

# September 2004

## Premiere Newsletter Volume 1 Number 1

**WHAT SHOULD WE DO WITH THE CORPORATION?** Well it's been quite a year! And as the Toronto Film Festival is about to begin again, our grassroots team recalls how the year began for the film, and how now we are moving to try to answer the questions the film raises. What is to be done?... [more]

**OPENING IN AUSTRALIA TODAY: September 2nd**  
Sydney, Melbourne, Adelaide, Brisbane, Canberra, Perth, Hobart  
Find out **MORE!**

**OPENING IN THE UNITED KINGDOM: October 29th**  
If you are in the UK we are looking for Grassroots support now. Free promo supplies! [more]

**NOW PLAYING ACROSS THE USA** - Click **HERE** to see where. We still need volunteers, especially in NYC. Email us if you want to help.

The **DVDs** are coming! Really. **Now in production**, the long awaited and much requested DVD for home use will be **available in North America in March 2005**. (Be patient, we are still making it!!) Our subscribers (AKA you!) will be the first to know and will also be able to take advantage of special offers depending on where you live. Plus you will love all the features... **The educational market DVD will be available in both the US and Canada very soon. The Canadian VHS Educational version available NOW** for purchase by all Canadian educational institutions and all other buyers who must have Public Performance Copyright to show the film in any Canadian classroom situation. [more]

**MediaRights.org**, an organization that helps activists and educators use documentaries as tools in their work, talked to Grassroots Strategic Coordinator for The Corporation and head of Good Company Communications **Katherine Dodds** about grassroots organization and on-line integration, and how they merge at THE CORPORATION. See their interview [HERE](#).

### Number Crunching THE CORPORATION

Number of awards won so far by the film, THE CORPORATION: **22**

Number of Audience Awards attained by the film: **9**

Ranking of THE CORPORATION among the favourite films of the 75,000-member Adbusters listserve: **We are # 1!**

Total Box Office Revenue, in Canadian dollars, THE CORPORATION has now exceeded: **\$3,000,000** (approx. \$2.3 million US)

Percentage of "Fresh" reviews given THE CORPORATION by film reviewers monitored in rottentomatoes.com: **93**

Number of cities THE CORPORATION has played in across North America: **over 300**

Now you can say "**Been There, Got the T-Shirt**" - at our on-line store. Tell us what you wanna buy... [more]

If you liked THE CORPORATION, go see these two new documentaries as well:

- **THE TAKE** is a political thriller that turns the globalization debate on its head. The film follows Argentina's radical new movement of occupied businesses: groups of workers who are reclaiming the country's bankrupt workplaces and running them without bosses. Produced by Avi Lewis and Naomi Klein. [more]
- **OUTFOXED** examines how media empires, led by Rupert Murdoch's Fox News, have been running a "race to the bottom" in television news. This film provides an in-depth look at Fox News and the dangers of ever-enlarging corporations taking control of the public's right to know. [www.outfoxed.org](http://www.outfoxed.org)

You know the usual dismissive comments made by right-wing pundits about films like THE CORPORATION - "Oh, they're just preaching to the converted." Turns out that both the book and the documentary reach well **beyond the "choir"**, to some of the most influential business publications and schools around... [more]

**What are the activists saying, anyway?** Turns out they are raving about THE CORPORATION, and using it to galvanize the grassroots across North America... [more]

Talked to an activist lately? If you are using the forums on the interactive website at [www.thecorporation.com](http://www.thecorporation.com), then no doubt you have. One of the most frequent posters, and the de facto moderator of the forums goes by the user name of **Schwa**. Learn more about him, and why he cares... [more]

THE CORPORATION has great potential to **reach universities** across the country, thanks to its thorough research and academic roots (Joel Bakan teaches law at the University of British Columbia). To this end, our **US distributor Zeitgeist Films** is making the film available for rental in the US starting October 1st (35mm, VHS, or DVD) for open showings, and for purchase by educational institutions on VHS and DVD, to use in classrooms and libraries. For ordering information: email Clémence at [clemence@zeitgeistfilms.com](mailto:clemence@zeitgeistfilms.com), or call (212) 274-1989

**In Canada**, university & grassroots groups wanting to screen The Corporation can contact our Canadian distributor **Mongrel Media** for rates and information. Since it is mostly finished playing in Canadian theatres at the moment, why not organize your own screening as a benefit for your organization, or to mobilize around the issues? Regarding renting the film contact: [info@mongrelmedia.com](mailto:info@mongrelmedia.com), (416) 516 9775. If you do this and plan an event let the grassroots team know what you are up to at [campaigns@thecorporation.com](mailto:campaigns@thecorporation.com)

**Hungry for more? Make sure you REGISTER** for access to exclusive member features, which we will start offering at [www.thecorporation.com](http://www.thecorporation.com) in a major web update

**coming later this year.**

Help us build our online audience and mobilize grassroots support for the issues raised in The Corporation! In the spirit of organizations like MoveOn.org, we are moving towards a registered sign up so that we can help activists organize on and offline. Why? **Because so many of you have told us you want to get involved!** Our core office crew is tiny. We need to facilitate more action by and for the grassroots that doesn't always require our direct organizing involvement. We also want to widen our reach in order to really use The Corporation as a catalyst for social change. When the DVD is out (finally) this will really help us, and you, use it instead of merely own it. House party anyone? Activism is the new Tupperware!

