

| | FEATURE TRANSCRIPT: PART 1 | TEXT |
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| 10.00.08 | <p>Narration:</p> <p>150 years ago, the business corporation was a relatively insignificant institution.</p> <p>Today, it is all-pervasive.</p> | |
| 10.00.16 | <p>Like the Church, the Monarchy, and the Communist Party in other times and places, the corporation is today's dominant institution.</p> <p>This documentary examines the nature, evolution, impacts, & possible futures of the modern business corporation.</p> | |
| 10.00.35 | <p>Initially given a narrow legal mandate, what has allowed today's corporation to achieve such extraordinary power and influence over our lives?</p> <p>We begin our inquiry as scandals threaten to trigger a wide debate about the lack of public control over big corporations.</p> | |
| 10.00.51 | <p>News clip: George Bush:</p> <p>"I do think there is an overhang over the market of distrust. Listen 95%, or some percent, huge percentage of the business community are honest, and uh, reveal all their assets, got compensation programs that are balanced. But there are some bad apples..."</p> | |
| 10.01.13 | <p>Narration:</p> <p>The media debate about the basic operating principles of the corporate world was quickly reduced to a game of "follow the leader".</p> | |
| 10.01.20 | <p>I still happen to think the United States is the greatest place in the world to invest. We have some shakeups that are going on because of a few bad apples.</p> | |
| 10.01.27 | ACCOUNTING FOR GREED | |
| 10.01.29 | PROTECTING YOUR MONEY | |
| | FOCUS: CORPORATE CRACKDOWN | |
| 10.01.32 | <p>Lyrics to "Bad Apple":</p> <p><i>"...Some people call me a bad apple, well I may be bruised, but I still taste sweet. Some people call me a bad apple, but I may be the sweetest apple on the tree..."</i></p> | |
| | Crosshair graphic on Worldcom, Martha Stuart Living, Enron, Arthur Anderson, Merrill Lynch | |
| | Worldcom Arrests / split screen w/ B&W disenchanting youth eating apple | |
| | Arrest of older man with white hair | |
| | CU B&W rotten apple | |
| | Martha Stuart ("Covering Crooked CEOs) | |

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| | Ken Lay straightens his tie | |
| | Man arrested | |
| | Same man being sworn in / split screen w/ B&W disenchanted youth looking at his apple | |
| | B&W disenchanted youth throws his apple / split screen w/ Worldcom CEO & financial advisor Grubman (?) swearing in. Graphic: Hardball Bush's Corporate Crackdown | |
| 10.01.52 | Man with white hair: <i>These are not just a bunch of bad apples.</i> | |
| 10.01.55 | CNBC host: <i>This is just a few bad apples.</i> | |
| 10.01.57 | Sarbanes: <i>It's not just a few bad apples</i> | |
| 10.01.59 | Rep. Scott McInnis: <i>We've gotta get rid of the bad apples... you can start with Tyco.</i> | |
| | Lou Dobbs: <i>Bad apples</i> | |
| 10.02.03 | Rep. Scott McInnis: <i>We know all about Worldcom.</i> | |
| 10.02.04 | Woman announcer: <i>Bad apples</i> | |
| 10.02.05 | Rep. Scott McInnis: <i>Xerox corporation</i> | |
| 10.02.06 | Greta Van Susteren: <i>Bad apples</i> | |
| 10.02.07 | Rep. Scott McInnis: <i>Arthur Anderson</i> | |
| 10.02.08 | Chris Mathews: <i>Bad apples</i> | |
| 10.02.09 | Rep. Scott McInnis: <i>Enron, obviously</i> | |
| 10.02.10 | Ari Fleischer: <i>Bad apples</i> | |
| 10.02.11 | Rep. Scott McInnis: <i>Kmart Corporation</i> | |
| 10.02.12 | Red haired guy (in three panel screen): <i>The fruit cart is getting a little more full.</i> | |
| 10.02.15 | Charles Lewis: <i>I don't think it's just a few apples, unfortunately. I think this is the worst crisis of confidence in business</i> | |
| 10.02. 21 | Narration: What's wrong with this picture? Can't we pick a better metaphor to describe the dominant institution of our time? Through the voices of CEOs, whistleblowers, brokers, gurus and spies—insiders and outsiders—we present the corporation as a paradox, an institution that creates great wealth. but causes enormous. and often hidden | |

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| | harms. | |
| 10.02.51 | | THE CORPORATION |
| 10.02.55 | | A DOCUMENTARY BY: MARK ACHBAR JENNIFER ABBOTT JOEL BAKAN |
| 10.03.01 | Sir Mark Moody-Stuart: I see the corporation as part of a jigsaw in society as a whole, which if you remove it, the picture's incomplete. But equally, if it's the only part, it's not going to work. | |
| 10.03.16 | Hank Mckinnell: A sports team. Some of us are blocking and tackling. Some of us are running the ball. Some of us are throwing the ball. But we all have a common purpose, which is to succeed as an organization. | |
| 10.03.28 | Wigand: A corporation's like a family unit. People in a corporation work together for a common end. | |
| 10.03.37 | Badaracco: like the telephone system it reaches almost everywhere. Its extraordinarily powerful, its pretty hard to avoid. And it transforms the lives of people, I think on balance, for the better. | |
| 10.03.52 | Ira Jackson (V/O): The eagle. Soaring, clear eyed, competitive, prepared to strike, but not a vulture. Noble, visionary, majestic, that people can believe in, and be inspired by, that creates such a lift that it soars.. | |
| 10.01.15 | I can see that being a good logo for the principled company... Okay guys, enough <i>bullshit</i> | Ira Jackson, Director, Center for Business and Government, Kennedy School, Harvard University |
| 10.04.25 | Archival footage: B&w / business transaction | |
| 10.04.29 | Howard Zinn (V/O): Corporations are artificial creations. You might say they're monsters trying to devour as much profit as possible at <i>anyone's</i> expense. | 10.04.33 THE BIGGEST THING SINCE CREATION |
| 10.04.42 | Michael Moore (V/O): I think of a whale. A gentle, big fish, which could swallow you in an instant. | |
| 10.04.51 | Mary Zepernick (V/O): Dr. Frankenstein's monster, his creation, has overwhelmed and overpowered him, as the corporate form has done with us. | |
| 10.05.12 | Keyes: The word "corporate" gets attached in almost, you know, in a pejorative sense to— and gets married with— the word "a-gen-da." And one hears a lot about the corporate a-gen-da. As though it is evil. As though it is an agenda which is trying to take over the world. | 10.05.15 Robert Keys, President and CEO, Canadian Council for International Business |
| 10.05.34 | Personally, I don't use the word "corporation" I use the word "business." I will use the word use the word "company." I will use the words "business community." Cause I think that is a much fairer representation than zeroing in on just this word "corporation." | |
| | <i>Protesters signage:</i> 10.05.25 Protect the environment not corporate profit 10.05.30 Fight corporate fascism stop WTO 10.05.30 Corporate Share / Your Share | |
| 10.05.54 | ARCHIVAL: "... <i>What is a corporation?...</i> " | <i>What is a corporation</i> |

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| 10.06.00 | Badaracco: Its funny that I've taught in a business school for as long as I have without ever having been asked so pointedly to say what I think a corporation is. | Joe Badaracco, Professor of Business Ethics, Harvard Business School |
| 10.06.08 | Archival: "...it is one form of business ownership..." | |
| 10.06.13 | Badaracco: It's a group of individuals working together to serve a variety of objectives the principal one of which is earning large, growing, sustained, legal returns for the people who own the business. | |
| 10.06.28 | | BIRTH |
| 10.06.33 | Anderson: The modern Corporation has grown out of the industrial age. The industrial age began in 1712 when an Englishman named Thomas Newcumen invented a steam driven pump to pump water out of the English coalmine, so the English coalminers could get more coal to mine, rather than hauling buckets of water out of the mine. | 10.06.39 Ray Anderson, CEO Interface, world's largest commercial carpet manufacturer |
| 10.06.56 | It was all about productivity, more coal per man-hour. That was the dawn of the industrial age. And then it became more steel per man hour, more textiles per man hour, more automobiles per man hour, and today, it's more chips per man hour, more gizmos per man hour, the system is basically the same, producing more sophisticated products today. | |
| 10.07.23 | Chomsky: The dominant role of corporations in our lives is essentially a product of the, roughly the past century. | 10.07.23 Noam Chomsky, Institute Professor, MIT <i>10.07.31 text: "An Act to incorporate a Mechanic bank in the City of New York, Passed March 23rd, 1810</i> |
| 10.07.31 | Corporations were originally associations of people who were chartered by a state to perform some particular function. Like a group of people want to build a bridge over the Charles River, or something like that. | |
| 10.07.44 | Zepernick: There were very few chartered corporations in early United States history. And the ones that existed had clear stipulations in their state issued charters. How long they could operate? The amount of capitalization. | 10.07.49 Mary Zepernick, Coordinator, Program on Corporations, Law and Democracy <i>10.08.02 text: "An Act: For supplying the City of New York with pure and wholesome water... passed 2d April 1799}</i> |
| 10.08.00 | What they made or did or maintained, a turnpike whatever—was in their charter and they didn't do anything else. They didn't own or couldn't own another corporation. Their shareholders were liable. And so on. | |
| 10.08.14 | Grossman: In both law and the culture, the corporation was considered a subordinate entity that was a gift from the people in order to serve the public good. | 10.08.16 Richard Grossman, Co- founder, Program on Corporations, Law and Democracy <i>10.08.20: "...prayed for the privilege of being incorporated..."</i> |
| 10.08.27 | So, you have that history, and we shouldn't be misled by it, it's not as if those were the halcyon days, when all corporations served the public trust, but there's a lot to learn from that. | |
| 10.09.40 | Zepernick: The Civil War and the Industrial Revolution created enormous growth in corporations. And so there was an explosion of railroads who got large federal | |

