

WADDE ON

an album by Black Metal Band



MoveOn.ORG

DEMOCRACY IN ACTION

A POLITICAL SUCCESS STORY

“Never doubt that a small group of thoughtful, concerned citizens can change the world. Indeed it’s the only thing that ever has.”

Margaret Mead.

Barack Obama's election marks the end of the Bush era. He leaves behind a nation divided, in debt, and locked in a terrible war.

For months, Republicans and Democrats squared up for the main event. Alongside the candidates, the parties, the powerful business lobbies, the religious groups and the unions, a relative newcomer was part of the battle:

MoveOn has rocked the foundations of the American political system: in a span of just nine years, they have become a force to be reckoned with in America, empowering long-disenchanted citizens, building the ultimate fundraising machine, fighting conservative domination of the national debate and, laptop in hand, rewriting the playbook for politics in the 21st century.

MoveOn.org.

SYNOPSIS

“During times of universal deceit, telling the truth be comes a revolutionary act.”

George Orwell



A feature-length documentary examining **MoveOn.Org**, the biggest progressive grass-roots movement since the 1960s, that was one of the major players in the 2008 U.S. Presidential election.

MoveOn.Org is a new force in politics. A child of the internet age, it was born in Silicon Valley, and has spread through the Net to become one of the most powerful, liberal, powers in American politics.

With a mailing list of over 5 million people, it is a movement built on the strength of its members, and is best understood through their individual stories. The reverend who doesn't want to bury another 19-year-old killed in Iraq. The

unemployed 50-year-old Virginia woman, cleaning yards to be able to give money to **MoveOn.Org**. The Boston social worker dismayed at how America treats its sick. And up the chain all the way to its vociferous and indefatigable leaders.

Using the new and revolutionary economies of the internet, **MoveOn.Org** combines the drip-drip donations of these individuals into a flood that is shaking the traditional foundations of power in Washington.

It is a tiny organization, but their liberal politics and promotional chutzpah have earned them some influential friends: some famous, like Matt Damon, Moby, Oliver Stone; some political, like Howard Dean; and some controversial, like George Soros. Their visceral tactics and aggressive style have also made them enemies, on both left and right.

By following the growth of **MoveOn.Org**, this film traces an historical journey through one of the most tumultuous decades in American history – the past ten years of all our lives.

Constructed from years of intimate behind-the-scenes footage, members' home movies, archive film, and interviews with political figures and celebrities both in support and opposition of the group, the film stands as a vivid testimony to our times.

Start a Revolution

MoveOn.Org was born ten years ago in the midst of the Clinton/Lewinsky affair, when two Internet entrepreneurs started an email petition against the impeachment campaign, calling on government to "Move On to Pressing Issues Facing the Nation."

The response was huge and unprecedented. It was time to Move On.

The movement grew, emboldened by a fierce rejection of George W. Bush, his administration and its policies. Propelled by the backlash against the Iraq war, **MoveOn.Org** is now on newspapers' front pages and the political front lines.



Grassroots Cyberpolitics

Much of their work seems like traditional activism: petitions, placard-waving get-togethers, bake sales.

But **MoveOn.Org** has a new tool at its disposal, with an incredible egalitarian value: the Internet.

Its streamlined efficiency allows **MoveOn.Org** to communicate directly with the five million plus people on its mailing list. It has used the Net to orga-

nize direct action, calling campaigns and political video competitions, but on a massive scale.

When **MoveOn.Org** organized a bake sale in 2004, the power of the net helped them bring together over 14,000 bakers, working right across America to raise over \$750,000.

MoveOn.Org's formidable fundraising machine turns small, individual donations, averaging just \$35, into a bankroll of many millions.

Power with the Click of a Mouse!

The simple tool of internet donations has revolutionized the power of the individual in politics.

