

open signal

Portland Community Media Center

open signal

Portland Community Media Center

Open Signal empowers the community to tell its own story, in its own voice, by providing skills and demystifying tools.

opensignalpdx.org



Propaganda:

information, especially of a biased or misleading nature, used to promote or publicize a particular political cause or point of view.

The main attraction, distraction

Got ya number than number than numb

Empty ya pockets son, they got you thinkin' that

What ya need is what they selling

Make you think that buying is rebelling

No Shelter, Rage Against the Machine

Marketers have to move that product.

Lets face it, media in our capitalist society has always needed financial resources to exist. From the Poor Famers Almanac to high school yearbooks, from early radio to Netflix.

Low income communities of color are prime targets for the immediate gratification of salty, sweet, intoxicating and convenient products.

When people are struggling just to make ends meet, eating well can be an expensive luxury that few can afford.

Marketers of less than healthy products are taking advantage of the scarcity mindset with little regard of the long term adverse health effects.

What are some tactics that marketers use to take advantage of the scarcity mindset?



Lunchables SNACK COMBINATIONS
UPLOADED

**BEEF
WALKING TACO**



- Ground Beef in Sauce
- Tortilla Chips
- Nacho Cheese Sauce
- Taco Sauce
- Spork

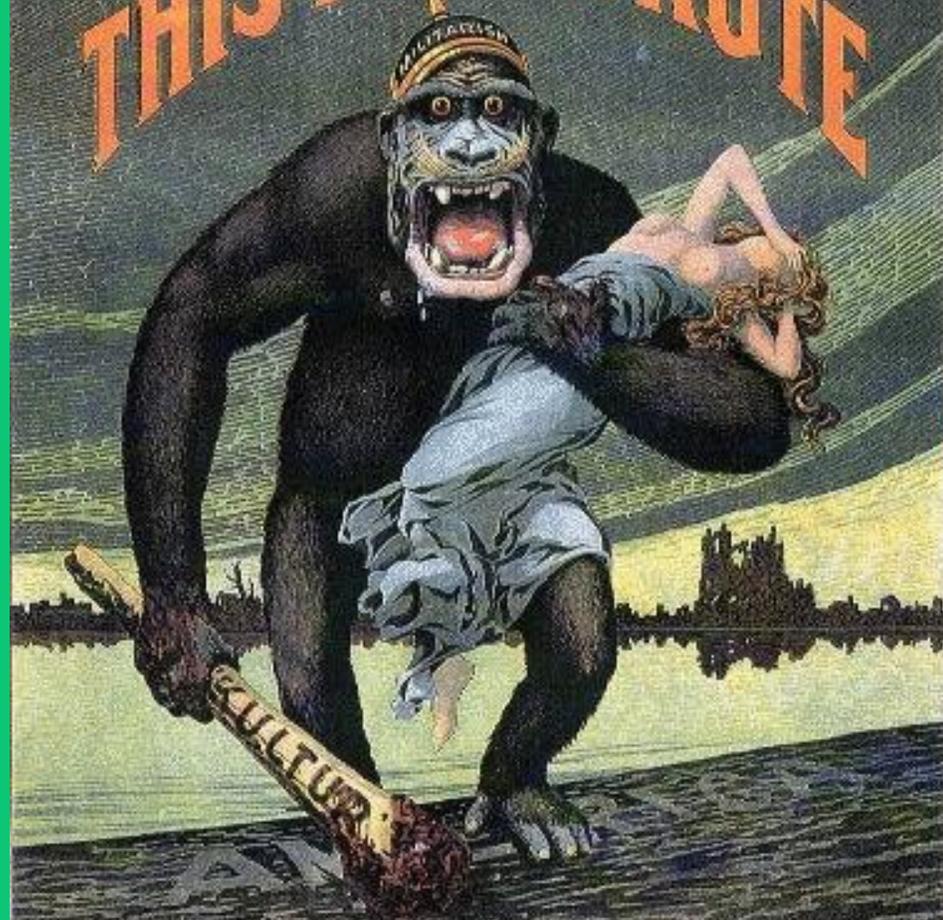


In 2011 The Opportunity Agenda published a literature review that focused on the question of how media, and communications more broadly, affect outcomes for black men and boys in American society.