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| | subsidies of land. Banking, heavy manufacturing. And corporate lawyers, a century and a half ago, realized that they needed more power to operate, and wanted to remove some of the constraints that had historically been placed on the corporate form. | |
| 10.09.21 | Zinn: The 14 th Amendment was passed at the end of the Civil War to give equal rights to black people. And therefore it said, “no State can deprive any person of life, liberty or property without due process of law.” | 10.09.21 Howard Zinn, Historian; Author, A People’s History of the United States |
| 10.09.27 | And that was intended to prevent the States from taking away life, liberty or property from black people as they had done for so much of our history. And what happens is the corporations come into court and corporation lawyers are very clever., and they say, “oh you can’t deprive a person of life, liberty or property. We are a person, a corporation is a person.” And so Supreme Court goes along with that. | |
| 10.09.54 | Zepernick: And what was particularly grotesque about this was that the 14 th amendment was passed to protect newly freed slaves. So, for instance, between 1890 and 1910, there were 307 cases brought before the court under the 14 th amendment. 288 of these brought by corporations, 19 by African Americans. | 10.09.55 “...be persons in law...” |
| 10.10.26 | Grossman: Six hundred thousand people were killed to get rights for people, and then with strokes of the pen over the next thirty years, <i>judges</i> applied those rights to capital and property while <i>stripping them</i> from people. | 10.10.39 book bind: United States Supreme Court Reports 10.10.43 State statue requiring separate accommodations for white and colored persons in coaches on railroads – 15 th and 14 th Constitutional Amendments 0 interstate commerce – police power denying compensation 10.10.45 COLORED |
| 10.10.52 | A LEGAL “PERSON” | |
| 10.10.56 | Archive footage: Man 1: “Every body makes a mistake once in awhile. But I just can’t be personally responsible. That’s one of the weaknesses of a partnership. Isn’t it, Sid?” | 10.11.28 Government |
| 10.11.06 | Man 2: “Well, maybe you’d better incorporate the store.” | 10.11.32 Fairview Clothing Store Incorporated |
| 10.11.11 | Man 1: “Incorporate?!” | |
| 10.11.11 | Man 2: “Yes. Incorporating would give you the big advantage of what you want right now - limited liability. You start with a group of people, who want to invest their money in a company. Then these people apply for a charter as a corporation. | |
| 10.11.28 | This government issues a charter to that corporation. Now that corporation operates legally as an individual person. It is <u>not</u> a group of people. It is under the law, a legal person.” | |
| 10.11.42 | ARCHIVE NARRATOR: Imperial Steel Incorporated has many of the legal rights of a person. It can buy and sell property. It can borrow money. It can sue in court, and be sued. It carries on a business. Imperial Steel, along with thousands of other legal persons, is a part of our daily living. It is a member of our society. | Imperial Steel Co. Inc; Employees Entrance |
| 10.12.09 | Narration: Having acquired the legal rights and protections of a “person”, the question arises: “What kind of person is the corporation?” | |
| 10.12.20 | Chomsky: Corporations were given the rights, of immortal persons. But then special kinds of persons. Persons who had no moral conscience. | |
| 10.12.31 | These are a special kind of persons which are designed by law, to be concerned <i>only</i> for their stockholders. And not, say, what are sometimes called their stakeholders, like the community or the work force or whatever. | |
| 10.12.46 | Monks: The great problem of having corporate citizens is that they aren’t like the rest of us. As Baron Thurlow in England is supposed to have said “they have no soul to save, and they have no body to incarcerate.” | 10.12.47 Robert Monks, Corporate governance advisor |

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| 10.13.01 | Moore: I believe the mistake that a lot of people make when they think about corporations, is they think you know, corporations are like us... | 10.13.02 Michael Moore, Filmmaker, author |
| 10.13.08 | Streeters: Woman in jean jacket: <i>General Electric - is a kind, old man with lots of stories</i> | |
| 10.13.14 | Black couple: <i>Nike – young, energetic</i> | |
| 10.13.18 | Black dude w/sunglasses: <i>Microsoft – aggressive</i> | |
| 10.13.20 | White dude w/glasses: <i>McDonald's – young, outgoing, enthusiastic</i> | |
| 10.13.24 | White dude: <i>Monsanto - immaculately dressed</i> | |
| 10.13.29 | Woman w/sunglasses: <i>Disney – goofy</i> | |
| 10.13.31 | Woman on bike: <i>The Body Shop – um, deceptive</i> | |
| 10.13.34 | Black couple: <i>man – very lovely</i> <i>woman – (laughter) do you know what The Body Shop is?</i> <i>man – nope (laughter)</i> | |
| 10.13.40 | Moore: They think they have feelings, they have politics, they have belief systems, they really only have one thing: the bottom line. How to make as much money as they can in any given quarter. That's it. | |
| 10.13.51 | Archival footage: b&w students around a table Boy: <i>Of course they make a profit, and it's a good thing. That's the incentive that makes capitalism work. To give us more of the things that we need. That's the incentive that other economic systems lack.</i> | |
| 10.14.04 | Moody-Stuart: People accuse us of only paying attention to the economic leg, because they think that's what a business person's mindset is, it's <i>just money</i> . And it's not so, because we as business people know that we need to certainly address the environment, but also we <i>need to be seen as constructive members of society</i> . | 10.14.04 Sir Mark Moody-Stuart, Former Chairman, Royal Dutch Shell |
| 10.14.29 | Moore: There <i>are</i> companies that do good for the communities. They produce services and goods that are of value to all of us, that make our lives better, and that's a good thing. The problem comes in, in the profit motivation here, because these people, there's no such thing as enough. | |
| 10.14.49 | Moody-Stuart: And I always counter-point out, there's no organization on this planet, that can neglect it's economic foundation. | |
| 10.15.00 | Even someone living under a banyan tree is dependent on support from someone. Economic lack has to be addressed by everyone – it's not just a business issue. | |
| 10.15.14 | Narration: But, unlike someone under a banyan tree, all publicly traded corporation have been structured — through a series of legal decisions — to have a peculiar and disturbing characteristic. | |
| 10.15.26 | They are required --- by law ---- to place the financial interests of their owners above competing interests. In fact, the corporation is legally bound to put its bottom line ahead of everything else, even the public good. | |
| 10.15.43 | Chomsky: That's not a law of nature that's a very specific decision, in fact a judicial decision. So they're concerned only for the short term profit of their, stockholders who are very highly concentrated. | 10.15.43 Noam Chomsky, Institute Professor, MIT |
| 10.15.58 | Monks: To whom do these companies owe loyalty? What does loyalty mean? Well, it turns out that that was a rather naïve concept anyway as corporations are always owed obligation to themselves to get large and to get profitable. | |
| 10.16.15 | In doing this, it tends to be more profitable to the extent it can make other people pay the bills for its impact on society. There 's a terrible word that economists use for this called "externalities". | |

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| 10.16.30 | Friedman: An externality is the effect of a transaction between two individuals on a third party who has not consented to, or played any role in, the carrying out of that transaction. And there are real problems in that area there's no doubt about it. | 10.16.30 Milton Friedman, Nobel Prize-winning Economist |
| 10.16.50 | Anderson: Running a business is a tough proposition, there are costs to be minimized at every turn, and at some point the corporation says, you know, let somebody else deal with that. Let's let somebody else supply the military power to the Middle East to protect the oil at its source, | |
| 10.17.09 | let's let somebody else build the roads that we can drive these automobiles on, let's let somebody else have those problems, and that is where externalities come from, that notion of, let somebody else deal with that – I got all I can handle myself | |
| 10.17.27 | Monks: A corporation is an externalizing machine in the same way that a shark is a killing machine. Each one is designed in a very efficient way, to accomplish particular objectives. In the achievement of those objectives, there isn't any question of malevolence or of will, the enterprise has within it, and the shark has within it, those characteristics that enable it to do that for which it was designed. | |
| 10.17.55 | Anderson: So, the pressure's on the corporation to deliver results <i>now</i> , and to externalize any cost that this unwary or uncaring public will allow it to externalize. | |
| | | 10.18.09 CASE HISTORIES |
| 10.18.18 | Narration: To determine the kind of personality that drives the corporation to behave like an externalizing machine, we can analyze it, like a psychiatrist would a patient. We can even formulate a diagnosis, on the basis of typical case histories of harm it has inflicted on others selected from a universe of corporate activity. | |
| | Story of Stories: 10.18.39 Harm to workers: Layoffs [Termination Notice] 10.18.45 Harm to workers: Union Busting 10.18.49 Harm to workers: Factory Fires 10.18.54 Harm to workers: Sweatshops | |
| 10.18.55 | Kernaghan: (<i>enters office</i>) Well, this is the office of the National Labor Committee here in the garment area of New York City. It's a little bit disheveled. These are all from different campaigns. To make this stuff concrete as possible, we purchased all of the products from the factories that we're talking about. | 10.18.57 Charles Kernaghan, Director of National Labor Committee |
| 10.19.16 | This shirt sells for 14 dollars and 99 cents. And the women who made this shirt got paid 3 cents. Liz Claiborne jackets, made in El Salvador. The jackets are 178 dollars, and the workers were paid 74 cents for every jacket they made. Alpine car stereos, 31 cents an hour. It's not just sneakers. It's not just apparel. It's everything. | |
| 10.19.43 | We were in Honduras and some workers – they knew the kind of work we did - and they approached us, these young workers. And they said, conditions in our factory are horrible. Will you please meet with us? And we said we would. But you can't meet in the developing world, you can't walk up to a factory with your notebook and workers come out and interview them. I mean, there's goons, there's spies, the military police. So you do everything in a clandestine manner. | |
| 10.20.08 | We're about to start the meeting, and in walk three guys. Very tough looking guys. The company had found out about our meeting and sent these spies. Obviously, we didn't have the meeting. | |
| 10.20.17 | But these young girls were really bright. And as they were leaving, away from the eyesight of the spies, they started to put their hands underneath the table. And I put my palm under there, put my hand under there and they put into my hand their pay stubs so we'd know who they were, what they were paid and the labels that they made in the factory so we'd know who they worked for. And I took my hand out after everyone had left and in the palm of my hand was the face of Kathy Lee Gifford. | |
| 10.20.43 | But the bottom of it is the interesting part "A portion of the proceeds from the sale of this garment will be donated to various children's charities." It's very touching. Gets you right here. Wal-Mart is telling you if you purchase these pants. and Kathy Lee is | |

