

TV Montage	<p>Collected from old video tapes that I had, I tried to put together something that resembled switching channels on a cable box, looking for MTV. Among the clips I used, there's an old ad for an HBO movie, an NBC "Be There" campaign jingle (it preceded Knight Rider, hence David Hasslehoff). Wally and Beaver from "The New Leave It To Beaver" show. A Kellogg's C-3PO's cereal ad (does anyone remember this one?), one of countless forgettable breakfast cereals.</p> <p>Old promo's from the mid 80's: Nickelodeon (back when they went off the air at 6pm ... which is why "Nick at Night" was called "Nick at Night" when it started ... because it was the first time Nickelodeon stayed on the air past 6pm!).</p> <p>Spotlight, which was a movie channel ... people forget that when HBO, Showtime, et. al. were new, there were lots of competing movie channels because there wasn't one "big channel" yet. Spotlight was carried by my cable system in Colorado and went out of business in the early 80's (I think they replaced it with The Movie Channel).</p> <p>There's a Disney TV promo for "DTV" which was a TV program (not a network) on the Disney channel (which had also just started). It was music videos created by Disney, all old 50's tunes set to cartoon clips that Disney owned the rights to. I think they did the D-TV thing for quite a while. Disney has always kind of pushed that "pre-rock and roll" type of music, stuff that I generally think of as "car hop" music. Disney Radio, which is a radio station in lots of major cities including Dallas, mixes 50's music in with the current stuff (I guess to "educate" their 8-year old listeners that there was music before Britney Spears.)</p>
MTV Sweeper: Speaker Crashes TV	Ah... we found our MTV
Bruce Springsteen: Dancing in the Dark	<p>I cut out the middle of this, but left in the last part because it's the video where Courtney Cox gets up on stage (from Friends, of course). You don't have to point this out, because the VJ mentions this in the segment right after the video (if people don't know this already). It's funny because Martha Quinn says that "it was the video that introduced us to Courtney Cox from the TV show ..." and then your brain expects to hear "Friends" and what she actually says is "Misfits of Science"</p> <p>Misfits of Science was a short lived TV show that was on in 1986 when this was taped. From a Misfits web site, "Misfits Of Science was a teen-oriented adventure that set out to prove that outcasts could</p>

	<p>be TV heroes! The ‘outcasts’ in this case were all young adults with bizarre physical abilities who were being studied by Los Angeles' Humanidyne Institute. Not satisfied with becoming living laboratory experiments, they formed a team to fight crime and save the world!”¹</p> <p>Courtney Cox’s character was Gloria, whose bizarre ability was that she was telekinetic and could levitate objects. The show ran from October 85 to February 86.</p>
Martha Quinn	<p>One of the first MTV VJ’s, along with Alan Hunter, who became really known. (Although she didn’t return to MTV as a VJ, she appeared in some Clearasil commercials that MTV ran sometime in the 90’s.) I know that all the modern VJ’s tape their segments and they get inserted by computer during their “shift” – so they aren’t actually sitting there watching the videos. But it’s possible that when this was done the VJ’s really were there waiting for the video to end. They seem to be watching the monitors when the segment starts, and 1986 is a little early to have a computer-controlled TV station like they have now.</p>
Coke Max Headroom ad	<p>Since Max Headroom is currently being shown on the “Tech” channel, it’s possible that current students know who he is. Max Headroom the TV show was a one or two season hit, but the character got used in lots of different places. The character was licensed by Coke to use in this ad campaign, and was also in a music video by the Art Of Noise.</p> <p>Note in the dialog that Max says the line ‘More people prefer the <i>new</i> taste of Coke over Pepsi’. In 1986, this was during the whole “New Coke” fiasco, where Coke changed the formula and taste of their product (much to public backlash). Coke used the Max Headroom character to push regular Coke which was the “new” formula. (By 1986, they had brought back the old formula as Coke Classic, which had its own separate campaign.)</p> <p>Coke had changed the formula to pursue the youth market, and the commercials show it. The Max Headroom character was definitely a “young” icon, and the kids in the commercials are all 14 year old boys. (There is a Coke Classic commercial later and you’ll notice that all the people in that ad are older and the commercial is more nostalgic.) This commercial reflected the young, trendy and cool market that Pepsi owned and Coke was pursuing.</p> <p>Max kind of lived and died by New Coke. When Coke finally pulled the plug, Max went with it and the show was cancelled later on. (They weren’t officially connected, although conspiracy rumors abound.)</p>