It should come as no surprise to you that there is a troubling link between media portrayals and lowered life chances for black males.

What are some ways that black males and other people of color portrayed in the media?

**DESTROY
THIS MAD BRUTE**



ENLIST

Copyright Applied for

VOGUE APR

Perfect Fit
DRESSING
FOR
EVERY SHAPE
FROM
SIZE 0 TO 16

Plus

87

Swimsuits
to Flatter
Every Figure

**You Are
(Not)
What You Eat**
Debunking
Diet
Myths

NO-EXERCISE DIET
What Happens
When You
Quit the Gym

**THE POWER
OF AN HOUR**
How Fast Can
You Get Fit?

**SHAPE
ISSUE**

Secrets of the Best Bodies

GISELE & LeBRON

+ the World's Top Models
and Star Athletes



KEEP THIS HORROR
FROM *Your* HOME

**INVEST
10% IN
WAR BONDS**



VIRGINIA SLIMS

Slimmer than the fat cigarettes men smoke.
And rightly so.



Menthol and Lights Mentol



You've come
a long way, baby.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Menthol: 14 mg "tar," 0.9 mg nicotine—Lights Mentol: 8 mg
"tar," 0.6 mg nicotine av. per cigarette, FTC Report Feb. '85.

Newport pleasure!



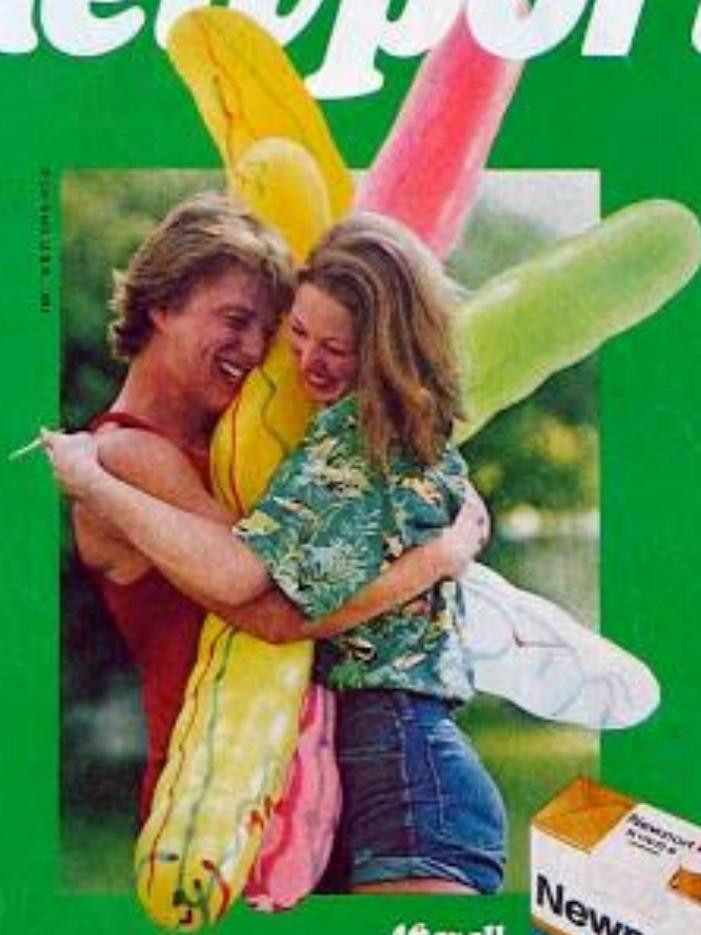
These cigarettes do not present a reduced risk of harm compared to other cigarettes.

Visit us at Newport-pleasure.com
Restricted to Adult Smokers 21 or Older.