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| | telling you, purchase these pants, you're going to help children. The problem was the people who handed us the label were 13 years of age. | |
| 10.21.05 | Kernighan: <i>Do many people in her family work</i> Girl: <i>just me.</i> Kernighan: <i>How many people do you support?</i> Girl: <i>Eight people?</i> Kernighan: <i>Eight people, and how do you do it with that salary, is it enough?</i> | |
| 10.21.17 | Girl: <i>No.</i> | |
| 10.21.19 | Walker: Let's look at it from a different point of view. Let's look at it from the point of view of the, the people in Bangladesh who are starving to death, the people in China who are starving to death and the only thing that they have to offer to <i>anybody</i> that is worth <i>anything</i> is their low cost labour. And in effect what they're saying to the world is they have this big flag that says "come over and hire us, we will work for ten cents an hour. | 10.21.22 |
| 10.21.55 | Because ten cents an hour will buy us the rice that we need not to starve. And come and rescue us from our circumstance." And so when Nike comes in they are regarded by everybody in the community as an <i>enormous</i> godsend. | Michael Walker, Fraser Institute, a "market solutions" think tank |
| 10.22.13 | Kernighan: <i>Hey wait!</i> Man: <i>You are not permitted to be here!</i> | |
| 10.22.22 | Kernighan: <i>The door was wide open.</i> Man: <i>No no no no no no</i> Kernighan: <i>That's my clothes. Those are my clothes.</i> Man: <i>This is not your clothes. Why your camera!?</i> | |
| 10.22.30 | Kernighan: <i>Don't touch the woman.</i> Man: <i>Why!?</i> | |
| 10.22.30 | In office: Man: <i>This is a private company. Without permission how can you come here?</i> Kernighan: <i>. well, the door was wide open. And uh..</i> | |
| 10.22.40 | Man: <i>The door's for employees, not for you.</i> | |
| 10.22.44 | Kernighan: We went through the garbage dump in the Dominican Republic. We always do this kind of stuff, we dig around. One day we found a big pile of Nike's internal pricing documents. | |
| 10.22.55 | Nike assigns a time frame to each operation. They don't talk about minutes. They break the time frame into ten thousandths of a second. You get to the bottom of all 22 operations, they give the workers 6.6 minutes to make the shirt. It's seventy cents an hour in the Dominican Republic. That's 6.6 minutes, equals eight cents. | |
| 10.23.13 | These are Nike's documents. That means the wages come to three tenths of one percent of retail price. This is the reality. It's the science of exploitation. | |
| 10.23.22 | PERSONALITY DIAGNOSTIC CHECKLIST: - World Health Organization ICD-10 - Manual of Mental Disorders DSM-IV | |
| 10.23.26 | [] Callous unconcern for the feelings of others | |
| 10.23.33 | Walker: What happens in the areas where these corporations go in and are successful? They soon find that they can't do anymore in that country because the wages are too high now. And what's that another way of saying— well the people are no longer desperate. | |
| 10.23.48 | So okay we've used up all the desperate people there they're all plump and healthy and wealthy. Let's move on to the next desperate lot and employ them and raise their level up. | |

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| 10.24.03 | PERSONALITY DIAGNOSTIC CHECKLIST: - World Health Organization ICD-10 - Manual of Mental Disorders DSM-IV | |
| 10.24.04 | [] Incapacity to maintain enduring relationships | |
| 10.24.11 10.24.30 | Klein: Well the whole idea of the export processing zone is that it will be the first step towards this wonderful new development. Through the investment that's attracted to these countries there will be a trickle down effect into the communities. But because so many countries are now in the game of creating these free trade enclaves they have to keep providing more and more incentives for companies to come to their little denationalized pocket. And the tax holidays get longer. So the workers rarely make enough money to buy three meals a days let alone feed their local economy. | 10.24.30 Naomi Klein, Author, NO LOGO |
| 10.24.54 10.24.54 10.24.58 10.25.03 10.25.07 | Story of Stories Harm to human health: Dangerous Products Harms to human health: Toxic Waste Harms to human health: Pollution Harms to human health: Synthetic Chemicals | |
| 10.25.10 | <i>"Shell Presents"</i> <i>"The Dow chemical Company Presents"</i> <i>"A Presentation of Monsanto Chemical Company"</i> | |
| 10.25.16 | Epstein: Something happened in 1940 which marked the beginning of a new era. The era of the ability to synthesize and create, on an unlimited scale, new chemicals that had never existed before in the world. | 10.25.24 Samuel Epstein, M.D. Professor Emeritus of Environmental Medicine, U. of Illinois |
| 10.25.34 | Archive: <i>"...And using the magic of research, oil companies compete with each other in taking the petroleum molecule apart and rearranging it into, well, you name it..."</i> | |
| 10.25.45 | Epstein: So, suddenly it became possible to produce any new chemical, synthetic chemicals, the likes of which had never existed before in the world, for any purpose and at virtually no cost. | |
| 10.25.57 | Archival Narrator: <i>"...Fabrics, toothbrushes, tires insecticides, cosmetics, weed killers. A whole galaxy of things to make a better life on Earth..."</i> | |
| 10.26.12 | Epstein: For instance if you wanted to go to a chemist and say, look I want to have a chemical, say a pesticide which will persist throughout the food chain, and I don't want it to, have to renew it very often, I'd like it to be relatively non-destructible and then he'd put 2 benzene molecules on the blackboard and add a chlorine here, and a chlorine there – that was DDT! | |
| 10.26.36 | Archival footage: <i>"...When the 8th army needed jap civilians to help them out in our occupation, they called on native doctors to administer DDT under the supervision of our men to stem a potential typhus epidemic. Dusting like this goes a long way in checking disease, and the laugh's on them. Pardon our dust..."</i> | |
| 10.27.04 10.27.17 10.27.33 | Epstein: As the petrochemical era grew and grew, warning signs emerged that some of these chemicals, could pose hazards. The data initially were trivial, anecdotal, but gradually, a body of data started accumulating to the extent that we now know that the synthetic chemicals which have permeated our workplace, our consumer products, our air, our water, produced cancer, and also birth defects and some other toxic effects. | Headlines: 10.27.57 <i>"...was exposed to DuPont Co.'s fungicide..."</i> 10.28.02 <i>"...son was born without eyes..."</i> |
| 10.28.09 | Epstein: Furthermore, industry has known about this—at least most industries have known about this—and have attempted to trivialize these risks. | |
| 10.28.17 | GRAPHIC: PERSONALITY DIAGNOSTIC CHECKLIST: - World Health Organization ICD-10 | |

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| | - Manual of Mental Disorders DSM-IV | |
| 10.28.19 | [] Reckless disregard for the safety of others | |
| 10.28.24 | Epstein: If I take a gun and shoot you, that's criminal. If I expose you to some chemicals, which knowingly are going to kill you, what difference is there? | |
| 10.28.34 | The difference is, that it takes longer to kill you. | |
| 10.28.38 | Epstein: we are now in the midst of a major cancer epidemic—and I have no doubt and I have documented the basis for this, that industry is <i>largely</i> responsible for this overwhelming epidemic of cancer, in which one in every 2 men get cancer in their lifetimes, and one in every 3 women get cancer in their lifetimes. | |
| 10.29.05 | Story of stories: | |
| 10.29.07 | Harms to Animals: Habitat Destruction | |
| 10.29.11 | Harms to Animals: Factory Farming | |
| 10.29.15 | Harms to Animals: Experimentation | |
| 10.29.20 | Harms to Animals: rBGH/rBST Posilac | |
| 10.29.19 | Epstein: Towards the end of 1989, a great box of documents arrived at my office, without any indication where they came from. And I opened them, and found in it a complete set of Monsanto files, particularly a set of files dealing with toxicological testing, the testing of cows who'd been given RBGH | |
| 10.29.41 | Reporter's voiceover: "...BST, trade name Posilac, is being used in more than a quarter of the dairy herds in the United States, according to Monsanto. The milk is being drunk by a large portion of the American population, since the Food and Drug Administration declared it safe for both cows and humans..." | |
| 10.29.55 | Epstein: and at that time Monsanto was saying, "There's no evidence whatsoever of any adverse affects, we don't use antibiotics." And this clearly showed that they had lied through their teeth. | |
| 10.30.07 | GRAPHIC: | |
| | PERSONALITY DIAGNOSTIC CHECKLIST: | |
| | - World Health Organization ICD-10 | |
| 10.30.09 | - Manual of Mental Disorders DSM-IV | |
| | [] Deceitfulness: repeated lying and conning others for profit | |
| 10.30.14 | Epstein: The files described areas of chronic inflammation in the heart, lungs, kidneys, spleen, also reproductive effects, also a whole series of other problems, | |
| 10.30.22 | Archival footage: poster: "...MILK. MORE MONEY. IT'S A GREAT ... TO BE A HIGH_PRODUCING COW." | |
| 10.30.24 | "Report on Animal Welfare Aspects of the Use of Bovine Somatotrophin Report of the Scientific Committee on Animal Health and Animal Welfare Adopted 10 March 1999" | 10.30.25 ITN News, UK |
| 10.30.25 | Reporter's voiceover: "...the most comprehensive independent assessment of the drug, concludes that BST results in unnecessary, pain, suffering and distress for the cows. This is not acceptable for a drug designed simply to increase milk production..." | 10.30.31 "...unnecessary pain, suffering and distress..." 10.30.37 "...not acceptable..." |

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| 10.30.40 | Rifkin: It is a silly product. We have, the industrial world is awash in milk. We're over producing milk, we actually have governments around the world who pay farmers <i>not</i> to produce milk. So the first product Monsanto comes up with is a product that produces <i>more</i> of what we don't need. | 10.30.41 JEREMY RIFKIN President, Foundation of Economic Trends |
| 10.30.57 | Monsanto promo: "...Of course you'll want to inject Posilac in every eligible cow, as each cow not treated is a lost income opportunity." | |
| 10.31.05 10.31.18 | Wilson But the problem was that use of the artificial hormone caused all kinds of problems for the cows. It caused something called "mastitis", which is a very painful infection of the udders. When you milk the cow if the cow has bad mastitis, some of the—and I don't know how to say it this in a, you know I hope people aren't watching at dinner time but the pus from the infection of the udders ends up in the milk. And the somatic cell count they call it—the bacteria count—inside your milk goes up. | 10.31.08 Steve Wilson Investigative Reporter |
| 10.31.36 10.31.45 | Akre: There's a cost to the cows. The cows get sicker when they're injected with rBGH. They're injected with antibiotics. We know that people are consuming antibiotics through their food and we know that that's contributing to antibiotic resistant bacteria and diseases. And we know we're at a crisis when somebody can go into a hospital and get a staff infection and it can't be cured, and they die. That's a crisis. | 10.31.46 Jane Akre Investigative Reporter |
| 10.32.04 | Rifkin: Bad for the cow, bad for the farmer, bad potentially for the consumer. The jury is out, we see a lot of conflicting evidence about potential health risk. And of course, as a consumer, my belief is why should I take any risk? | |
| 10.32.23 10.32.28 10.32.37 10.32.50 10.33.00 | Narration: Factory farm cows have not been the only victims of Monsanto products. Large areas of Vietnam were deforested by the US military using Monsanto's Agent Orange. The toxic herbicide reportedly caused over 50,000 birth defects, as well as hundreds of thousands of cancers in Vietnamese civilians and soldiers, and in former American troops serving in South East Asia. Unlike the Vietnamese victims, U.S. Vietnam veterans exposed to Agent Orange were able to sue Monsanto for causing their illnesses. Monsanto settled out of court, paying \$80 million dollars in damages. But it never admitted guilt. | |
| 10.33.10 10.33.11 | GRAPHIC: PERSONALITY DIAGNOSTIC CHECKLIST: - World Health Organization ICD-10 - Manual of Mental Disorders DSM-IV [] Incapacity to experience guilt | |
| 10.33.17 10.33.21 10.33.25 10.33.31 | Story of Stories Harm to Biosphere: Clearcuts Harm to Biosphere: C02 Emissions Harm to Biosphere: Nuclear Waste Harm to Biosphere: Corporate paradigm | |
| 10.33.33 10.33.45 | Monks: Sleeping in a motel in Brewer, Maine one night, I woke up with terrible hay fever and my eyes were burning. And I looked out at the river and there were great mounds of white foam going right down the river. And the next morning I got up and I said my god what was that happening last night. He said oh that's just the river. And I said what do you mean? He said well look every night the paper company sends the stuff down the river. And I said what are you | 10.33.35 Robert Monks Corporate governance advisor |