Registered members will be able to:

- **use online tools** to network and advertise your events
- **create & encourage** the means for self-organizing
- **debate** and discuss real solutions to real problems
- **connect** with others interested in the issues raised in the film
- **find out** what is being done on a local, national, & international level
- **branch out** to support other films/projects that tie in to the issues in The Film
- (and of course) **Be first** to find out about dvd release & exclusive offers

**How can you help now?** Encourage your friends to join our maillist:

<http://www.hellocoolworld.com/thecorporation/maillist2.cfm> When we are ready to launch the new sign up features we will contact all on our maillist with an invitation to register.

**Please forward this email!**

And thank you all so much for all your support for this film. Our successes are largely due to you all.

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Last year at this time we were madly preparing to debut The Corporation at The Toronto International Film Festival. We didn't yet realize what we were in for. Immediately the film took off, selling out shows, and proving an audience favorite and a media darling.

We had quickly put a website up before the TIFF, and on it our first mail list and call for volunteers. We had also just received some development money for a new media project from Telefilm Canada New Media Fund. We had a dream of an interactive website and a web-enabled list of supporters.

As our distribution deals clicked into place, and as we started doing Canadian Festivals, IDFA in Amsterdam and Sundance in the US, we found ourselves with five weeks to launch the film in Canada. We called upon you, our first generation of grassroots supporters and the rest is Canadian Box Office history. As we launched into the US our

support grew, including support from our US distributor. Our UK and Australia distributors also came on board to support the grassroots campaign.

Now we have launched our interactive prototype of "i-Corp" (which means the Corporation Interactive). We are expanding our idea of interactive to include both online and offline initiatives, and with your help we want to go bigger.

We are in the fundraising stage for production on an initiative that would include interactive theme-based DVDs, and an expanded web network that would allow you, the grassroots, to organize your activist activities with more help from technology and less help from our over worked "human" team. Through it all the film, and its messages, would remain the catalyst from which we launch these newer initiatives.

**Why do all this you might ask?** Well, we have been thrilled, moved, and inspired by the volume of emails from all of you. The recurring theme (after "When can I buy the DVD?") is the refrain of: "What can I do? Help us to take action."

The film spelled out the problem, and now it is up to all of us to work on the solutions. So let's start with the concept of the corporate institution and together brainstorm what to do with a psychopath that is running our worlds, and ruining our planet...

In an initiative that is part "think tank", part "voter registration", part "referendum" we are setting the groundwork for a global debate on behalf of corporate harm reduction.

Should we **RE-WRITE, REGULATE, or REFORM** the corporation?

**The RE-WRITERS:** Overthrow. Change the actual legal constitution of every corporation. Eradicate corporate "personhood". Change the entire DNA of the corporate animal. Anarchism & new experiments in democracy.

**The REGULATORS:** More democratic governmental controls. Hold corporations accountable. Make corporations really pay for their planetary misdeeds. Worker control. Bigger bars on the corporate cage.

**The REFORMERS:** Make corporations run better. Reward good management. Hold corporate "heroic" leaders up as a testament that better people can run better companies. Make better business practices "good business."

We invite you now to respond to these ideas. Treating each option as "Political Party" - what would their campaign promises be? How would each "party's" approach effect global harm reduction?

Where do you stand?

Tell us where you think you, or your organization fit in to this debate. Do you have ideas within each of these areas that could become a good first step towards catalyzing a

change in mere business as usual? As Jeremy Rifkin says, we have to have a better story to tell.

Enter the debate by emailing the party you identify with.  
ReWrite@thecorporation.com

Regulate@thecorporation.com

Reform@thecorporation.com

Tell us what you think: You write the platforms, you write the campaign promises. Or just send us a suggestion as to what our referendum question should be. And stay tuned for further developments under the Vote! section on TheCorporation.com home page.

In the meantime, the grassroots team at The Corporation thanks you all from the bottom of our hearts for making all our work possible.

XO kat, christine & colette

PS. Thank you again to our many MANY volunteers, the ones we know, and the ones we don't!

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Winner of BEST DOCUMENTARY at the 2004 Sydney Film Festival, the internationally acclaimed documentary film

**THE CORPORATION**

will be premiering theatrically all across Australia on September 2nd!!!

