

ALIVE
FROM
CENTER
OFF

July 26, 1990

Friend
of
Nina

1) Appropriation special?

Nina Rosenstein
Initial Films and TV, Inc.
Suite 903
49 West 27th Street
New York, NY 10001

Dear Nina:

I'm sure you'd have never have imaged that you'd open a package, as a film maker, to find 50 blue books come tumbling out. But you have. I taught a course recently, entitled "Introduction To Media Studies" and for the final exam, I invited students to look at one addition of *Buzz*, which I understand is produced under the auspices of Initial, although out of your London office.

My exam question said that *Buzz* was controversial among critics, some of whom felt it represented a novel way of bringing subjects of social and political concern to an MTV audience and others of whom claimed that was precisely the problem. That it reduced the world to the size of MTV. I invited them to look at the program, to make their own response, to engage it critically and to suggest what it reflected about the problems and promises of the mass media.

So here is a response to your program, which has more depth and thoughtfulness than any Nielsen rating. I trust you will pass them on and that they'll provide food for your own thought.

Cordially,



John Schott
Executive Producer

JS:jem



KTCA