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| <p>10.33.58</p> | <p>night the paper company sends the stuff down the river. And I said what are you talking about? And he said don't you understand? That's how we get rid of the effluent from the paper mills.</p> <p>Well I knew at that time, I had been in the business. I had sold oil to the paper mills. I knew all the owners. I had been in politics I knew the people in the towns. I knew not one constituent of the paper mills wanted to have the river polluted. And yet here the river was being polluted. And it was more or less as if we created a doom machine. In our search for wealth and for prosperity we created something that's going to destroy us.</p> | |
| <p>10.34.30 10.34.43</p> | <p>Brown: The traders who are involved in the market are not guys whose moral fiber when it comes to environmental conditions are going to be, be rattled at all. They're seeing dollars and they're making money.</p> <p>Brokers don't stay away from copper because it violates their religious beliefs, or your environmental policies. No.</p> | <p>10.34.35 Carlton Brown Commodities Trader</p> <p>10.34.44 <i>Southern Peru Copper Corporation, Ilo, Peru</i></p> |
| <p>10.34.51 10.35.08 10.35.25</p> | <p>Brown: You think about it but it's fleeting. It really is a fleeting moment. It's like, yea, oh yea, yea well a town is being polluted down there in Peru but hey this guy needs to buy some copper. And getting paid a commission too.</p> <p>Our information that we receive does not include anything about the environmental conditions because until the environmental conditions become a commodity themselves or are being traded then obviously we will not have anything to do with that. It doesn't come into our psyche at all.</p> <p>You know it's so far away and it's you hardly hear anything about it. I mean keep in mind there are things going on right in our backyards for god sake. We trade live hogs. I mean there are so many pigs in the State of Carolina and it's polluting the rivers but how often do you find out about that?</p> | <p>10.35.45 <i>headline: "North Carolina fines five major hog farms – U.S. Water News Wilmington, N.C. – State regulators have fined four large eastern North Carolina hog farms that were targeted by Gov. Mike Easley for waste storage problems..."</i></p> |
| <p>10.35.49 10.35.55 10.36.10 10.36.17 10.36.21 10.36.25 10.36.29 10.36.31 10.36.35 10.36.39 10.36.53</p> | <p>Multinational Monitor statistics:</p> <p>Weissman: At Multinational Monitor we've put together a list of the top corporate criminals of the 1990's.</p> <p>We went back and looked at all the criminal fines that corporations had paid in the decade.</p> <p><i>Exxon pled guilty in connection to federal criminal charges with the Valdez spill and paid \$125 million in criminal fines</i></p> <p><i>General Electric was guilty of defrauding the federal government and paid \$9.5 million in criminal fines</i></p> <p><i>Chevron was guilty of environmental violations and paid \$6.5 million dollars in fines</i></p> <p><i>Mitsubishi was guilty of anti-trust violations and paid \$1.8 million in fines</i></p> <p><i>IBM was guilty of illegal exports and paid...</i></p> <p><i>Eastman Kodak was guilty of environmental violations...</i></p> <p><i>Pfizer, the drug manufacturer, was guilty of anti-trust violations...</i></p> <p><i>Odwalla was guilty of food and drug regulatory violations...</i></p> <p><i>Sears was guilty of financial fraud</i></p> <p><i>Damon Clinical Laboratories was guilty of...</i></p> <p><i>Blue Cross Blue Shield was guilty of...</i></p> <p><i>Hoffman la Roche guilty of an anti-trust violation, paid five hundred million dollars in criminal fines.</i></p> | <p>10.35.52 <i>"The Top 100 Corporate Criminals of the 1990s"</i></p> <p>10.35.56 Robert Weissman Editor, Multinational Monitor</p> <p>How do we know this was accurate?</p> <p>Does our list match their list?</p> <p>Did Exxon "pled guilty" for sure?</p> |
| <p>10.36.54</p> | <p>GRAPHIC:</p> | |

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| | PERSONALITY DIAGNOSTIC CHECKLIST: - World Health Organization ICD-10 - Manual of Mental Disorders DSM-IV | |
| 10.36.55 | [] Failure to conform to social norms with respect to lawful behaviours | |
| 10.37.00 | Monks: Again and again we have the problem that whether you obey the law or not, is a matter whether its cost effective. If the chance of getting caught and the penalty are less than it costs to comply, people think of it as being just a business decision. | |
| 10.37.17 10.37.32 10.37.57 10.38.15 | Anderson: Drawing the metaphor of the early attempts to fly. The man going off of a very high cliff in his airplane, with the wings flapping, and the guys flapping the wings, and the wind is in his face, and this poor fool thinks he's flying, but in fact he's in free fall, and he just doesn't know it yet, because the ground is so far away, but of course the craft is doomed to crash. That's the way our civilization is. The very high cliff represents the virtually unlimited resources we seemed to have when we began this journey. The craft isn't flying because it's not built according to the laws of aerodynamics, and it's subject to the law of gravity. Our civilization is not flying because it's not built according to the laws of aerodynamics for civilizations that would fly. And of course the ground is still a long way away, but some people have seen that ground rushing up sooner than the rest of us have. The visionaries have seen it and have told us it's coming. | 10.37.42 Ray Anderson CEO Interface, world's largest commercial carpet manufacturer |
| 10.38.38 10.38.51 10.39.02 10.39.17 | Anderson: There's not a single scientific, peer-reviewed paper published in the last 25 years that would contradict this scenario: Every living system of earth is in decline, every life support system of earth is in decline, and these together constitute the biosphere, the biosphere that supports and nurtures all of life and not just our life, but perhaps 30,000,000 other species that share this planet with us. The typical company of the 20 th century: extractive, wasteful, abusive, linear in all of its processes, taking from the earth, making, wasting sending its products back to the biosphere, waste to a landfill... | |
| 10.39.37 | Anderson: I myself was amazed to learn just how much stuff the earth has to produce through our extraction process to produce a dollar of revenue for our company, when I learned, I was flabbergasted. | |
| 10.39.57 10.40.14 10.40.26 | Anderson: We are leaving a terrible legacy of poison and diminishment of the environment for our grandchildren's grandchildren, generations not yet born. Some people have called that intergenerational tyranny, a form of taxation without representation, levied by us on generations yet to be. It's the wrong thing to do. | |
| 10.40.31 | | The Pathology of Commerce |
| 10.40.33 10.40.51 | Hare: One of the questions that comes up periodically is to what extent could a corporation be considered to be psychopathic. And if we look at a corporation as a legal person, that it may not be that difficult to actually draw the transition between psychopathy in the individual, to psychopathy in a corporation. We could go through the characteristics that define this particular disorder, one by one, and see how they might apply to corporations. | 10.40.35 Dr. Robert Hare, M.D. Consultant to the FBI on psychopaths |

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| 10.40.58 | PERSONALITY DIAGNOSTIC CHECKLIST: - World Health Organization ICD-10 - Manual of Mental Disorders DSM-IV | |
| 10.40.59 10.41.01 10.41.03 10.41.06 10.41.08 10.41.11 | [] Callous unconcern for the feelings of others [] Incapacity to maintain enduring relationships [] Reckless disregard for the safety of others [] Deceitfulness: repeated lying and conning others for profit [] Incapacity to experience guilt [] Failure to conform to social norms with respect to lawful behavior | |
| 10.41.14 | Subject: <i>The Corporation</i> Diagnosis of Personality Disorder: <i>Psychopath</i> | |
| 10.41.07 | Hare: They would have all the characteristics, and in fact, in many respects, the corporation of that sort is the proto-typical psychopath. | |
| 10.41.21 | Narration: If the dominant institution of our time has been created in the image of a psychopath, who bears the moral responsibility for its actions? | |
| 10.41.31 10.41.43 | Friedman: Can a building have moral opinions? Can a building have social responsibility? If a building can't have social responsibility, what does it mean to say that a corporation can? A corporation is simply a artificial legal structure, but the people who are engaged in it, whether the stockholder, whether the executives in it, whether the employees, they all have moral responsibilities. | 10.41.33 Milton Friedman, Nobel Prize-winning Economist |
| 10.41.58 | | MONSTROUS OBLIGATIONS |
| 10.42.00 10.42.10 | Chomsky: It's a fair assumption that every human being, real human beings, flesh and blood ones, not corporations, but every flesh and blood human being is a moral person. We've got the same genes, we're more or less the same, but our nature, the nature of humans, allows all kinds of behaviour. I mean every one of us under some circumstances could be a gas chamber attendant and a saint. | |
| 10.42.30 10.42.47 | Gibara: No job, in my experience with Goodyear, has been as frustrating as the CEO job. Because even though the perception is that you have absolute power to do whatever you want, the reality is you don't have that power. Sometimes, if you had really a free hand, if you really did what you wanted to do that suits your personal thoughts and your personal priorities, you'd act differently. But as a CEO you cannot do that. | 10.42.33 Sam Gibara Chairman, Former CEO, Goodyear Tire |
| 10.42.02 10.43.14 | Gibara: Layoffs have become so wide-spread that people tend to believe that CEOs make these decisions without any consideration to the human implications of their decisions. It is never a decision that any CEO makes lightly. It is a tough decision. But it is the consequence of modern capitalism. | 10.43.21 <i>"Since 1990, Goodyear has closed eight plants and laid off over 20,000 workers."</i> |
| 10.43.29 10.43.38 10.43.49 10.44.02 | Chomsky: When you look at a corporation, just like when you look at a slave owner, you want to distinguish between the institution and the individual. So, slavery, for example or other forms of tyranny, are inherently monstrous, but the individuals participating in them may be the nicest guys you could imagine – benevolent, friendly, nice to their children, even nice to their slaves, caring about other people. I mean, as individuals they may be anything. In their institutional role they're monsters because the institution is monstrous. And then the same is true here. | |
| 10.44.08 10.44.24 | Moody-Stuart: My wife and I, some years ago, had at our home, a demonstration, 25 people arrived, they hung a big banner on the top of our house, saying, "murderers," They danced around outside with gas masks and so on. Mrs Moody-Stuart: <i>Who are you?</i> John: <i>My name's John.</i> | 10.44.16 Sir Mark Moody-Stuart, Former Chairman, Royal Dutch Shell |