\* SYDNEY \* MELBOURNE \* ADELAIDE \* BRISBANE \* CANBERRA \* PERTH \*  
HOBART \*

visit <http://www.thecorporation.com> for more details

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**THE CORPORATION**

A Film by Mark Achbar, Jennifer Abbott & Joel Bakan

This entertaining and hard-hitting feature documentary analyzes the very nature of the corporate institution, its impacts on our planet, and what people are doing in response. Based on Joel Bakan's book "The Corporation: The Pathological Pursuit of Profit and Power", the film features Michael Moore, Noam Chomsky, Naomi Klein, Vandana Shiva, Howard Zinn and Milton Friedman and over 30 other corporate insiders and critics

including The FBI's top consultant on psychopaths and one corporate spy. The film has been generating popular support from street level to the boardrooms of the Corporate Social Responsibility movement.

Can films galvanize politics? Michael Moore's been counting on it with the American election. But what if Corporations have more power than ANY government? That is a premise made in THE CORPORATION. Check it out.

And now that Australian Federal election is coming up on October 9 maybe it's time to galvanize grassroots politics, and not just to vote -- but to actively lobby for democratic control over corporations. Which party would you vote for to Re-Write, to Regulate, or to Reform the corporate institution? The Film's website is planning to launch a global referendum on Corporate power. How would you cast your vote?

For more information on the film & grassroots initiative please visit

[www.TheCorporation.com](http://www.TheCorporation.com)

To view the trailer <http://www.thecorporation.com>

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### **URGENT! WE NEED YOUR SUPPORT...**

Our (tiny) grassroots team is relying ENORMOUSLY on the support of people like YOU to spread the word about the film. If you have seen the film PLEASE forward this email to your friends & encourage them to do the same. Add a personal message telling them why you think they should see it - it really does make a difference.

If you haven't seen the film yet, round up a group of friends to go see the film together, arrange to meet & discuss the film & the issues afterwards.

In today's context it is a political act to see a film like The Corporation in a commercial movie theater. Please go see it during it's first week run. If enough people go to the film it will be held over. This is the only way it will remain in theatres and therefore reach the widest audience possible.

**VOLUNTEERS STILL NEEDED!** To put up posters, distribute flyers, and send emails to their lists. If you can help, or you know of an event we should have a presence at sign up at: <http://www.hellocoolworld.com/thecorporation/maillist2.cfm> or send an email directly to [grassrootsOzNZ@thecorporation.com](mailto:grassrootsOzNZ@thecorporation.com)

If you are involved in an organization that specializes in the issues addressed in the film our grassroots team would love to hear from you! Our aim is to use the film's momentum and communication tools (website, database/maillist, offline grassroots initiative) to help draw attention to organizations and to campaigns that address the issues that are raised in the film.

For more information on how your organization can become involved, please send an email to [grassrootsOzNZ@thecorporation.com](mailto:grassrootsOzNZ@thecorporation.com) WE LOOK FORWARD TO HEARING

FROM YOU!!!

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INCLUDING in BRIGHTON: THE CURZON SOHO / THE BARBICAN / EVERYMAN HAMPSTEAD / THE GATE / RITZY BRIXTON / DUKE OF YORKS, in CAMBRIDGE: ARTS PICTUREHOUSE, in MANCHESTER: CORNERHOUSE, in DUBLIN: GLASGOW FILM THEATRE / EDINBURGH FILMHOUSE & THE IRISH FILM INSTITUTE

THE GRASSROOTS UK NEEDS YOUR HELP!

Please let us know if you can organize a preview event, or galvanize a street team. Any suggestions or ideas for events in your area linked to the film are encouraged, Contact grassroots UK at [thecorporation@metrodomegroup.com](mailto:thecorporation@metrodomegroup.com) , we can supply you with free badges/stickers/posters/booklets and an 18-minute DVD preview of the film to support your efforts to promote the film.

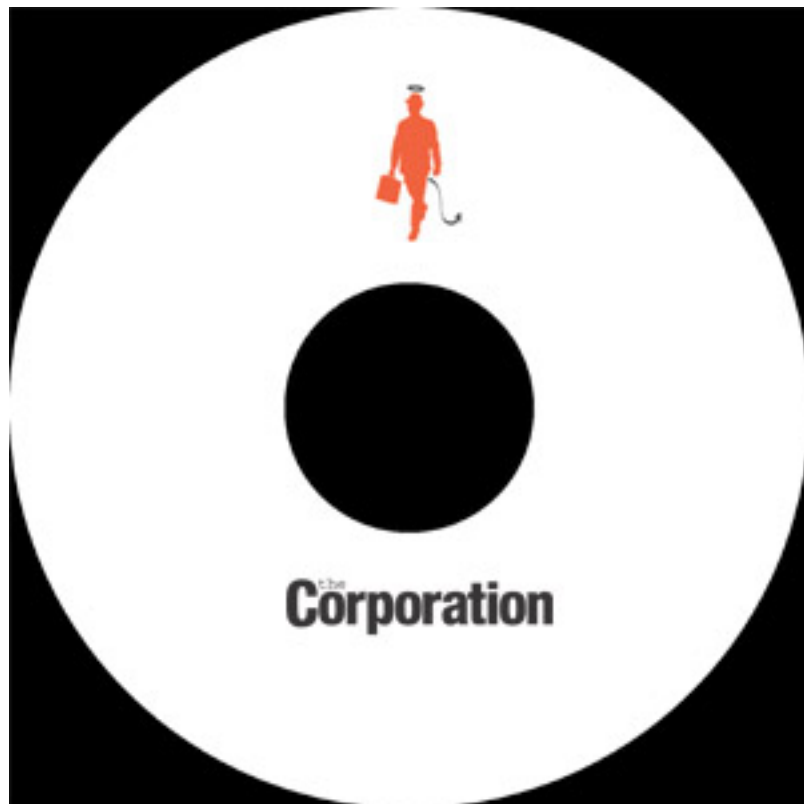
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Register now and be one of the first on your block to own one - direct from the distributor!

