About Videofreex and Media Buses

Videofreex non-profit corporation Media Bus, Inc. was only a virtual vehicle, devised as a name to embody our travelling media education program, create a myth without the expense and maintenance of an actual vehicle, and obtain funding for our workshop tours throughout New York State that we named the “Media Bus program.”

Converted buses were a tradition of the 1960s and ‘70s with the Hog Farm “Fast,” “Slow,” “Man, and “Mouse” buses; Ken Kesey and the Merry Band of Pranksters’ 1939 International Harvester school bus “Furthur;” and the Beatles’ Magical Mystery Tour bus among the most notable. All 3 actually included film productions, although were not specifically “media buses.”

High on our wish list, Videofreex never had an actual built media bus, or even a plan, design, budget, proposal or support for one, although many people thought we had a constructed bus, including in published academic books.

Videofreex did have use of a rented mobile home in California for a couple of weeks on the CBS project with “Videofreex, NY” written on the side.

And we had several vans that we used to transport us and our portable gear, including a 3-camera TV studio, multi monitor installations, and support equipment when needed.

Parry’s ancient VW was already named “greenie,” so the new white VW van that we acquired as a group was naturally named “whitey.” “Bouncer's” name for our big blue bouncing extended GM van came right away after we were passengers in the back seat.

Other indy media buses
There were several actual media buses during the early video days operated by other early videomakers.

Ant Farm, the media nomads, of course had their futuristic Media Van that was used for many years and in several incarnations.
Our friends and ’70s colleagues, Dean and Dudley Evenson, had their own travelling media vehicle that they travelled the country in called “the Fobile Muck Truck.” (get it?)

For his Truck Stop multi media performance tours, “Ace Space,” Dana Atchley, had 4 vans over more than twenty years that were futuristic, performative and adventurous, including projecting videos on a screen covering the back window while he was driving down the Interstate.

Jon Alpert and Keiko Tsuno, Downtown Community TV, had a mobile screening unit in Chinatown in the 1970s for presenting locally produced videos.

Jon Alpert, Keiko Tsuno and DCTV now have their Cybercar, an elaborate 20-foot long truck outfitted as a TV studio, video workshop and screening facility, which they still use today. A true Media Bus in the digital age.