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| 10.44.25 | Mrs Moody-Stuart: <i>John. You're not looking at me when you say it.</i> |
| 10.44.26 | <i>You have to be a little bit careful</i> |
| 10.44.28 | <i>because I'm very sensitive to</i> |
| 10.44.30 | <i>people who are not friendly.</i> |
| 10.44.32 | <i>Did you know that you are</i> |
| 10.44.34 | <i>being recorded and filmed.</i> |
| 10.44.35 | <i>No?</i> |
| 10.44.37 | <i>Well, you'll see yourself on television</i> |
| 10.44.38 | <i>I think it would have been polite</i> |
| 10.44.39 | <i>to have mentioned it</i> |
| 10.44.41 | <i>I mean, here we are..</i> |
| 10.44.42 | |
| | John: <i>Politeness?</i> |
| 10.44.43 | <i>This man is involved in a corporation</i> |
| 10.44.45 | <i>which is funding directly police,</i> |
| 10.44.47 | <i>which this corporation has admitted...</i> |
| 10.44.49 | |
| | Mrs Moody-Stuart: <i>Who is the corporation?</i> |
| 10.44.52 | |
| | John: <i>A corporation is an organization of</i> |
| 10.44.54 | <i>individuals, and this individual is part</i> |
| 10.44.55 | <i>of that corporation</i> |
| 10.44.57 | <i>so he's responsible.</i> |
| 10.44.58 | |
| 10.45.00 | Moody: <i>As a public demonstration, it wasn't very effective, due to the fact that this is</i> |
| | <i>a very rural area, two people and a dog, and it's not a very big house, which I think</i> |
| | <i>rather surprised them.</i> |
| 10.45.08 | <i>But then we sat down and talked to them for a couple of hours, and we gave them</i> |
| | <i>tea and coffee, and they had lunch on our lawn...</i> |
| | |
| | Mrs Moody-Stuart: <i>There's another coffee coming</i> |
| 10.45.17 | <i>And theres' no, who wanted...</i> |
| 10.45.19 | <i>... sorry about the soya... anyway</i> |
| 10.45.20 | |
| | Moody-Stuart: <i>no need for you to be deceitful,</i> |
| 10.45.25 | <i>why didn't you just ask me</i> |
| 10.45.26 | <i>whether I was in?</i> |
| 10.45.27 | |
| | Protester: <i>Hello...can hang a "murderer" sign</i> |
| 10.45.29 | <i>on your house?</i> |
| 10.45.31 | |
| 10.45.32 | Moody-Stuart: <i>After about 20 minutes, they said, well the problem is not you, it's</i> |
| | <i>Shell. So I said, now wait a minute let's talk about, what is Shell, it's made up of</i> |
| | <i>people like me.</i> |
| 10.45.43 | <i>In the end, what we found in that discussion was all the things they were worried</i> |
| | <i>about, I was worried about as well. Climate, you know, oppressive regimes, human</i> |
| | <i>rights, the big difference between us was, I feel that I actually can make a</i> |
| | <i>contributions to this, these people were frustrated, because they felt that they had no,</i> |
| | <i>nothing to do</i> |

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| 10.46.03 | Chomsky: So, an individual CEO, let's say, may really care about the environment. In fact, since they have such extraordinary resources, they can even devote some of their resources to that without violating their responsibility to be totally inhuman | 10.46.08 "People, planet, & profits/The Shell Report" 10.46.12 "Environmental performance/Case Study:Protecting biodiversity" 10.46.15 "Shell Wins Sarawaks' Highest Environmental Awards/Kyala Lumpur, 4 th February 2002 10.46.20 "This section: Human rights/Our approach to human rights" |
| 10.46.21 | Narration: Which is why, as the Moody-Stuarts serve tea to protestors, Shell Nigeria can flare unrivalled amounts of gas, making it one of the world's single worst sources of pollution. | What's the source? They were hanged for opposing shell's practices. |
| 10.46.33 | And all the professed concerns about the environment, do not spare Ken Saro Wiwa and eight other activists from being hanged for opposing Shell's environmental practices in the Niger Delta. | |
| 10.46.52 | | MINDSET |
| 10.46.54 | Shiva: The corporation is not a person it doesn't think. People in it think, and for them it is legitimate to create terminator technology. | 10.46.55 Dr. Vandana Shiva Physicist, ecologist, seed activist |
| 10.47.03 | So that farmers are not able to save their seeds. Seeds that will destroy themselves through a suicide gene. | |
| 10.47.13 | Seeds that are designed to only produce crop in one season. You really need to have a brutal mind. It's a war against evolution to even think in those terms. | |
| 10.47.27 | But quite clearly profits are so much higher in their minds. | 10.47.03 <i>Headline:</i> <i>Terminator</i> <i>Seed/Sterilization</i> <i>Prevents</i> <i>Replanting...</i> |
| 10.47.29 | Archival cartoon: "... <i>The profit motive which drove Putzy to accomplish so much may bring out the evil, as well as the good. Hello?...</i> " | |
| 10.47.44 | Barry: My work spans all industry sectors. I mean, I virtually have worked for, like, I'd say, twenty-five per cent of the Fortune 500. | 10.47.54 Marc Barry, Competitive Intelligence Professional |
| 10.47.53 | Barry: I've posed as an investment banker. I've posed as a venture capitalist. I set up front companies that are executive recruiting firms. Essentially, I'm a spy. | |
| 10.48.11 | I'll locate your employees, and I will tell them that I'm calling from "Acme Recruiting Agency", and that I've got a job that pays them considerably more than what they're paying. Would they mind meeting me for an interview? And when the executive shows up, what he doesn't realize is, I'm actually debriefing him on behalf of a competitor. | |
| 10.48.31 | That there <i>is</i> no job and that the office that he's at has been rented, and the picture on my desk of my family is a phony, and it's all just a big, elaborate ruse to glean competitive information from him. | |
| 10.48.49 | Barry: I don't feel any guilt. It's, you know, what, I mean you have to expect that guys like me are out there. | |
| 10.49.00 | We're predators. | |
| 10.49.09 | It's about competition, it's about market share, it's about being aggressive, it's about shareholder value. What is your stock at today? | |

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| 10.49.18 | Barry: If you're are CEO, I mean, do you think your shareholders really care whether you're Billy Buttercup or not? You know, do you think that they would prefer you to be a nice guy, over having money in their pocket? I don't think so. I think people want money. That's the bottom line. | |
| 10.49.40 10.49.53 | Moore: The fact that most of these companies are run by white men, white rich men, means that they are out of touch with what the majority of the world is. Because the majority of this planet are not a bunch of rich white guys. They're people of other colors, they're the majority. Women are the majority, and the poor and working poor, make up the majority of this planet. So the decisions that they make come from not the reality that exists throughout the world. | 10.49.43 Michael Moore Filmmaker, author |
| 10.50.12 | <i>Moore: How much is enough? How much is enough? If you are a billionaire, wouldn't it be okay just to be a half a billionaire? Wouldn't it be okay for your company to make a little less money</i> | 10.50.12 Excerpt from: The Big One |
| 10.50.22 10.50.32 10.50.34 10.50.36 10.50.50 10.50.53 10.50.55 10.51.01 10.51.02 10.51.05 10.51.13 10.51.15 10.51.21 10.51.28 | Moore: When I bought those two airplane tickets for Phil Knight and myself, to fly to Indonesia, I was prepared for him to say, "Okay, let's go." <i>Knight: Oh no, not a chance. Not a chance.</i> <i>Moore: No? they're transferable. I can change it to another day.</i> Moore: And call me on it. Call my bluff. He's a smart guy. I mean, he's not, he's not stupid. And so I thought, okay, get ready for this. Especially because, you know, I bought him first class tickets. So you know, it would be a comfortable ride at least, you know. And of course he tells me then, on camera, <i>Knight: I've never been to Indonesia.</i> Moore: And I'm like taken aback by this. I can't believe it. The guy's the head of the company, he's never walked through his own factories <i>Moore: Oh, you've got to go.</i> <i>Knight: I can't go right now and the rest of this year.</i> Moore: When we were done filming, he calls me up, a couple of weeks later, and he goes, "I may have a chance to go there with you to the factories. I'm going to the Australian Open to watch some tennis." And uh, you know, "maybe I can get up there, or at least you can go there. Would you like to go to the Australian Open?" (laughs) | 10.50.20 Phil Knight, Founder and CEO, Nike Inc |
| 10.51.33 10.51.50 10.52.02 | Anderson: For 21 years, I never gave a thought to what we were taking from the earth or doing to the earth in the making of our products. And then in the summer of 1994, we began to hear questions from our customers we had never heard before: "What's your company doing for the environment?" And we didn't have answers. The real answer was, "not very much." And it really disturbed many of our people, not me so much as them. And a group in our research department decided to convene a taskforce and bring people from our businesses around the world to come together to assess our company's worldwide environmental position to begin to frame answers for those customers. | 10.51.33 Ray Anderson, CEO Interface world's largest commercial carpet manufacturer |
| 10.52.18 10.52.26 | Anderson: They asked me if I would come and speak to that group and give them a kick off speech and launch this new task force with an environmental vision— and I didn't have an environmental vision, I did not want to make that speech. | |
| 10.52.33 10.52.55 | Anderson: And at sort of the propitious moment, this book landed on my desk. It was Paul Hawkins book, "The Ecology of Commerce" And I began to read the "Ecology of Commerce", really desperate for inspiration, and very quickly into that book, I found the phrase "the death of birth". | 10.52.53 <i>Whooping Crane</i> 10.52.54 – <i>facing extinction</i> |