¹ <http://www.geocities.com/TelevisionCity/9348/misfitsofscience.htm>

	<p>There was another Max Headroom-New Coke commercial that I remember which had another 14-year old boy sitting in a diner next to a TV set. Max Headroom pops up and asks the boy the question ‘Do you remember the first time you tried kissing?’ The script is along the lines of the boy not liking it the first time, but liking it later, then making that association with New Coke. It’s such a blatant attempt to scream at the audience “Keep drinking New Coke and eventually you’ll like it”, that it’s hilarious in how bold they were being. That ad is on a web site at http://www.cokeworld.it/videos/1986-Max1.wmv (I would have used it, but the video quality is extremely poor.)</p>
Swatch	<p>This was one of the earliest “truly MTV” ads that I can remember. You can’t imagine this being shown during the Cosby Show or anything... it was definitely part of that MTV look (i.e. how weird can you be and get away with it). Swatch got huge for a while... it took back the watch market from the Japanese that the Swiss had lost during the 70’s and 80’s to Japanese companies like Casio. The commercial’s just fun to look at because it’s so 80’s-MTV style.</p>
MTV graffiti sweeper	
Madonna: Material Girl	<p>In the course of editing this, I took out the opening sequence with Robert (Arli\$\$) Wuhl, who’s probably the most recognizable person in this video other than Madonna. I stripped this video down a lot since it’s mostly just different dancing sequences on the same red stage. You kinda get the idea early on.</p>
MTV gong sweeper	<p>Hope no one notices the mention of the “Heart” video that I didn’t edit in.</p> <p>I miss that MTV’s guitar riff they used for a long time. When you hear it at the beginning of <u>Ferris Bueller’s Day Off</u> you know exactly what it is before you see the MTV logo.</p>
Huey Lewis: Do you believe in love?	<p>Kind of a campy, typical early MTV video. The band members singing in bed kind of sums it up. What ever happened to Huey Lewis anyway? I think the little “rooster neck” thing he does at the beginning is funny. The lip-synching gets a little off at the end, but the actual video was like that.</p>
ZZ Top: Legs	<p>Ah, the video that emphasizes the Great American Dream that when you’re downtrodden in the game of life, three prostitutes can show up and save the day. God Bless the USA.</p> <p>This video was actually a pain to shorten up. It’s one of the most rapid-fire videos, every shot only last 2 or 3 seconds. But it has such a progressive story (and it’s so long... the original video was 5 or 6 minutes) that removing parts to shorten it up left obvious gaps in the storyline. The only saving grace is that once I got the video shortened, I didn’t have to worry about the music since they don’t</p>

	<p>show the band singing ... so there are no lips to match up.</p> <p>Also notice that the video was so low budget, that they couldn't even get use of the entire parking lot. As the band fades in and fades out at the end, you see other cars along the sides of the screen fade in and out too (I guess they were real people's cars just doing their business at the mall the day they filmed).</p> <p>As mentioned in the follow-up by Martha Quinn, they're one of the Austin music scene's most visible success stories.</p>
<p>"The Hots" commercial</p>	<p>This commercial is hilarious because it's so bad. The pitch of this company is that your popularity and level of fun are directly related to what color your hair dryer is. Really. Emphasized by how "bland" your mom's hair-dryer is (a pitch which doesn't quite have the same impact as the 'not you father's Oldsmobile' campaign).</p> <p>This is one of those products that just faded into oblivion. Every year there are hundreds of products that fail, and unless you just happen to be paying attention, you'll never even know about them. Aren't you fortunate that we have this time capsule of history?</p> <p>A side note: There are a couple of (women? guys?) in dark sunglasses, who look exactly like the lead character from "Just One of the Guys" – another forgotten 80's movie.</p>
<p>Chic Jeans</p>	<p>Jeans that came in sizes ranging from a 2 inch waist all the way up to a 3 inch waist. I think the jeans models were purposely trying to look like Jennifer Beal from Flashdance. All they needed was a bucket of splashing water and a welding torch.</p>
<p>Duran Duran: Hungry Like the Wolf</p>	<p>One of the very first videos (if not <i>the first</i>) which made a "miniature movie" on film (instead of actually shooting on Video), trying to be exotic and fun. It worked. They looked like a boy band (but actually played instruments), running through the streets with shirts off and battling exotic animal-like women.</p> <p>Notice in the first shot inside the cabana (after the snake charmer boy), there is a man in the background carrying the biggest pizza I have ever seen in a music video.</p> <p>This video was actually one of the easiest to edit. The music is definitely "studio" (as opposed to live) meaning that the rhythm is very steady so you can cut verses out and never notice it.</p> <p>As a trivia note: this was actually the first video I ever saw on MTV. I remember being in Art class in the 6th grade (in '82 or '83) and they happened to have the "video cart" with the TV and VCR in the art classroom that day. While we were doing our bad paintings, someone</p>

