
**Television Ads**

Setting products is not what T.V. ads do essentially. The population explosion and the broadening of purchasing power in the middle and lower classes have probably had more to do with selling than all the T.V. ads put together. (Car manufacturers are in financial trouble these days. The ads are as numerous as ever, but money is tighter and the population is leveling off.)

Ads don't sell the products the corporations paid to have advertised; they do sell a lot of things. They help to sell the Museum of Modern Art by appearing in its film catalogue. They help to sell McLuhan and the dozens, if not hundreds, of college courses that are to some degree spin-offs of McLuhanism. Selling the "corporate image" is the explicit objective of many ads and the implicit effect of all ads.

**TV Competition**

Television stations are presented with new competition when cable television makes distant stations available. (The stations do not deliberately seek to compete for advertising revenue with the locally licensed station, they do claim portions of the same impact if the border spill-over did not exist.)

Film can be readily extended into academia by virtue of its engaging and timely conceptual and information-storing characteristics. The ramifications of social theory developed from visual data can be understood by non-academics. It is therefore likely to be used by these people, and, with the help of those researchers who are interested in social reconstruction, for the purpose of developing a more viable social reality for everyone.

Barry de Ville

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**Sending Tapes Across the Border**

1. Get the customs declaration label at the post office and write down: Educational—non-commercial.
2. Where the label asks value, give cost of raw tape only.
3. Address it to a friend at a university.
4. If true—write down: Return of loan, property of addressee.

Bill Wees

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**A More Viable Social Reality**

Consider the breadth and depth of topics as well as the easy accessibility which will be provided by the growth of VTR and EVR cassettes and mass distribution which will link into a television set anywhere. Consider how the linear sequence of film may be broken down with ease and facility by the manipulation of images enabled by the link up of a kinescope tube display screen, information stored digitally on a computer tape and the information-handling capabilities of high-speed fourth-generation computers and computer terminals. These developments contravene the theory which are ready accessible. Now it will be possible to manipulate images and sequences of images in any desirable fashion, to view, review, rearrange and to pursue, print and contemplate images at any rate you want. VTR and film can be readily extended into academia by virtue of these features and by virtue of the genuine use, understanding, information, conceptual and information-storing characteristics. The ramifications of social theory developed from visual data can be understood by non-academics. It is therefore likely to be used by these people, and, with the help of those researchers who are interested in social reconstruction, for the purpose of developing a more viable social reality for everyone.

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**Ads sell themselves. The "need" they create is the need to advertise.**

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**Free Print**

For a community-oriented how to, write to TV guide for Community TV Guide. Institute of Urban Studies Library, University of Winnipeg, Winnipeg.
Use of VTR in Children's Personality Disorders

Use of VTR in the treatment of young children with personality disorders, psychiatric disorders, asocial behavior, cognitive disorders, deficient personality, psychotic disturbances, premature old age, and professional remains. The camera in the hands of the psychiatrist has been used for therapy. Though there has been an evolution in the technology of video, psychiatrists have used video for therapy. Going from couches to cameras (albeit, video cameras), psychiatrists have used video for therapy. None of which has anything to do with the way therapy is done.

Video tape can turn the passive viewer into an active participant. Video tape is considered to have a radical potential for the medical profession. In recent years, radicals have become intrigued with the democratizing potentials of video tape. When psychiatrists and other elitist and non-democratic therapists began turning increasingly to half-inch video tape, it did indeed begin to look like the "greening" of therapy. Unfortunately, when one examines the therapeutic settings of such reknowned therapy video-freaks as Milton Berger, M.O.D., (whom I have worked with) one can't help but become rapidly disillusioned about Berger's and others' therapeutic efficacy and radical politics.

Video tape is considered to have a radical potential because it can be used and viewed by anyone. The artificial dichotomy between taper and viewer is removed and with it the mysticism of mass media. Video tape can turn the passive viewer into an active articulator of her/his surroundings, increase real communication, enhance community and decrease alienation—all of which is therapeutic, and none of which has anything to do with the way psychiatrists have used video for therapy.

The overall growth in therapy systems have in general pretty much paralleled the trends in the economic and industrial system, namely a trend towards "technologization" and a glorification of mechanization. In psychiatry the setting of therapy is going from couches to cameras (albeit, video cameras). Therapy has joined the electronics industry going from couches to cameras (albeit, video cameras). The purpose is to develop a library of children's therapy, and use the tape as an aid. The child is taped for approximately 5 minutes in two different situations (structured and unstructured) once every two or three weeks. The purpose is to develop a library of children's therapy, and use the tape as an aid.

We found a lot of stores were unwilling to take a paper directly from the source but they would take a variety of papers from us. The problem is that there are very few outlets that can sell in quantity any given paper. Therefore for them to take an individual paper is not profitable because of the time and bookwork involved. On the other hand if they get from 5-10 copies of 15 or 20 different papers this makes it worthwhile. (This includes college bookstores that took papers from us and sold well but not an individual paper.) The picture for individual papers is pretty bleak as far as I can see because no one wants to keep books and carry on correspondence for 5 or 10 SCC papers a week.

The Therapeutic-Industrial Complex

In recent years radicals have become intrigued with the democratizing potentials of video tape. When psychiatrists and other elitist and non-democratic therapists began turning increasingly to half-inch video tape, it did indeed begin to look like the "greening" of therapy. Unfortunately, when one examines the therapeutic settings of such reknowned therapy video-freaks as Milton Berger, M.O.D., (whom I have worked with) one can't help but become rapidly disillusioned about Berger's and others' therapeutic efficacy and radical politics.

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Richard Kunnas (Psychiatrist)

Jean-Paul Sartre recently made a long public statement on the socio-political situation in China in the way of files was confiscated by the police with all our records. As for arrangements, all our work was done on consent which leaves you holding the bag if you should back out. It wasn't intended that bookstores would refuse to put issues on the stand because of pornographic material. This leaves you stuck with several hundred newspapers with one photograph on pg. 12 of some love-in with a naked body in the background. Most of the people we dealt with were very much money in staying clean but a couple of places just wanted to make it available to the public an accessible viewpoint. When we were distribution meant that there were three parties involved—publisher, distributor, store—all taking cuts. All the stores we dealt with wanted about 1/4 of cover price unless they could sell in volume like Rolling Stone then they were willing to take the paper or magazine for a smaller amount. Most of the stores did not change the cover price although a few always added 10c-15c to the price of the papers.

We found a lot of stores were unwilling to take a paper directly from the source but they would take a variety of papers from us. The problem is that there are very few outlets that can sell in quantity any given paper. Therefore for them to take an individual paper is not profitable because of the time and bookwork involved. On the other hand if they get from 5-10 copies of 15 or 20 different papers this makes it worthwhile. (This includes college bookstores that took papers from us and sold well but not an individual paper.) The picture for individual papers is pretty bleak as far as I can see because no one wants to keep books and carry on correspondence for 5 or 10 SCC papers a week.

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