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| 10.53.14 | It was E.O. Wilson's expression for species extinction, "the death of birth," and it was a point of a spear into my chest, and I read on, and the spear went deeper, and it became an epiphanal experience, a total change of mindset for myself and a change of paradigm. | 10.52.56 Marmot 10.52.57 - facing extinction 10.52.58 Orangutan 10.52.59 – facing extinction |
| 10.53.48 | Anderson: Can any product be made sustainably? Well not any and every product. | |
| 10.53.23 | Can you make landmines sustainably? Well, I don't think so. | |
| 10.53.29 | There's a more fundamental question than that about landmines. Some products ought not be made at all. | |
| 10.53.36 | Anderson: Unless we can make carpets sustainably, you know, perhaps we don't have a place in a sustainable world, but neither does anybody else, making products unsustainably. | |
| 10.53.50 | Anderson: One day early in this journey, it dawned on me that the way I'd been running Interface, is the way of the plunderer. | |
| 10.54.00 | Plundering something that's not mine, something that belongs to every creature on earth, and I said to myself "My goodness, the day must come when this is illegal, when plundering is not allowed". | |
| 10.54.16 | I mean, it must come. So, I said to myself "My goodness, some day people like me will end up in jail." | |
| 10.54.32 | Brown: I've got to be honest with you. When the September 11 th situation happened, I didn't know that the, and I must say, and I want to say this because it's, | 10.54.37 Carlton Brown Commodities Trader |
| 10.54.46 | I don't want to take it lightly, it's not a light situation. It's a devastating act. It was really a bad thing, it's one of the worse things I've seen in my lifetime, you know. | |
| 10.54.57 | But, I will tell you and every trader will tell you who was not in that building, and who was buying gold and who owned gold and silver, that when it happened, the first thing you thought about was | |
| 10.55.10 | well how much is gold up? The first thing that came to mind was my God gold must be exploding! | |
| 10.55.18 | Fortunately for us all our clients were in gold. So when it went up they all doubled their money. | |
| 10.55.26 | everybody doubled their money. It was a blessing in disguise. Devastating, crushing, heart shattering, but on the financial sense for my clients that were in the market they all made money. Now, I wasn't looking for this type of help— | |
| 10.55.46 | but it happened. When the US bombed Iraq back in 1991 the price of oil went from \$13 to \$40 a barrel for Christ sake! Now we couldn't wait for the bombs to start raining down on Saddam Hussein. | |
| 10.56.08 | We were all excited. We wanted Saddam to really create problems. Do whatever you have to do, set fire to some more oil wells, because the price is going to go higher. Every broker was chanting that, there was not a broker that I know of that wasn't excited about that. | |
| 10.56.24 | This was a disaster this was something that was you know catastrophe happening. Bombing, wars. | |
| 10.56.32 | In devastation there is opportunity. | |
| 10.56.39 | Narration: | |
| 10.56.50 | The pursuit of profit is an old story, but there was a time, when many things were regarded either as too sacred—or too essential for the public good—to be considered business opportunities. They were protected by tradition and public regulation. | |

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| 10.56.58 | | BOUNDARY ISSUES |
| 10.57.01 | Rifkin: We can really begin to take a look at the emergence of the modern age with the enclosure movements of the great European commons in the fourteenth, fifteenth and sixteenth century. Medieval life, was a collectively lived life. It was a brutish, nasty affair. But there was a collective responsibility. | 10.57.08 Jeremy Rifkin, President, Foundation of Economic Trends |
| 10.57.19 | People belonged to the land; the land did not belong to people. And in this European world, people, farmed the land in a collective way, because they saw it as a commons. It belonged to God. And then it was administered by the Church, the aristocracy, and then the local manors, as <i>stewards</i> of God’s creation. | |
| 10.57.39 | Beginning with Tudor England, we began to see a phenomenon emerge, and that is the enclosure of the great commons by parliamentary acts in England, and then in Europe. And so, first we began to take the great land masses of the world which were commons and shared, and we reduced those to private property. Then we went after the oceans, the great oceanic commons, and we created laws and regulations that would allow countries to claim a certain amount of water outside their coastal limits for exploitation. | |
| 10.58.07 | In this century we went after the air, and we divided it into air corridors that could be bought and sold for commercial traffic for airplanes. And then of course the rest is history. | |
| 10.58.28 | Bernard: With deregulation, privatization, free trade, what we’re seeing is yet another enclosure and if you like private taking of the commons. | 10.58.20 <i>General Agreement on Tariffs and Trade</i> |
| 10.58.40 | One of the things I find very interesting in our current debates is this concept of who creates wealth. That wealth is only created when it’s owned privately. | 10.58.28 <i>World Trade Organization</i> |
| 10.58.52 | What would you call clean water, fresh air, a safe environment? Are they not a form of wealth? And why does it only become wealth when some entity puts a fence around it and declares it private property? Well, you know, that’s not wealth creation. That’s wealth usurption. | 10.58.31 <i>International Monetary Fund</i> |
| | | 10.58.36 <i>Summit of the Americas</i> |
| | | 10.58.43 Elaine Bernard Executive Director, Trade Union Program, Harvard |
| 10.59.12 | Kingwell: Over the centuries, we have put more and more things in that public realm and lately, just lately, in the last, let’s say the last three or four decades, started pulling them out again. So fire-fighters, for instance... | 10.59.15 Mark Kingwell Philosopher |
| 10.59.23 | Archival: “... <i>this man needs the fire department...</i> ” | |
| 10.59.27 | Kingwell: Fire-fighters started as private companies, | |
| 10.59.30 | Archival: “... <i>yes, and lots of other people need the fire department too...</i> ” | |
| 10.59.34 | Kingwell: And if you didn’t have the medallion of a given fire-fighter brigade on your house and it was on fire, those fire-fighters would just, you know, ride on by because you didn’t have a deal. Well, we gradually evolved a public trust for the provision of safety on that very specific level. | |
| 10.59.55 | This is important. We should not go back from that and start saying, “Well, you know, why don’t we put that back in the market and see what that does? Maybe it will make it more efficient.” | |
| 11.00.13 | Chomsky: The privatization does not mean you take a public institution and give it to some nice person. | Headlines: 11.00.03 |

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| 11.00.21 | It means you take a public institution and give it to an unaccountable tyranny. | <p><i>“Fraser Institute study urges privatization of B.C. Hydro”</i></p> <p><i>11.00.09 “Privatize 20 Schools”</i></p> <p><i>11.00.13 “...privatize immigration...”</i></p> <p><i>11.00.17 “...privatize world's water...”</i></p> <p><i>11.00.21 “Privatize Africa,...”</i></p> <p><i>11.00.26 “Privatize everything...”</i></p> <p>11.00.32 Noam Chomsky Professor Emeritus, MIT</p> |
| 11.00.30 | Public institutions have many side benefits. For one thing they may purposely run at a loss. They're not out for profit. They may purposely run at a loss because of the side benefits. So, for example if a public steel industry runs at a loss it's providing cheap steel to other industries, maybe that's a good thing. | |
| 11.00.53 | Public institutions can have a counter cyclic property. So that means that they can maintain employment in periods of recession, which increases demand, which helps you get out of a recession. | |
| 11.01.05 | Private company can't do that in a recession throw out the work force cause that's the way you make money. | |
| 11.01.11 | Barlow: There are those who intend that one day everything will be owned by somebody and we're not just talking goods here. We're talking human rights, human services, essential services for life. Education, public health, social assistance, pensions, housing. | <p>11.01.13 Maude Barlow Chairperson, Council of Canadians</p> <p><i>11.01.41 “Buy”</i></p> <p><i>11.01 43 “Bye”</i></p> |
| 10.01.32 | We're also talking about the, the survival of the planet. The areas that we, we believe are— must be maintained in the commons, or under common control or we will collectively die. Water and air— | |
| 11.01.50 | Walker: Even in the case of air there's been some progress. And here the idea is to say look We can't avoid the dumping of carbon dioxide. We can't avoid the dumping of sulphur oxides, at least we can't at the moment afford to stopping it, so we're dumping a certain amount of stuff into the environment. So we're going to say with the current tonnage of sulphur oxides, for example, we will say that is the limit. And we'll create permits for that amount and give them to the people who've been doing the polluting and now we will permit them to be traded. | <p>11.02.04 Michael Walker, Fraser Institute, a “market solutions” think tank</p> |
| 11.02.27 | And so now there's a price attached to polluting the environment. Now, wouldn't it be marvelous if we had one of those prices for everything? | |
| 11.02.35 | Achbar: It sounds like you're advocating private ownership of every square inch of the planet. | |
| 11.02.40 | Walker: Absolutely. | |
| 11.02.41 | Achbar: Every cubic foot of air, water... | |
| 11.02.46 | Walker: It sounds outlandish to say we want to have the whole universe, the whole of the earth owned. That doesn't mean I want to have Joe Bloggs owning this square foot. But it means the <i>interests</i> that are involved in that stream are <i>owned</i> | |
| 11.03.04 | by some group or by some people who have an interest in maintaining it. And that, you know, that is not such a loony idea, it's in fact the solution to a lot of these problems. | |
| 11.03.16 | | BASIC TRAINING |
| 11.03.25 | Narration: Imagine a world in which one of the things owned by a corporation was the song “Happy Birthday”. | |
| 11.03.32 | In fact, an AOL/ TimeWarner subsidiary, holds the copyright. | |
| 11.03.38 | In the past, it has demanded over \$10,000 to allow you to hear anyone sing this popular song in a film. | |