**NORTH AMERICA -  
HOME DVD RELEASE  
MARCH 2005**

Our team is hard at work producing the DVD and the extra features. It will contain hours of extra footage, deleted scenes and interviews. There will be a director's commentary as well. We will be looking for **GRASSROOTS SUPPORT** to launch the DVD and there may be activist rates for group sales in certain markets. If you can help launch the DVD email [Grassroots@theCorporation.com](mailto:Grassroots@theCorporation.com) and put "DVD - I



can help" in the subject line.

## **AVAILABLE IN LIMITED FORM NOW OR SOON:**

### **CANADA**

Educational VHS copies of the film that allow for public performance rights are **AVAILABLE NOW in Canada** from our educational distributor Filmwest Associates. The educational DVD version will be available very soon. Please note: this version is available for purchase by all Canadian educational institutions and all other buyers who must have Public Performance Copyright\* to show the film in any Canadian classroom situation.

\* Schools, government departments/agencies, non profit agencies, corporations, the armed forces all need Canadian Public Performance Copyright to use any film for a public screening. **Please respect our hard work and thus our copyright, so use a Public Performance Copyright copy, not a home video copy, in the classroom.**

Teachers and professors in Canada, please phone your media library/media centre to make sure they order The Corporation from Filmwest and it can be shipped within two days of receiving your order. Don't forget, The media libraries/ media centres have the budgets to buy this film for your school / classroom. Encourage them to spend that money on The Corporation instead of something else.

We (The Corporation Grassroots Team) are planning on making available some special features online to go with the educational version. Order now. In order to be informed when extra educational materials are available (free with your purchase of the educational VHS or DVD) **please email: CorpEducationalVHS@hellocoolworld.com**

There will be a LIMITED CANADA ONLY VHS OFFER this December. This offer is only available to residents of Canada, no more than two only per household address, and only from The Corporation webstore. To pre-order click **here**.

### **USA**

Our **US distributor Zeitgeist Films** is making the film available for purchase by educational institutions **IN THE US ONLY** on VHS and DVD, to use in classrooms and libraries. For ordering information: email Clémence at [clemence@zeitgeistfilms.com](mailto:clemence@zeitgeistfilms.com), or call (212) 274-1989

### **Why Buy?**

Please buy the VHS or DVD from the appropriate source as this is how the money will support the filmmakers and the ongoing grassroots work we are doing.

Please DON'T pirate us! We are independent filmmakers, our distributors are all small indie distributors, and we are all still paying off the debts to investors, to filmmakers who invested personal money, and to all the costs of getting the film out into the world, to YOU. Thank you for your support.



## **A note about distribution...**

### **VHS & DVD AVAILABILITY IN COUNTRIES OTHER THAN THE US AND CANADA**

Because we have different distribution deals in different markets the availability of the DVD will depend on where you are located. Over the following months, our international sales agent Films Transit will be concluding a number of national distribution deals in different territories. These national distributors will eventually release the VHS and the DVD in their territory, but we have no influence on the WHEN of this question.

If you sign up on our list we will make every effort to get you the current information internationally.

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Our T-shirt is a high-quality American Apparel Standard T-shirt so you can be assured it's sweatshop free. Look stylish in our black shirt with our devilman Corporation logo.

Joel's book "The Corporation: The Pathological Pursuit of Profit and Power" is packed with more information about the issues in the film, such as the story of 16-year old Wendy Diaz, who brought down Kathie Lee Gifford's sweatshop labour and Chris and Luke, the world's first corporate-sponsored humans.

Also in the book is a new and disturbing story about General Motors, who estimated it could save \$6.19 per automobile if it allowed people to die in fuel-fed fires in certain models rather than alter the design of their cars. You'll find the book a fantastic companion to the film.

Support our message at the Corporation by buying the book or T-shirt. (And help us get out of debt, even though the film is a hit... the filmmakers have not paid back all the people that have helped fund or get the film out into the world.)

