A TALK-AND-CONCERT FOR COLLEGE STUDENTS

Break the Spell

Reclaim Your Hijacked Attention

With Ron Franklin, live classical guitar · San Diego

47 sec

The average time people now stay on one screen before switching, down from about 2½ minutes in 2004.

Dr. Gloria Mark, UC Irvine, *Attention Span* (2023)

Most of us, students included, reach for our phones without deciding to, and a lot of students wish they didn't. **Break the Spell** meets them right there. It's part talk, part concert: Ron shows how phones and feeds are built to hold attention, then plays original classical guitar so the room feels what focused attention is like. Students leave with a simple method they can use that night.

THE THREE-STEP METHOD

1 · Awareness

Notice when, and how, your attention gets taken.

2 · Friction

Put small obstacles between you and the habits you never chose.

3 · Reclamation

Spend the time and focus you win back on what matters to you.

WHERE IT FITS

- Welcome week and orientation
- Wellness and mental-health weeks
- Finals-season study breaks
- Leadership retreats and residence life
- Faculty and staff Flex / PD days

FORMATS

- **25-minute set** with two original guitar pieces
- **Full-hour keynote concert**
- **90-minute interactive workshop**
- In person across Southern California, or on Zoom
- Needs a headset mic and sound system; slides optional

ABOUT RON

Ron Franklin is a San Diego classical guitarist and an adjunct professor of guitar and ukulele at San Diego College of Continuing Education. He holds a Master of Music in guitar performance from Texas Tech, won a regional Emmy (2012) for children's programming during his years in television production, wrote *15-Minute Reality Reset*, and co-authored the Bias Amplification Model, a research paper on how information overload distorts judgment.

Coming up: faculty Flex session at San Diego College of Continuing Education, Feb 22, 2027.