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| 11.03.47 11.03.52 | We didn't pay. We preferred to use the money to fly our crew to Boston and Los Angeles to bring you the following story. | |
| 11.03.59 | Archival Commercial Announcer: "...5,4,3,2,1! Off into space. Man, that takes real teamwork. And here's a team of junior spacemen with an out of this world breakfast. " | |
| 11.04.09 11.04.18 11.04.28 11.04.32 | Linn: Comparing the marketing of yesteryear to the marketing of today is like comparing a BB gun to a smart bomb. It's not the same as when I was a kid, or even when the people who are young adults today were kids. It's much more sophisticated, and it's much more pervasive. It's not that products themselves are bad or good. It's the notion of manipulating children into buying the products. | 11.04.24 "Free Offer - for a Cheerios Boxtop and a V-8 Label" 11.04.37 Susan Linn , Prof. Of Psychiatry, Baker Children's Center, Harvard |
| 11.14.47 | Linn: In 1998, Western International Media, Century City, and Lieberman Research Worldwide, conducted a study on nagging. | 11.04.47 "The Nag Factor" 11.04.51 How Do Kids React to Marketing? Advertising; Kids; Parents; Purchasing |
| 11.04.57 | Hughes: We asked parents to keep a diary for three weeks and to record every time—you could imagine— every time their child nagged them for a product, we asked them to record when, where, and why. | 11.04.59 Lucy Hughes, VP, Initiative Media, Co-Creator, The Nag Factor 11.05.05 Toys 11.05.09 Characteristics of Nag Occasions |
| 11.05.14 | Linn: This study was not to help parents cope with nagging. It was to help corporations help children nag for their products more effectively. | 11.05.14 <i>Importance: "Mom, I really need a Barbie Dream House so Ken & Barbie can have a family"</i> 11.05.19 <i>Persistence: "I just gotta have it... Waaaahhh... Please, please, please!!!"</i> |
| | | <i>Brands purchased</i> 11.05.28 Nagging is the Key / Purchase interest if Child Asks |
| 11.05.28 11.05.45 | Hughes: Anywhere from 20% to 40% of purchases would not have occurred unless the child had nagged their parents. That is, we found for example, a quarter of all visits to theme parks wouldn't have occurred unless a child nagged their parents. Four out of ten visits to places like Chuck E. Cheese would not have occurred. And any parent would understand that, you know when I think of Chuck E. Cheese, oh my goodness, its noise | 11.05.30 Nagging positively influences parents! 11.05.34 Parents are more likely to buy products when |

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| 11.05.52 | goodness, its noise... Commercial: "...'cause we're going to Chuck E. Cheese's..." | <i>kids ask for them.</i> <i>11.05.40 Theme Parks/Likelihood to Purchase</i> |
| 11.05.54 | Hughes: ...and there's so many kids. Why would I want to spend two hours there? But if the child nags enough you're going to go. We saw the same thing with movies, with, with home video, with fast food... | <i>11.06.00 Driving purchase: movies, home videos, food & beverage</i> |
| 11.06.05 | Hughes: We do have to break through this barrier where they do tell us, or they say, they don't like it when their kids nag. Well that's just a general attitude that they possess. It's doesn't mean that they necessarily act upon it a 100% of the time. | |
| 11.06.25 | You can manipulate consumers into wanting and therefore buying your products. It's a game. | |
| 11.06.34 | Linn: Children are not "little adults"; their minds aren't developed. And what's happening is that the marketers are playing to their developmental vulnerabilities. | |
| 11.06.46 | Linn: The advertising that children are exposed to today is honed by psychologists, it's enhanced by media technology that nobody ever thought was possible. | |
| 11.06.57 | Hughes: The more insight you have about the consumer | <i>11.06.58 Bare Necessities:31%, Indulgents:33%, Conflicted: 20%, Kids' Pals:15%</i> |
| 11.06.03 | the more creative you'll be in your communication strategies. So if that takes a psychologist, yeah, we want one of those on staff. | |
| 11.07.10 | Linn: I'm not saying it's wrong to make things for children. You know, and I also think it's important to distinguish between psychologists who work on products for children who help, help, you know, toy corporations make toys that are developmentally appropriate. I think that's great, that's different from selling the toys directly to the children. | |
| 11.07.03 | Hughes: Initiative is huge. I think in the US we place about 12 billion dollars of media time. So we'll put it on TV, we'll put it in print, we'll put it up in outdoor, we'll buy radio time; so we're the biggest buyers of advertising time and space in the US, and in the world. | <i>11.07.32 Welcome to Initiative Media Worldwide</i> <i>11.07.45 Headline: Advertising Age/Top Media Specialist Companies/Ranked by capitalized billings in 2001</i> <i>11.07.48 By worldwide billings {\$billions}</i> |
| 11.07.50 | Linn: one family cannot combat an industry that spends 12 billion dollars a year trying to get their children. They can't do it. | |
| 11.07.59 | Hughes: They are tomorrows adult consumers, so start talking with them now, build that relationship when they're younger... and you've got them as an adult. | |
| 11.08.10 | Hughes: Somebody asked me, "Lucy is that ethical?" You're essentially manipulating these children. Well, yeah, is it ethical? I don't know. But our, our role at Initiative is to move products. And if we know you move products with a certain creative execution placed in a certain type of media vehicle then we've done our job. | |
| 11.08.32 | Kingwell: Every institution provides the people who are members of it with a social role to occupy. And typically institutions that are vibrant and have a lot of power, will specify that role in some sense as a list of virtues. | |
| 11.08.52 | It's true for churches, for schools, for any institution that has power over people and shapes them. | |
| 11.08.59 | Archival: "... one nation..." | |

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| 11.09.00 | Kingwell: The corporation likewise. It provides us with a list of virtues, a kind of social role, which is the “good consumer”. | |
| 11.09.08 | <i>Archival: “...Like the waters of the mighty ocean, people also represent a tremendous force. The understanding of which is of greatest importance to the American way of life. This force is known as ‘consumer power’...”</i> | |
| 11.09.22 | Chomsky: The goal for the corporations is to maximize profit and market share. And they also have a goal for their target, namely the population. They have to be turned into completely mindless consumers of goods that they do not want. You have to develop what are called “created wants”. So you have to create wants. You have to impose on people what’s called a philosophy of futility. You have to focus them on the insignificant things of life, like fashionable consumption. | |
| 11.10.01 | I’m just basically quoting business literature. And it makes perfect sense. The ideal is to have individuals who are totally disassociated from one another. Who’s conception of themselves, the sense of value, is just how many created wants can I satisfy? | |
| 11.10.22 | Archive narrator: “...These people are customers because they are willing to trade money for widgets. And all the customers take their widgets home to all parts of the country. | 11.10.17 General Motors Public Relations Film |
| 11.10.36 | <i>Look at all that money the widget builder has taken in from the sale of his widgets...”</i> | |
| 11.10.40 | Chomsky: We have huge industries, public relations industry is a monstrous industry, advertising and so on, is uh, which are designed from infancy to try to mold people into this desired pattern. | |
| 11.11.00 | Luke: We saw Tiger Woods on TV with a hat with a Nike logo on it and we figured you know he probably gets like millions of dollars just to wear the hat on a press conference. And therefore we figured we can do that for someone else. And hopefully get money in time so we can go to school. | 11.10.56 Chris Barrett & Luke McCabe , Corporate-sponsored university students |
| 11.11.15 | And that’s how we came up with being corporately sponsored. | |
| 11.11.17 | Chris: We made our sponsor announcement on the Today Show on June 18. | 11.11.09 Please sponsor Luke & Chris; Please inquire about affordable rates!; Sponsor us we will eat your cereal even if we’re not hungry!; I’m cheaper! 11.11.20 First USA promotional video 11.11.39 More than 50 million Americans reached in 48 hours!! 11.11.45 Watch for more!!! |
| 11.11.20 | <i>“...we’re thrilled to be sponsored by First USA...”</i> | |
| 11.11.22 | <i>“...we’re thrilled to be working with First USA as our corporate sponsor and they’re covering our college tuition...”</i> <i>“...we found First USA as our sponsor and we’re proud to be working with them...”</i> <i>“...our sponsor is First USA...”</i> <i>“...so, we’re really thrilled to announce First USA as our sponsor...”</i> <i>“...we’re thrilled to be working with First USA...”</i> | |
| 11.11.38 | Luke: And so we gave First USA a good name in the media, and include them in our news stories, and then through there they get as much advertising as we can give them. | |
| 11.11.48 | <i>TV Announcer: “...they’ll be conforming not to the wishes of demanding parents, but to the wishes of an image conscious corporation...”</i> | |

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| 11.11.54 | Luke: They're not just out there for the money and they're just. I mean they want to work with us, and be our friends and let us help them help us and vise versa. | |
| 11.12.03 | <i>Luke: "...and we became walking billboards to pay for our college tuition..."</i> (applause) | |
| 11.12.07 | Luke: Cool Site of the Day picked us as cool site and Yahoo picked us and we were in USA Today. | |
| 11.12.12 | Luke: When we did our photo shoot for People Magazine this is where we stood, up on top. | |
| 11.12.20 | Chris: We stood up here and we smiled. | |
| 11.12.22 | Luke: We smiled and took the picture. | |
| 11.12.25 | Chris: Our parents had war stories and stuff to tell us. We have our corporate sponsor story | |
| 11.12.30 | Luke: Exactly. | |
| 11.12.33 | Luke: I have a lot of faith in the corporate world because it's always going to be there so you may as well have faith in it because if you don't then it's just not good. | |
| 11.12.41 | Narration: Some of the best creative minds are employed to assure our faith in the corporate world view. They seduce us with beguiling illusions designed to divert our minds and manufacture our consent. | <i>11.12.43 We have the same hopes; we share the same dreams; we live where you live</i> |
| 11.12.57 | | PERCEPTION MANAGEMENT |
| 11.13.01 | Grossman: Corporations don't advertise products particularly, they're advertising a way of life. A way of thinking. A story of who we are as people and how we got here and what's the source of our so-called liberty, and our so-called freedom. You know, so you have decades and decades and decades of propoganda and education teaching us to think in a certain way. | 11.13.02 Richard Grossman, Co-founder, Program on Corporations, Law and Democracy |
| 11.13.21 | When applied to the large corporation, it's that the corporation was inevitable, that it's indispensable, that it is somehow remarkably efficient, and that it is responsible for progress and the good life. | <i>11.13.18 Billboard: "Capitalism served fresh daily. Forbes.com</i> <i>11.13.20 "proliferate capitalism. Forbes.com</i> |
| 11.13.47 | Komisarjevsky: Perception management is a very interesting concept. It's basically a methodology which helps us when we work with our clients to go through a very systematic thoughtful process in order to be able to help our clients identify what the resources are that they have. What the barriers to their success are and how we can use communications to help them accomplish their objectives. | <i>11.13.57 We deliver real world results for our clients</i> |
| 11.14.04 | If Michael or Angelica came to me and said dad what do you do and why is it important? | 11.14.04 Chris Komisarjevsky, CEO Burson |
| 11.14.22 | | |