Think we need more cool products to sell? A devilman "anti-logo" patch to sew over those other not-cool corporate logos? A "Buy Nothing Day" shopping bag? Tell us what you'd like to see... [stuff@thecorporation.com](mailto:stuff@thecorporation.com)



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!!NEWSFLASH!!

Good Company Communications and the same Grassroots team that brought you The Corporation will be working to promote the late October Launch in Canada of THE TAKE. Do you want to help us?? Email [TheTake@hellocoolworld.com](mailto:TheTake@hellocoolworld.com)

In suburban Buenos Aires, thirty unemployed auto-parts workers walk into their idle factory, roll out sleeping mats and refuse to leave.

All they want is to re-start the silent machines. But this simple act -*The Take* -has the power to turn the globalization debate on its head.

In the wake of Argentina's dramatic economic collapse in 2001, Latin America's most prosperous middle class finds itself in a ghost town of abandoned factories and mass unemployment. The Forja auto plant lies dormant until its former employees take action. They're part of a daring new movement of workers who are occupying bankrupt businesses and creating jobs in the ruins of the failed system.



But Freddy, the president of the new worker's co-operative, and Lalo, the political powerhouse from the Movement of Recovered Companies, know that their success is far from secure. Like every workplace occupation, they have to run the gauntlet of courts, cops and politicians who can either give their project legal protection or violently evict them from the factory.

The story of the workers' struggle is set against the dramatic backdrop of a crucial presidential election in Argentina, in which the architect of the economic collapse, Carlos Menem, is the front-runner. His cronies, the former owners, are circling: if he wins, they'll take back the companies that the movement has worked so hard to revive.

Armed only with slingshots and an abiding faith in shop-floor democracy, the workers face off against the bosses, bankers and a whole system that sees their beloved factories as nothing more than scrap metal for sale.



With *The Take*, director Avi Lewis, one of Canada's most outspoken journalists, and writer Naomi Klein, author of the international bestseller *No Logo*, champion a radical economic manifesto for the 21st century. But what shines through in the film is the simple drama of workers' lives and their struggle: the demand for dignity and the searing injustice of dignity denied.

[www.TheTake.org](http://www.TheTake.org)

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THE CORPORATION has attracted a great deal of international attention, and not only in left-leaning, anti-globalization circles. Business magazines, schools of commerce and professional networks are talking about the film, and the issues it covers as well.



One of the first to do so, well before the American and UK theatrical releases, was the influential Economist magazine. In its May 6th issue, it said, "People on both sides of the globalization debate should pay attention. Unlike much of the soggy thinking peddled by too many anti-globalizers, THE CORPORATION is a surprisingly rational and coherent attack on capitalism's most important institution." While it calls the premise of the film "incomplete" because the film "...has nothing to say about the immense damage that can also flow from state ownership," it compares the company-as-psychopath idea to the philosophy of famed German sociologist Max Weber, who saw a "parcelling-out of the soul" in all manner of bureaucracies.

Business Week was particularly impressed with the coverage given to Ray Anderson, CEO of Interface Inc., the world's largest manufacturer of commercial carpet tile. "Making appearances are left-wing pundits such as Noam Chomsky, Michael Moore, and Howard Zinn, as well as free-market heavies such as former Goodyear Tire & Rubber

Co. CEO Sam Gibara, management guru Peter F. Drucker, and conservative economist Milton Friedman. But it's Anderson who is the movie's "mahatma".

Ray Anderson told Business Week that THE CORPORATION is "...a mirror. The point for CEOs, he adds, is to see if they recognize themselves in it - and if they do, to change."

Business Week also talked to Paul A. Argenti, of Dartmouth College's Tuck School of Business. Argenti, who has studied corporations for over 20 years, told Business Week, "Enough people with powerful voices are out there arguing about this stuff that it's something companies and CEOs need to think seriously about."

Good press is great for breadth of coverage, but for depth, nothing beats detailed study in the classroom. THE CORPORATION director Mark Achbar said in an interview that Ivey Business School is planning to develop a four-session module based on the film, a study guide will be available an attached to the chapter headings in the DVD. (Out in March 2005) And it has already been used by the University of Alberta School of Business in a course on Corporate Social Responsibility.

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**THE CORPORATION would not have achieved the huge success it has without the help of thousands of people and many, many networks. We have been very fortunate to work closely with these people, and our respect goes out to them as well.**

**Hats off also to our guerrilla marketing pal Scott Beibin, whose Lost Film Festival Network, and streetwise media savvy, have helped us in ways we will never be able to measure.**



## **COMMENTS FROM OUR SUPPORTERS**

I hope The Corporation will stimulate people to further explore and challenge the illegitimate rights that the corporate form has accumulated, and to assert their rightful governing authority, beginning in their communities.

**-Mary Zepernick,**

Program on Corporations, Law & Democracy  
Women's International League for Peace & Freedom

The Corporation is brilliantly and courageously done. A powerful statement of the basic case against corporate rule well presented. This is a great tool for educating the public on

one of the most important issues of our time.

