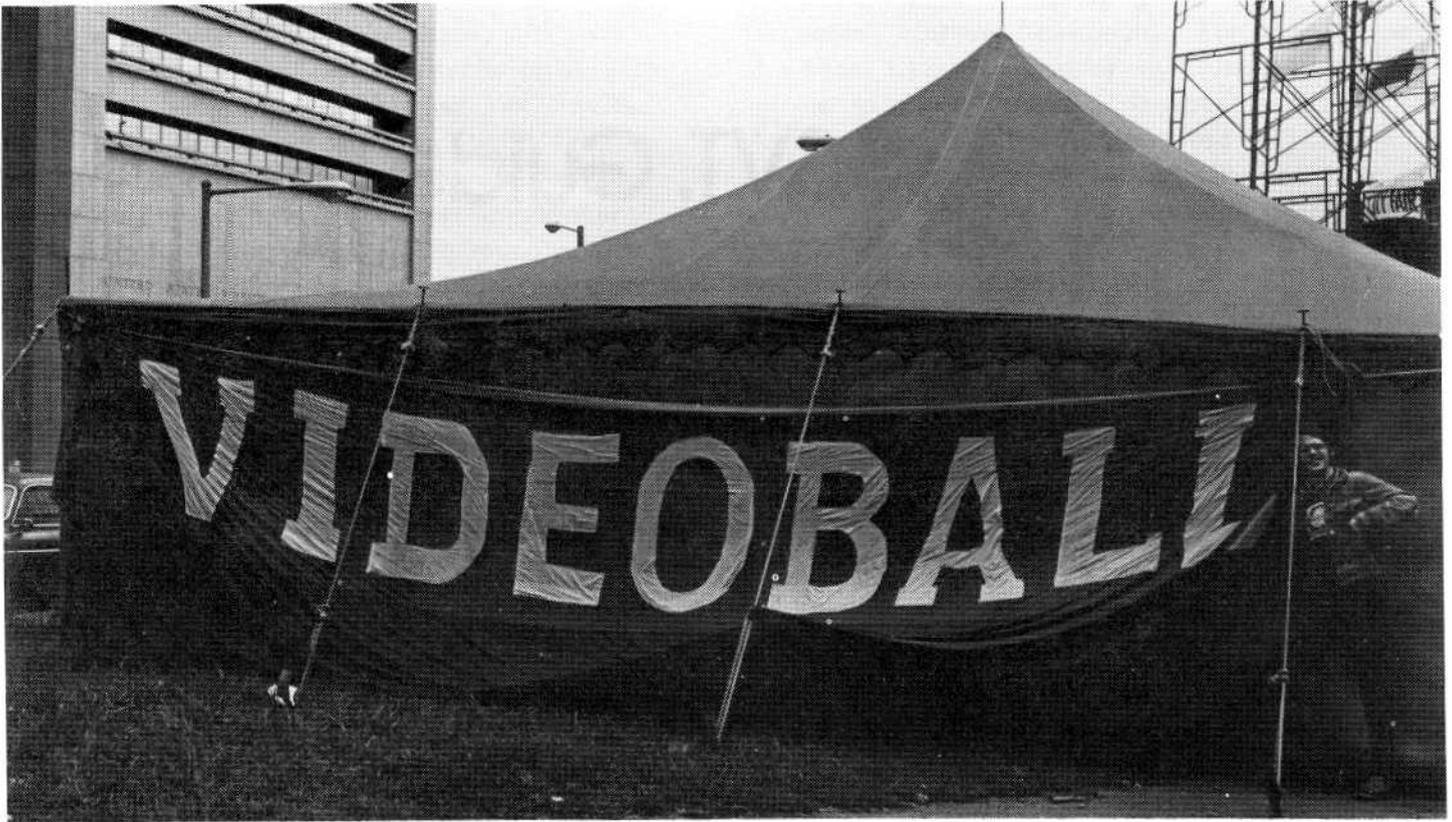


RADICAL SOFTWARE



Videoball's Radical Software is focused on ways $\frac{1}{2}$ inch video can be useful in the areas of mental health, institutional analysis and community organizing.

Portable video can and will have a profound effect on mass and personal communication in the years ahead. Today we are laying the foundation for the way in which this technology will be employed.

The portapak hype about improving the quality of life in these United States is undergoing intensive examination by those of us involved in this field who have watched the cable ripoff, the surveillance tools and the deluge of hardware novelties designed to further bombard us with mass media scum.

Videoball has tried to explore ways of using this tool for the humanization of institutions, for heightening perceptions of self and others and for methods of presenting alternatives to the propaganda which inundates each of our lives.

In a time when our powerlessness is reasserted daily, when we can watch TV accounts of this government's repression of the already

brainwashed mass communications industry, when the Corporation for Public Broadcasting has demanded programming reflecting Nixon's credo, when we must bear witness to a totally outrageous annihilation of a nation, in our name, we must now seriously reevaluate the significance of this new media and its real effect on the human condition.

We have gone through the freakout, self indulgent, magic trip with the portapak which for all of its excitement and stimulation, has left us somewhat cynical about our effectiveness. We see how this tool can serve the master even more efficiently than the masses.

We have also discovered (quite painfully) that the video process cannot be effective without a politic. We must be clear about why we are using the tool and what will result from its use.

We believe that the video movement will not affect any change within our society without a collective politic. We must consider ourselves warriors in a battle waged against those who have sought to control that which belongs to us all -- information.

b.v.e.

December, 1972