

BUZZ is not "youth television". That is, if "youth television" means features on the latest trends in designer footwear from Milan, England's acid house craze, or profiles of the new chart-topping act in America. We believe that "youth television", by and large, is irrelevant, uninteresting and a construction perpetuated by people old enough to know better. The idea that the "youth market" is solely concerned with matters such as music, fashion and pop icons is ludicrous. Anyway, television is saturated with youth programmes with just such a limited scope. "Pop" subjects are certainly covered on BUZZ, but we believe that our arena is much wider than that. BUZZ is concerned with people, with change, with the future. By "people": all people. By "change": because this is the nature of reality. By "the future": not just the "next big thing".

Most people are not "movers and shakers". Most people, for better or worse, are more experienced at reacting than acting. Only a few of us spend our days doing dangerous thrilling things, but we all know what we think is dangerous, and we can all tell stories about the most dangerous thing we've ever done. Most of us are not involved directly in shaping the world of the year 2000, but we all have an opinion, a hope, a fear about what the future brings. Because BUZZ is fascinated with peoples' reactions, their stories, their feelings, any subject is open to us for exploration, as long as it is universal enough for anyone to react to. If you make the leap of faith that people are endlessly fascinating, that everyone's opinion is at least possibly valid, the whole world becomes your set, and everyone becomes a pop star.

So how does BUZZ work? On the simplest level, you go to ten different cities and film people reacting to the same question. What's your philosophy? Who's your hero? Should works of art be censored? You ask a provocative question, and hopefully get an insightful answer. You might even get some perspective about the cultural milieu that the answer comes from. Each BUZZ show begins and ends with these global "panels" or polls.

Our feature stories tend to profile people and events that give a hint into the future. As opposed to "style guides", slavishly uncovering the latest trends, BUZZ will feature stories about the worldwide computer "hacker" network, soccer warfare, and the development and test-marketing of a new children's superhero TV show. All BUZZ features, and the BUZZ show itself, are concerned with emotional information as much as traditional journalistic detail. We want our viewers to know why they should care, not just "know".

Every BUZZ show has a major story about music, the media, and art. Running in and out of each story are small interstitial elements. You might get a 30-second burst of data, an ambient shot on location, allowing you to see and hear what it would look like to stand on a given point on the planet, a feat of strength, flexibility or cleverness, a person telling a short story from their life, a building falling down and music/visual collages. These interstitial elements are NOT fillers, but, instead contribute to unique dynamic flow of the show, as well as keeping you guessing about what's going to happen next. BUZZ changes the channel for you; compressing the images and sounds of the world into a version of reality that is more "real" and more emotional than untampered-with version.

We want people, literally, to get a BUZZ from BUZZ. As the world gets faster, smaller, bigger and better, all at the same time, it gets down to people every time. By allowing our audience to get to hear and see "ordinary" people from around the world, BUZZ gets to the heart of the matter: there aren't any ghettos anymore. Speak up and tell us who you are.