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| <p>11.14.29</p> <p>11.14.40</p> | <p>My answer to that question is basically that I help corporations have a voice.</p> <p>And I help corporations share the point of view about how they feel about things.</p> | <p>Marsteller, a global public relations firms</p> <p><i>11.14.12 “Results that build reputations”</i></p> <p><i>11.14.17 Past client: Union Carbide/ Public relations after Bhopal gas leak; up to 20,000 dead</i></p> <p><i>11.14.23 “Results that serve the public”</i></p> <p><i>11.14.27 Past client: Philip Morris/ Organized the National Smokers Alliance to fight anti-smoking laws</i></p> <p><i>11.14.33 “Results that build business”</i></p> <p><i>11.14.38 Past client: Canadian forestry corporations/ Created the British Columbia Forest Alliance to combat environmental campaigns</i></p> <p><i>11.14.47 “Results that change the way we live”</i></p> |
| <p>11.14.50</p> | <p>Grossman: They’re selling themselves, they’re selling their domination, they’re selling their rule, and they’re creating an image for themselves as just regular folks down the block.</p> | |
| <p>11.15.00</p> <p>11.15.05</p> <p>11.15.09</p> <p>11.15.14</p> | <p>Kline: Hi, How y’all doing today? Good to see you. How are you doing today?</p> <p>Hi. How you doin’ today? We’re from Pfizer.</p> <p>We’re your neighbors. You’re in the new houses? Are you in the new houses?</p> <p>Oh! These are some neighbors. Can we say hello? Can we say hello just for a minute?</p> | <p>11.15.10</p> <p>Tom Kline, Senior Vice-President, Pfizer Inc. World’s largest pharmaceutical corporation</p> |
| <p>11.15.21</p> <p>11.15.23</p> <p>11.15.25</p> <p>11.15.31</p> <p>11.15.36</p> <p>11.15.38</p> | <p>Kline: So, what do you think of the neighborhood now?</p> <p>Miss Fraser: It’s alright, it’s good.</p> <p>Kline: Yeah, I think it’s been getting better over the last 20 years that I’ve been comin’ here. Ya. So I think together, you know, working with you, and Pfizer and our other partnership, we’ll make this a better place.</p> <p>Miss Fraser: Okay.</p> <p>Kline: Okay, nice to see you, Miss Frazier, bye.</p> | <p>11.15.23 Pfizer-subsidized housing development</p> |
| <p>11.15.42</p> | <p>Kline: <i>(voiceover going into subway)</i> There used to be a lot of crime at this subway. One night as I was going home I got caught and was almost mugged.</p> | |

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| 11.15.52 | So we decided to make a change to make this community better. | |
| 11.16.00 11.16.09 | Kline: We're looking at turnstiles that prevent fare-beating. It used to be you could just hop right over. So Pfizer, in collaboration with the transit authority, actually purchased these machines. | |
| 11.16.21 11.16.31 11.16.41 11.17.12 11.17.17 11.17.20 | Kline: This is a talkback box that allows us to speak to the Pfizer guard which is approximately 500 yards from here. Now I haven't seen the Pfizer guard today, but I'm going to see if I can call him. If he's not, I'll have to go wake him up. Hello. Hello. Tom Kline speaking... So I'm sure before we're through he'll call back. But particularly on the off-hours, this allows a passenger to call directly to the Pfizer desk for assistance. And then the Pfizer guard calls the transit police and the transit police respond to any crime situation. As a result of all this, crime is down in the station. It's much safer for our community partners. Thank you. I'll press the other button just to be sure.... We'll go over and talk to him personally. Tom speaking, Hello? We'll stop over and see him personally. | |

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| <p>11.17.30 11.17.42 11.17.53</p> | <p>Grossman: It's tough, you know – they're putting some taxpayer and shareholder money into helping and who can say? But that money should be going to the taxpayers to decide what to do. And while they're doing those sort of nice things, they're also playing a role in lowering taxes for corporations and lowering taxes for wealthy people, and reconfiguring public policy. What we don't see is all that reconfiguring going on; we don't see all that vacuuming up of money, vacuuming out the insides of public processes, but we do see the nice façade .</p> | <p>11.17.35 <i>Pfizer/Caring for community</i> 11.17.38 <i>Ronald McDonald House Charities</i> 11.17.40 <i>nikebiz.com / community affairs</i> <i>Headlines:</i> 11.17.45 <i>Business leaders urge tax cuts</i> 11.17.49 <i>Executives ask for corporate tax cuts</i> 11.17.54 <i>Think-tank defends firms that escape all taxes"</i></p> |
| <p>11.18.02</p> | | <p>A PRIVATE CELEBRATION</p> |
| <p>11.18.30 11.18.38 11.18.50 11.19.13</p> | <p>Klein: When I was researching the take over of public space when I started off I thought okay this is just advertising. We've always had advertising. It's just more advertising. But what I started to understand and what I understand now is that branding is not advertising it's production. And very successful corporations, the corporations of the future do not produce products. They produced brand meaning. The dissemination of the idea of themselves is their act of production. And the dissemination of the idea of themselves is an enormously invasive project. So how do you make a brand idea real? Well, a good place to start is by building a three dimensional manifestation of your brand. For a company like Disney it goes even further where it's actually building a town, Celebration Florida.</p> | <p>11.18.39 Naomi Klein, Author, No Logo</p> |
| <p>11.19.18</p> | <p>Finger: Currently there are about 5000 residents who call Celebration home. And there are about 1300 single family homes, a town center that's a place where people gather. It has about four or five restaurants and about a dozen other shops.</p> | <p>11.19.21 Andrea Finger, Spokesperson, Celebration Florida</p> |
| <p>11.19.35</p> | <p>Klein: Their inspiration, their brand image, is the all American family. And the sort of bygone American town.</p> | |
| <p>11.20.02 11.20.11 11.20.27 11.20.39</p> | <p>Timon: Their brand driver is "family magic" and everything that that company does is in and around those two words. If you take that, a branded environment such as a Disney World or a Disney Land, is a logical extension of that brand. Film, animated film, family oriented film, it's a very logical extension of that. As a business though, they also know that if they want to get into other forms of entertainment that does not fit "family magic", they do not brand it Disney. If they want to get into adult, more serious type fare, when it comes to film they brand it Touchstone.</p> | <p>11.20.18 Clay Timon, CEO Landor & Associates 11.20.45 PEARL HARBOUR, Touchstone</p> |
| <p>11.20.47</p> | <p>Finger: The Disney brand speaks of reassurance, it speaks of tradition, it speaks of</p> | |

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| | quality. And you can see that here, in this community that we've built. | |
| 11.20.56 11.21.06 | Klein: And that's where you see the truly imperialist aspirations of branding which is about building these privatized branded cocoons. Which maybe you start by shopping in and then you continue by holidaying in but eventually why not just move in. | 11.20.13 <i>Archival Footage: Moving / Moving / Moving</i> |
| 11.21.16 11.21.26 11.21.33 11.21.39 | Rifkin: What happens if we wake up one day, and we find out that virtually all of our relationships that are mediated between us and our fellow human beings are commercial? We find out that virtually every relationship we have is a commercially arbitrated relationship with our fellow human being? Can civilization survive on that narrow a definition of how we interact with each other? <i>Archival footage: "wow, what a dream..."</i> | 11.21.32 <i>Rent-A-Friend Services/Order friends</i> 11.21.33 <i>ebaby</i> 11.21.34 <i>Human organs for sale</i> 11.21.36 <i>Cash at work – Sell, sell, sell yourself</i> |
| 11.21.43 | | TRIUMPH OF THE SHILL |
| 11.21.47 11.21.58 11.22.13 11.22.19 11.22.38 11.22.40 11.22.41 11.22.54 11.23.01 11.23.14 | Ressler: I can give you the day in the life of a person who might be the target of undercover marketing. And I will tell you this that some of these things are happening right now, around you. So you walk out of your building in the morning, in some city, and you walk by the doorman and say, hey good morning! And you notice there's a bunch of boxes at his feet from some on-line or mail-order retailer. And there's a bunch of boxes there with of course big brand message on it. You walk out, thinking, wow! A lot of people must be ordering from that company. Well, what you don't know is that we paid the doorman to keep those empty boxes there. You walk out into the street and you hear some people having kind of a loud conversation about a musical act and they are passing the head phones back and forth and wow this is great! Hey do you know that I heard this CD is really hard to find but I heard they sell it at store X. <i>Woman: "I better go pick it up. It's so good."</i> <i>Man: "It's great, isn't it?"</i> Ressler: You hear that and you register it and you might kind of pick up on that and may be later on you'll think hey I wonder what the hot act is, bang, that might be in your head. Now you get into your office and there's a certain brand of water in the refrigerator. What is that? You take it out, you drink, you slug it down, it's there, not really thinking about it. Wow! That's pretty good water. Who knows? Maybe someone placed the water there. You kind of go out for your lunch break, you're sitting in the park and people are kind of out there, talking in the park and bang, all of a sudden you hear another message. By the time you go to bed you've probably received eight or nine different <i>undercover</i> messages. | 11.21.48 Jonathan Ressler, CEO Big Fat Inc. |
| 11.23.21 | Ressler: People are always thinking, "well, oh I know product placement. That's when they put stuff in movies!" Well, yes kind of. I mean, that's definitely traditional product placement. But real life product placement is just that: placing stuff in movies but the movie's actually your life. | 11.23.20 CASTAWAY. 20th Century Fox |
| 11.23.34 11.23.48 | Ressler: We'll take a group of attainable, but still aspirational people, they are not supermodels, they are kind of people just like you, they're doing something for us, whether they are having a certain kind of drink or they are using a certain laundry detergent, whatever it may be. They are kind of the roach motel, if you will. People are going to come over to them and they are going to give them this little piece of brand bait. It could be a sound bite of knowledge or a ritual, consumers will get that piece of roach bait, then they would take it. "Oh, pretty cool!" Then they go out and spread it to their friends. | |

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| 11.24.07 | If you want to be critical, if you want to go through your life like that, sure, be critical of every single person that walks up to you. But if they are showing you something that fits, and something that works, and something that makes your life better in some way, well then who cares. We, again, just say thanks! | <i>11.24.06 Goodbye Mr. Roach</i> |
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