**-David C. Korten**

Author, *When Corporations Rule the World*

The Corporation is the most comprehensive critique out there of corporate behemoths that devour our flora, fauna and family businesses, all in the never-ending pursuit of profits. The journey through the history and psychology of the corporation, sprinkled throughout with humor, takes audiences to the doorstep of the growing movement to bring corporations down to size and in the process, give a much-needed boost to local efforts to democratize our economies.

**-Medea Benjamin**, Co-founder, Global Exchange/Code Pink

[www.globalexchange.org](http://www.globalexchange.org)

[www.codepinkalert.org](http://www.codepinkalert.org)

WILPF is proud and excited to help facilitate the public education activities surrounding screenings of *The Corporation*. As people exit the theater wondering what they can do to create change, it's wonderful that informed democracy activists are there to provide options.

**-Kirsten Lambertsen**,

CCP/APR Leadership Team in Womens' International League for Peace & Freedom

The Corporation and *The Corporation* (movie and book) are such important pieces of art and intellect that I divide the debate over corporate power into B.C. and A.C. - before *The Corporation* and after *The Corporation*. Joel, Mark, and Jennifer have provided an important intellectual foundation, radical yet steeped in common sense. But isn't that what radical really means?"

**-Ted Nace**

author of *GANGS OF AMERICA: The Rise of Corporate Power and the Disabling of Democracy* (Berrett-Koehler, 2003).

On Monday night I had the opportunity to see (the Corporation) in Washington, DC. It is an amazing film!

If any of you have the opportunity to see it, I'd strongly encourage you to do so! If you are even slightly interested in and concerned with the growing power of corporations this movie will open your eyes, beyond a shadow of a doubt. If you believe it's of no concern, you'll be a believer after you've seen it!

The official website: [www.thecorporation.com](http://www.thecorporation.com), lists where it is showing several months ahead. I'd encourage you to tell your congregations and friends about it, and perhaps schedule a group viewing, to be able to discuss it afterwards. I guarantee you'll have a motivated team once they've seen it!"

**-Michael Greenman**

Citizens for Democracy and Ending Corporate Rule Social Justice Committee - First Unitarian Universalist Church, Westerville OH

For us to deserve the name democracy in the U.S., we've got to restore democratic authority over corporations and return them to doing business, and nothing more.

**-Jeff Milchen** - Founder and Executive director Reclaim Democracy

At a time when business corporations are wielding ever greater powers and rights to do what they want, when they want, and where they want, it is imperative that awareness is created of the fundamental problems of the business corporate model. The Corporation serves as an invaluable wake up call to us all of the problems while also suggesting a number of alternative directions that those dedicated to genuine self governance need to move toward.

**-Greg Coleridge**, Director Economic Justice & Empowerment Program Northeast Ohio American Friends Service Committee

The Corporation has fed and watered the sprouting people's sovereignty movement in the U.S., and it has been instrumental in introducing the greater public to the most important social justice issue of our time.

**-Daisy Thrash** - Persons, Inc. (aka SF Personhood):

The Council of Canadians has seventy chapters with over nine thousand members across Canada, and every theatre in which the film has screened has had COC presence. It has definitely helped with exposure for our organization, and many people have come to our chapter meetings and become members as a result of seeing the film.

**-Eduardo Silva**, Council of Canadians, National Office

I went home to Ft. McMurray and spoke to a former teacher who currently runs a bookstore, asking if she had The Corporation book in stock. She said she had seen the film and loved it, and I mentioned that COC worked with many of the issues with which the film deals. She's since become a member. Also, my 26-year-old son saw it, and his response was that it made him feel angry and helpless, and he wondered what he could do to change things. Our organization tries to provide an outlet for these frustrations. We've handed out flyers at all of our meetings across the province, and held book clubs around Joel Bakan's book. It's definitely had a positive impact for us.

**-Lyn Borman**, Council of Canadians, AB Office

We've tabled at many screenings of the film in Vancouver and have been able to pass out our literature on suggestions for corporate reform to thousands of people. We've struggled with explaining these issues to potential members, and now it's allowed us to just send them to this film, which is essentially a primer on the basis for our work.

**-Ben West**, Aurora Institute

*Of course, you don't have to belong to a worthy organization to attract our notice. Here is a sampling of the hundreds of e-mails we have received at [grassroots@thecorporation.com](mailto:grassroots@thecorporation.com). Write in with yours...*

What an impressive piece of work! I'm still buzzing. I've read so many books on the

absurd immorality of the corporate system and talked to friends till I'm blue in the face to little avail. Your film nails it, just nails it (my friends were just stunned).

