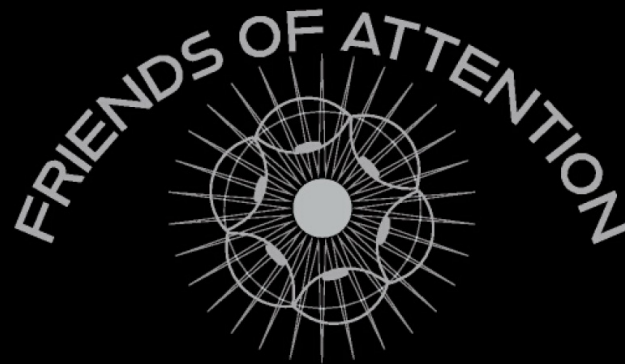


# BEING THE PRODUCT

(a media-archaeological warmup attention exercise)



Led by  
Eve Mitchell

With special thanks to Richard Serra, Carlota Fay Schoolman, and  
**1973**

In the early era of video art,  
the sculptor Richard Serra teamed up with  
pioneering media producer Carlota Fay Schoolman  
to produce a 6-minute landmark work,  
“Television Delivers People” (1973)

This work made use of the relatively sophisticated  
“scroll” technology, to deliver a message about the  
advertising architecture of modern media.

And the artists bought time on a local station to run their  
*anti-ad as an ad.*

To warm up today, we will watch the first minute of  
this classic THROWBACK piece of  
Attention Activism

and use it as the prompt for a brief exercise...

# **STEP ONE**

**Click on the link in the chat, and on the signal,  
we will all press PLAY, together....**

*And now...*

# THE EXERCISE

Serra and Schoolman remind us that media structures “deliver us” to advertisers (that we are “the product”).

[on the first bell]

I.

**TAKE A MINUTE TO THINK  
OF THE LAST TIME YOU WERE “*DELIVERED*”  
AS THE *PRODUCT*.**

[bell]

II.

**TAKE ANOTHER MINUTE TO *VISUALIZE*  
THE STRUCTURES/SYSTEMS THAT MADE THIS POSSIBLE**

[bell]

*(Take a few notes....)*

**THANK YOU!**