

Group asks for week without TV

By VERA N. KLINKOWSKY
Collegian Staff Writer

Adbusters Media Foundation has a challenge for the American public — do not turn on the television all week.

Brenda Shaffer, business manager of Adbusters Media Foundation, said the foundation is asking people to stop watching TV for a week because it wants people to take back their mental environment.

"We want people to regain their peace of mind," Shaffer said. "According to statistics, people watch 30 hours a week of television and spend less than 30 minutes with their loved ones every week."

Although Shaffer works for the organization, she said it will still be a struggle for her to not watch TV this week.

"It's going to kill me to miss 'X-Files' and 'Friends,'" she said. But Shaffer is confident she will survive the week.

Alex Burns (junior-division of

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business manager, Adbuster Media Foundation

undergraduate studies) said he would prefer to watch TV this week, but could survive without it.

"The Flyers game is on," Burns said. "I don't have to (watch TV), but it's nice to when I have free time."

Kalle Lasn, president of the foundation, said he believes TV Turnoff Week is important because society is being destroyed by television.

"We are doing this because 15 million people are addicted to TV. It's a terrible addiction; it rivals with tobacco addiction," Lasn said. "Being addicted to TV kills the spirit and soul — it's not a joke."

Adbusters Media Foundation

promotes TV Turnoff Week in October because students are attending school and the new TV season is beginning, Shaffer said. By advertising during the school year, it hopes students will pass the posters to their parents. As for people who decide to watch no TV this week, Shaffer said she hopes they will spend more time with their family.

"One week of the year is pretty challenging for people. We think it should be two, three times a week or year," she said.

Paul Wright said he could not get through the week without TV.

"That'll be pretty tough. I have to

watch sports," said Wright (junior-computer science). "It will be too stressful to not watch sports. I'm a sports junkie."

He added that the only way he could survive is if he had tickets to all sporting events each day. Although Wright admitted he is addicted to television, he once watched no TV for a few days.

But some students feel watching no TV is not challenging at all.

"It's the last thing I need to do. I'm really busy," said Amy Stacy (junior-advertising). "I watch 'Good Morning America,' but that's all. I like to watch 'Friends.' If I miss it, I'm not really upset."

On the other hand, Doug Camens (senior-computer science) does watch TV — but mostly for news because he is busy.


"I don't watch much TV. I watch the news, CNN and 'Headline News,'" he said. "I don't watch TV every day. I'm too busy. I have a job."

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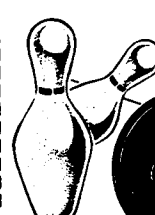
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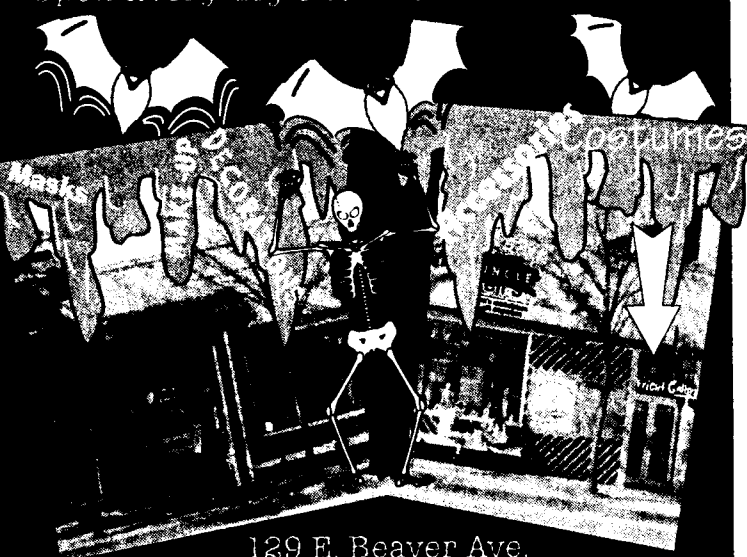
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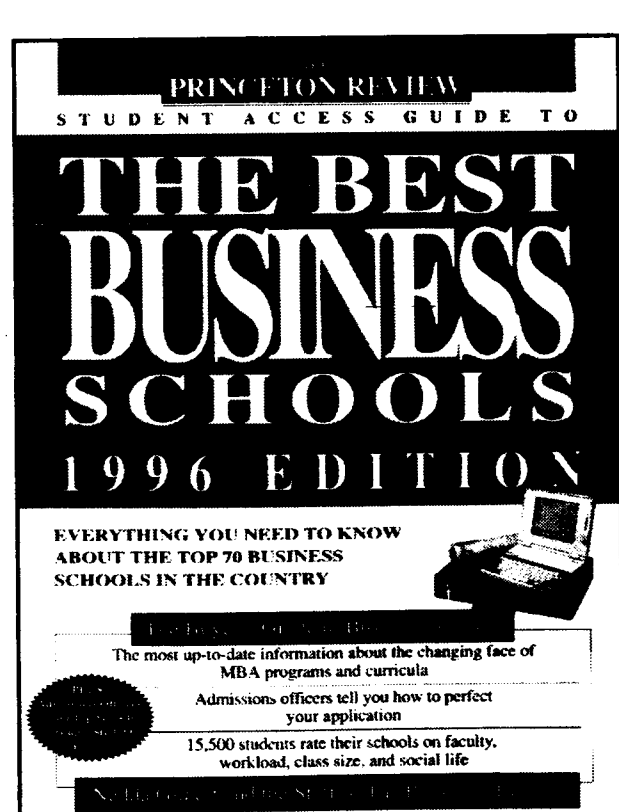
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