	<p>asked to plug in the TV and turn it to “MTV” (I had never heard of MTV before). We did, and it was just starting to play this video. During one shot, where one of the band members gets a rather saucy kiss, the art teacher joked “Now I know why you like this ... raw sex”. It was not only the first time I had seen MTV, but also the first time I ever heard a teacher say “sex” in a classroom. Whoa.</p>
Dire Straits: Money For Nothing	<p>This video was a pain to edit for the same reason as ZZ Top .. it’s long and progressive. This was worse, however, because the song is built like a ‘live song’, it makes cuts much more noticeable because I couldn’t get the edits to match up. (And the opening guitar just goes on forever.) So as an editing job, this is probably the worst one.</p> <p>This video came out in 1985, and I feel like I have to defend it because it gets labeled as “bad computer animation” from the 1980’s. I personally don’t feel that way because I never thought this video was representative of where computer graphics were when it came out.</p> <p>In 1985, we already were getting more sophisticated video games and computer graphics. EGA was out in 1985 (and VGA was developed in 1987). The home consoles like Coleco and Activision, while still not as good as Nintendo in the late 80’s, were still better than the “blockiness” of this video.</p> <p>What the video DID look like, and what we all associated the video with, was the “virtual reality” style of animation that had been developed. Those graphics <i>were</i> blocky, because in order to have smooth movement in a virtual reality system, you had to keep the graphics as simple as possible.. so that resulted in simple vector shapes like blocks. So while we thought it was cool because it was a “virtual reality” style video, we were <i>not</i> looking at it as the pinnacle of computer graphics because the video games and computers were already much better by the time this video came out.</p> <p>Also, I remember playing some Virtual Reality game at Dave and Busters in the mid 1990’s and it still looked blocky like this video, 10 years later!</p> <p>Other notes about this video: There are two “videos within the video” that appear – one which I edited out and one which is left in. The one that was edited out was from a band called First Floor. They were a real Hungarian band (who spoke little English) and apparently didn’t understand that the footage being shot was not for their own video – just for use in the Dire Straits video.</p> <p>The second “inside video”, from the “Ian Persons Band”, is fake. Ian</p>

	<p>Pearson was the lead animator who worked on the Money For Nothing video and the band name was a tribute to him. The song name, “Sally” was a tribute to Ian Pearson’s wife. The woman is a Hungarian model who was hired to prance around in front of the camera.</p> <p>Everyone knows that the first video played on MTV was “Video Killed the Radio Star”. What is less known is that “Money for Nothing” was the first video played on MTV Europe when it launched on August 1st, 1987.</p>
Coca-Cola Classic Commercial	<p>As mentioned with the Max Headroom stuff before, Coke had split their ad campaign between “New Coke” and “Classic Coke” by this point. Note that the commercial is much more nostalgic and features older actors (compared with the young teens with Max Headroom), showing the different markets. By late 1987, New Coke was pretty much history, but they never bothered to remove the “classic” word from the can, which is why it’s still called Coca-Cola Classic today.</p>
Born in the USA	<p>You will notice the music is out of sync with the video. That’s not my fault – the video is actually like that. Bruce did several videos using concert footage married with a studio cut of the song. Invariably, musicians cannot sing live with the same timing as what is created in a studio, so you always wind up with a video that looks a little strange.</p> <p>The video itself is all Americana. Also contrast the difference between this video and the first one (also a Bruce video, so I guess this is bookending). In the first one, he’s all clean cut and shaven. By Born in the USA, he’s pretty run-down – right down to the final “Patton-rip off” shot.</p>