

There's a buzz in the air or on the airwaves to be precise. It's *Buzz*, the new current affairs programme on Channel 4, that's presenterless and consists of rapidly changing images and music that according to our very own couch potato, Edwin J Bernard is an incredible cosmic experience.

"I'd like to think that it's not like anything on TV," says Jon Klein, who, along with co-director Mark Pellington have put together the most innovative, startling, modern current affairs programme ever — Channel 4's *Buzz*.

"This is a huge attempt to make something different. We've been trying to figure out how to describe it if anybody asks us. We started off calling it a current affairs show for the '90s. That turned into a pop/culture blender, but we don't know what it is, really. *Buzz* is just this big swirling baby right now."

It's true that you'll have seen nothing like *Buzz* before. Half-an-hour of presenterless, rapidly changing images, opinions from around the world and groovy music are the ingredients; but the sum of the total is an indescribably incredible cosmic experience.

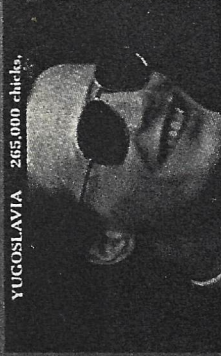
"We're asking questions to people all over the world," says Klein of the show's content. "we're getting

footage from advertising agencies and public service groups and charities, experimental films and animation — trying to put it together in a way that we hope says something about the world. It is confusing — it's confusing to us! We're essentially trying to change the channel for people."

How will we cope with such a new form of TV?

"I hope you will respect it and I hope that we will respect you. We're not making any assumptions about the audience or their intelligence and we're throwing everything at them that we've got. It's challenging to us

YUGOSLAVIA 265,000 checks,



and hopefully it'll be challenging to you.

"I hate decade watching," he continues breathlessly, "but we all do seem to be caring a lot more about things that affect us all, like the environment. A toxic cloud from Chernobyl sort of proved that problems have no national borders. Now we have a global consciousness and that's what *Buzz* is trying to reflect. Of course, the risk of doing a global show is that it's seen as trendy. What we try to do is not trivialise things; we are honestly fascinated with how people live."

Be prepared to be blown away.

"Even if you'd watched MTV 24 hours a day," boasts Klein, "it wouldn't have prepared you any more for *Buzz*. It does demand your attention, but doesn't require your attention. You can just sit there and listen to the neat sounds, watch the pretty colours, and get off on the really great visuals. We'd like people to get out of it, what they put into it."

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