-Nevada City

Dear Folks Behind The Corporation,

I love your film a lot. I think this movie is a lasting work that deserves to go down in history as one of the defining documentaries of its time. Based on the reception the movie has got so far, I dearly hope it will get as swift and widely-viewed a general release as possible. I'm no distributor or marketer or anything (the closest link I can claim to cinematic power is, heh, working in a video store), but I'd like to pledge my support in doing anything I can at this end to ensure the movie is released and people know they should see it. (For what it's worth, I've just posted a review on our community mediawatch weblog at <http://www.fightingtalk.blogspot.com/> . Apparently we have a small but perfectly formed readership within the New Zealand media community. Apparently).

I've just joined your mailinglist, but this is just a personal note of support and appreciation.

**-Tom** (New Zealand)

I just wish there was some way I could get involved with more projects like this... I've been depressed for a few years now giving up school and work for a life of mostly self-loathing... I guess it's a chemical imbalance. This is exactly something that'd I'd absolutely die for. Most of what the corporation pointed out I already knew... but just the fact that there was this cohesive whole of an amazing and important message being sent out into the world... to see that there were others who saw what I saw and put it on display for everyone else to see... It was like a spiritual moment. Something so important... it was amazing... Is there a way for people to get involved, volunteer time or whatever, in other similar projects? I wish I knew... I'd gladly volunteer my time in a second to contribute in any way I could to the development of films like this.

-Toronto, Canada

Hi, I hope this reaches the creators of The Corporation.

I just wanted to let you know that your doco has really effected me - and my friends. We're in New Zealand and heard about your film on a Michael Moore website - its also playing at the film festival here.

For several years I've been interested in learning the real story of what makes our world turn - I have always resented being treated like a mindless zombie by news media and the powers that be. Anyway, I'm currently making sure all of my family, friends and co-workers watch The Corporation (preferably more than once - theres a hell of a lot to take in the first time!).

I've been ranting on to everyone around me about the likes of Monsanto since the age of 15 or 16 (I'm 24 by the way) when BBCworld and NewScientist first got my attention. Its great to have it all spelt out so clearly. Reading NewScientist on and off for the last few

years has been quite depressing - as I'm sure you're aware that huge corporations are too often the infamous (and seemingly untouchable) villains of such journals.

Keep doing what you're doing - you're making the world a better place. Thank you.

**-Matt** (New Zealand)

I just got back from Florida (seeing my Mom) today and went to the Belcourt tonight to see The corporation. It was sold out! (Yea!!) I got there at 6:20 and there were about 60 people in line in front of me and maybe 40 people in line in back of me. We all were turned away by a man who said This is the first time we've sold out of a movie here. I love it!!! I'm going tomorrow night.

**-Juliana** (Florida, USA)

I think this film, along with Michael Moore's films are the most vital information type films available. I would be willing to work on information dissemination in my area (around Toronto Ontario Canada) when you are ready to promote.

It is necessary for EVERYONE to be informed and up to date in order for the masses to effect the NECESSARY changes in our culture. WE MUST STOP the Corporations POWER over mankind.

I applaud the efforts of the producers of The Corporation and dissemination is VITAL. Thank you for your efforts, and I look forward to the NEXT film to be made.

Sincerely, **Nan** (Toronto, Ontario)

It's all great stuff and I'll be glad to pass it on, every way I can,,but we still need to:

1-STOP all the crooks from continuing on with the wild-rape of American workers, businesses, and jobs

2-prosecute all the crooks & their deeply embedded politician & world-wide associates

3-TAKE back all they've stolen; just as the police/FEDS have done for years when doing BIG busts & arrests...we need to confiscate all their possessions, reinvest their billions into this nation (and pay THEIR fricken taxes) ...but hey, it's lookin' better. Anyway,,at least people are finally waking-up a little...NOW we've got to (re)unite as a nation & take back what is ours!

**-Bill W.** (USA)

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*At THE CORPORATION, we're open to all sorts of new media. This interview happened as an "Instant Message" conversation between Catherine Schulmann, writer for thecorporation.com, and Schwa (real name Erick), a 27-year-old freelance sound technician, who has become a staple of thecorporation.com web forums. He's one example of a person who has "taken ownership" of the grassroots features of thecorporation.com, and brought people together to learn from each other. Schwa, our bowler hats are off to you!*



**TheCorp:**

Do you consider yourself an "activist"?

**Schwa:**

Yeh, somewhat... I've always been on that side of things, into politics and Adbusters culture jamming stuff. I can't really say I 'do' a whole lot, but what I've been doing lately has been online.

**TheCorp:**

What form does that take for you?

**Schwa:**

Well, for the site I have mainly built a sort of index of music videos, this gets loads of hits from all over the world, so I use this as a stage for relaying activist information

**TheCorp:**

Such as?

**Schwa:**

One of the main things right now that is affecting mostly Americans, but to a lesser degree is affecting everyone is the recording industry and their attempts to sue individuals in order to essentially terrorize people into 'not sharing'... some information regarding the background of copyright laws and the history of how corporations have changed the context... and links to some of the petition and boycott sites that have more information...

