

Buzz the word for MTV

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For a long time, I thought the producers of MTV had the mental capacity of, well... maybe a sack of cow manure left along the roadside to be exploited by a swarm of flies.

But maybe, in light of some recent promotional spots put on air, I'm coming to believe that maybe we could survive together in a room for more than... say 30 seconds, especially if we got onto the topic of "the typical MTV viewer."

Just more than a year ago, Mark Pellington produced a spot for MTV titled "Words," which featured a few words on a black background and ominous music to add effect.

These are words that could be saying something. They want to. But they're not. They're just sitting there. LIKE YOU.

Simple, but true; as if they wanted to say something like "get your lazy asses up and do something productive with your life."

ETC.

Whether the spot was productive or not — if it saved one soul from the evil wraths of Mindless Television — it had a valuable message for someone out there in TV-land.

It was reported in the April 5 issue of Rolling Stone magazine that Pellington is to return once again. This time with the help of his partner Jon Klein, and instead of a 30-second spot, the two are collaborating for a regular television series called *BUZZ*.

The series is to be similar to the MTV spot in that it will be a "collage-type show to be thematically based but never stating the theme, with just voices or visuals grouped under a larger umbrella," stated Pellington

Now, MTV not only sponsors ads suggesting people use their minds, the channel sponsors environmental spots consisting of vivid editorial cartooning and a short factual message at the end, followed by a simple "ACT NOW."

MTV producers encouraging their viewers to think... and act in the same spot?

I'm actually considering the channel to have benefits beyond snatching the brains of young children. The producers have finally come around to the idea that not only can they entertain, they can also enlighten young, impressionable minds with words of encouragement.

No longer are there just simple dance-a-matic videos — we can work on that one later. Now there's slight meaning to the channel as well. Teenagers spend hours being led around by the horns of MTV; meanwhile, parents make unneeded waste and consider the environment as something to suck dry of every resource it could provide us with.

Couple these two concepts and we have children nagging their parents with questions like "Mom, why don't we recycle our old newspapers?" and "Dad, why do we support nuclear weapons when they wipe out everything we have?"; instead of begging their parents for the latest in Teenage Mutant Ninja Turtles toys.

Parents are then forced to talk about something of value with their children and also learn a few things themselves... from their children.

What a concept.

All I can say is "keep going, MTV."

Music Television is one of the leading mediums for reaching young minds and it's about time it was put to good use.