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

Newport, Pleasure, Newport
Pleasure, Menthol Gold,
Menthol Blue, spinaker
design, package design and
other trade dress elements
TM Lorillard Licensing
Company LLC Reg. U.S.
Pat. & Tm. Off.

Alive with pleasure!
Newport



*After all,
if smoking isn't
a pleasure, why bother?*





Marlboro



U.S. SURGEON GENERAL'S WARNING:
Smoking Causes Lung Cancer, Heart Disease,
Emphysema, And May Complicate Pregnancy.

© Philip Morris Inc. 2001

The image shows two cowboys on horseback, silhouetted against a bright, orange and yellow sunset sky. They are standing in a field with a wooden fence in the foreground. The overall mood is nostalgic and somber.

I miss my lung, Bob.

California Department Of Health Services,
Funded By The Tobacco Tax Initiative.

© 2001-2004 National Cancer Institute

In 350 B.C., Aristotle was already wondering what could make content in his case, a speech, persuasive and memorable, so that its ideas would pass from person to person.

The answer, he argued, was three principles: ethos, pathos, and logos.

Content should have an ethical appeal, an emotional appeal, or a logical appeal.

A speaker strong on all three was likely to leave behind a persuaded audience.

Replace “speaker” with online content creator, and Aristotle’s insights seem entirely modern.

Ethics, emotion, logic—it’s credible and worthy, it appeals to me, it makes sense.

If you look at the last few links you shared on your Facebook page or Twitter stream, or the last article you e-mailed or recommended to a friend, chances are good that they'll fit into those categories

Marketers have teams of people scouring the web to find trends and memes to exploit and appropriate.



Charles M. Blow ✓

@CharlesMBlow

Follow



I'm boycotting all @Pepsi products until they apologize for this blasphemy. Here's a list of their brands:

pepsicobeveragefacts.com/home/brands

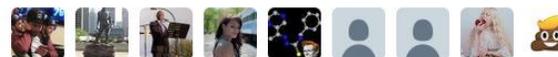


RETWEETS

1,535

LIKES

2,817



9:35 PM - 4 Apr 2017



211



1.5K



2.8K

The youth of our communities are so much more media savvy that we were at their age. For one they have been connected to the means of media production and consumption via their phones and other devices.

"Grow Food" was produced in conjunction with Beats & Rhymes, a youth music engineering outreach program, and finds kids from the Appetite for Change's summer training program rapping about healthy living over an infectious drill beat.

In the video, nutrition-minded youths defiantly turn up their noses to unhealthy cafeteria food, instead heading to the community garden down the street.

In addition to working at Open Signal I am on the Board of two arts organizations called PICA and Friends of Noise. My focus at both of these orgs includes youth engagement.

Youth respect messages that they receive from their peers.

The youth of our communities are so much more media savvy that we were at their age. For one they have been connected to the means of media production and consumption via their phones and other devices.

"Grow Food" was produced in conjunction with Beats & Rhymes, a youth music engineering outreach program, and finds kids from the Appetite for Change's summer training program rapping about healthy living over an infectious drill beat.

In the video, nutrition-minded youths defiantly turn up their noses to unhealthy cafeteria food, instead heading to the community garden down the street.

In addition to working at Open Signal I am on the Board of two arts organizations called PICA and Friends of Noise. My focus at both of these orgs includes youth engagement.

