

00

Team H. no report - no budget

Call WKRS in - file

MIRRO IMAGE
MEDIA MESSAGE

IMAGE 01

Message Behind re Message

Message + You

Lunch

4-5 ~~minutes~~ ^{minutes}
car for letters, 1 a week

1. News

2. Comic

3. Sex - porno

4. Revolution?

5. Children -

6. School - ?

Pay. Rights // Some's
Return Produce

~~Monday~~
Munro
Anabon

Views now worried
microscope
No

Meaning blind
Re message

Munro - you describe
celebrity

non commercial
public interest

Why we
watch XTV

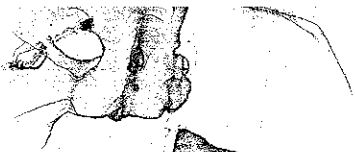
June 12
June 12

Aug 7 - July 22

A Festival -
Patterson -
Gusmore
AU in town.

Heard of July 24
31, Aug 7

TV in your
mind
TV looks at You



Images in the picture

Pictures in your mind

Why we watch TV

Understanding TV

Viewer insight

Apr 13

Call Grant

Communit in culture

① Grow segment — I see it
for the first time.

② News — ; call in

③ Discuss it —
get cards

Not like det.

Symbiotic penetration

How it works?

Tri - in from
Sun (Fri? Sat?)
night

Contract

① Weekly — 5 weeks

② Tape — overall has series

③ Free news — but any sale
 $\frac{1}{2}$ — $\frac{1}{2}$ — $\frac{1}{2}$