**TheCorp:**

Can you tell me what has drawn you to the Corporation's forums?

**Schwa:**

I was initially very excited about the film, I wanted to see how people were reacting to it since it was to be a shock to some people, I guess it's interesting to be involved in people's realization of what's going on...

I was also seeking the producers' opinion on the file-sharing situation about the movie since I was aware of a huge demand for it, online that is.

**TheCorp:**

Have you found that people are surprised at the prevalence of corporate control over their day-to-day activities?

**Schwa:**

Yes, well people don't seem surprised as much as it confirms how they feel with a lot of evidence and facts...friends that work for corporations tell me they can feel the corporate environment much better now, it's easy to tell when the decisions are being made by the top with no consideration for the bottom

**TheCorp:**

Clearly, you have a passion for music videos, and for freedom of information and distribution. Do you see the corporate music industry having to change their tune in the face of crumbling "monopolies"? And what do you think will happen to the little guys? The artists and the file sharers?

**Schwa:**

Well, I think like any new technology it's going to bring about some changes, some maybe good some maybe kinda bad, such as it may put some people in the industry (ie manufacturing) out of work... the main issue is that filesharing is competition to the distribution systems that are in place, the things that need to be worked out is the mechanisms where artists can be paid, either by bulk collections or (my preferred solution) through the use of voluntary payment 'donations' in a sense... I think the industry can continue to exist, but the demand for them may be reduced, but people still buy mass produced music, so they won't vanish. I think the Internet is allowing artists the opportunity to be more interactive with fans and possibly (if the implementation is done properly) allow them to be more profitable without the need for the industry.

**TheCorp:**

How do you push for a change like that? Are there already alternatives to the current system in place?

**Schwa:**

there are progressive record labels that offer artists that kind of online sales system... I think it will catch on, but that will take time. The problem with it is that they can't spend the same kind of money on promotion, so the artists aren't getting the exposure they need to get as much attention as the big label artists.

**TheCorp:**

Sounds like the independent film industry....

**Schwa:**

Yep, same thing really. It's hard to compete on the same playing field when they have their millions to throw at pushing something and you have... well, not much. The other side of the filesharing issue is that most of the people really don't have the money to spend on everything they download, that's the part that these corporations don't even seem to consider. It's really not doing any good stopping people from enjoying something if they don't have the money to pay to enjoy it... of course there's a big difference when it's a physical item, but this is not.

**TheCorp:**

That's a point that is often overlooked in the arguments

**Schwa:**

Yes, stealing a car is nothing like IP theft. In one situation there is something removed from someone, the other something could be removed (that would be theft) however most likely it's been voluntarily shared and duplicated, so nothing is ever removed from anyone's possession.

**TheCorp:**

...except a royalty to be collected by the artist - and there must be some way to track the sharing, much as there are ways to track radio and tv airplay

**Schwa:**

Yes, when there's money being made royalties should be collected and usage tracked. Piracy like this has always been around, people used to share tapes of music, the industry was up in arms over that, they also tried to sue Sony for the Beta VCR... I think the industry is just once again WAY over reacting.

**TheCorp:**

Here's a bit of a segue - what's your vision of the future, say in 25 years? Utopian or dystopian...

**Schwa:**

in 25 years I hope we're on the path towards a new era in society, possibly a bit shaken up and dysfunctional, but in a way re-discovering community because we have to. I'm assuming we've run out of oil, or are pretty close, and this brings about some massive changes. I think we are about to go through some growing pains as civilizations are concerned, there's going to be a lot of grasping for the 'power' that remains, and unfortunately that might not be pleasant, as we're seeing with the recent wars. As transportation costs rise I think local communities will be re-discovered as a support mechanism, the notion of production will change, shift more towards agriculture, especially as petrochemical food production is no longer an option...

**TheCorp:**

That sounds like a ray of hope -

**TheCorp:**

What gives you hope?

**Schwa:**

What gives me hope is to see all the people waking up and discovering what's going on around them, wanting to know more and getting active and aware. Another thing (relates to filesharing) that really gives me hope is the free software foundation's model for copyright, or copyleft as they call it, since it's based on freedom, as in giving the user maximum freedom. The thing that's remarkable about this is that there are all the companies making a lot of money selling GNU/Linux, yet it's available for free, so in terms of the music industry this should be a valuable lesson in that it shows how people are willing and do pay for what they use, and it is possible to co-exist with people who share and people who sell...

The other thing (maybe it didn't seem like it) for the more distant-ish future is the end of the oil age, I mean it's hope for a push in the right direction, to a more sustainable and forward-thinking society.

**Until the Utopia Schwa dreams of arrives, the only way for the filmmakers to get paid is through the distributors. Register to become a member of THE CORPORATION website, and be one of the first to own the DVD.**

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**Thank you all so much for all your support for this film. Our successes are largely due to you all.**

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**Catherine Schulmann, Writer**

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