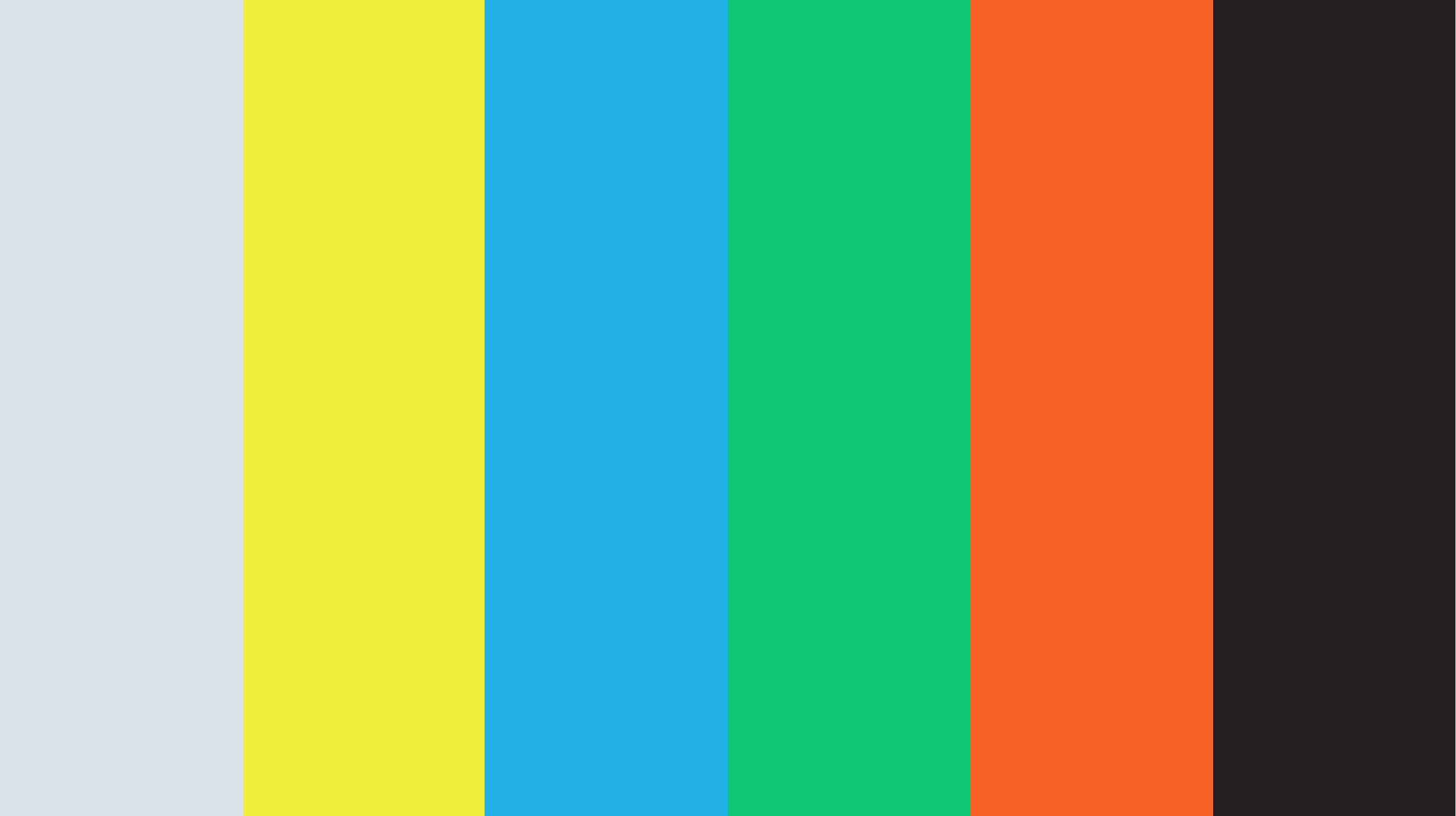
Youth respect messages that they receive from their peers.

What are some projects or



open signal

Portland Community Media Center



Open Signal

Open Signal empowers the community to tell its own story, in its own voice, by providing skills and demystifying tools.

opensignalpdx.org



At Open Signal you can:

Make a TV show

Borrow film and video equipment

Create and collaborate

Hire us to document your event



Join us at our Open House!

Saturday, February 25 4–10pm

Open Signal is the first media arts center of its kind in the Pacific Northwest. Join our sensory explosion of sound, light and motion not to be missed.

Family-friendly free-for-all 4–8pm

Meet staff, take a tour, make your own media, eat and drink

1970s-inspired televised dance party 8–10pm

Bring your best costume and moves to help us kick off a new tradition