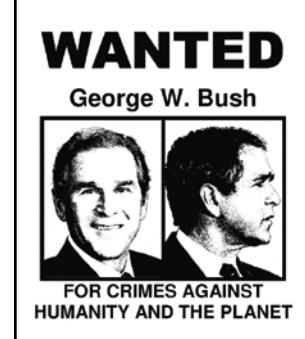
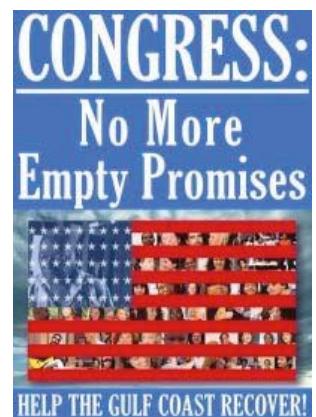
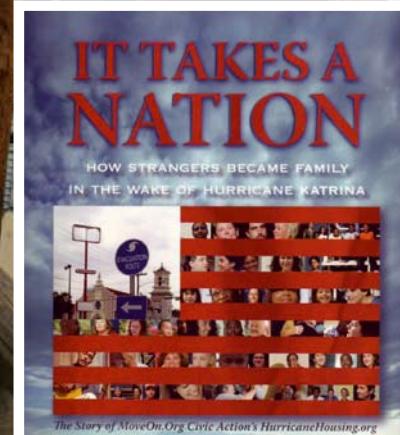
Politicians need money. American politicians need a lot of money – TV ads, armies of activists, telephone campaigns, it's an extremely expensive business.

Before, it was simply too expensive to collect large numbers of small donations. Paper and ink alone cost more than the

entire income. But now, with online transactions and paperless promotion, single people can group together into one voice, one influential lobby.

Before, wealthy interest groups gave campaign contributions, and expected

*"The Democratic party?
We bought it, we own
it, we're going to take it
back".*
Eli Pariser
Director of Move.On.org



political favors in return. Now, the voters themselves are pounding on doors, small checks in hand, expecting to be heard.

Favored candidates have been given millions in campaign donations. Those Democrats deemed too right-wing, too pro-war, have had biting campaigns waged against them. **MoveOn.Org**'s support is strong, its attacks tenacious.

David vs. Goliath

Despite its huge volunteer membership, this conflict often feels like a David and Goliath opposition.

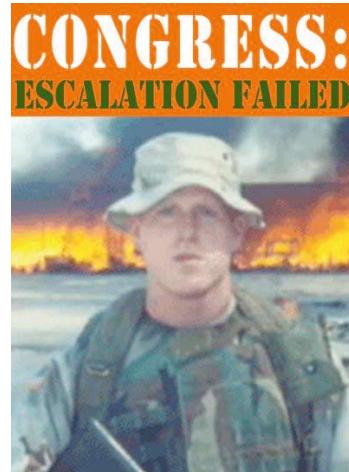
In one corner, **MoveOn.Org**, with a tiny full-time staff of just 17. On the other, the tightly-run machine of the Bush administration, backed by neo-conservative think tanks, supported by groups like the National Rifle Association, Christian organizations, and powerful big business.

And so **MoveOn.Org** has learned to fight the establishment. Often controversially, and almost always spectacularly. **MoveOn.Org** dared to face down the enemy in a way the Democrats seemed to have given up on.

However, as **MoveOn.Org** has grown ever more self-assured, even some friendly forces have complained of growing arrogance.

As they attempt to push, persuade and cajole Middle America to follow their lead, accusations of manipulation and coercion have grown.

Politics is a dirty game, in which only the strong survive.



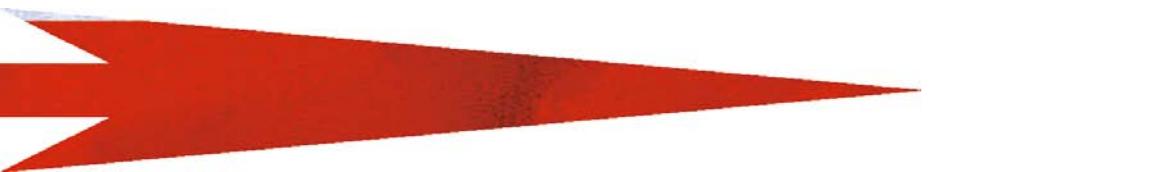
BRING OUR TROOPS HOME



"Why would you give money to [MoveOn.Org]? Why don't you give it to the Nazi Party? You know, these people are so extreme, it's ridiculous."
Bill O'Reilly, Fox News
(Oct 21, 2005)



MoveOn.Org



Move On _____

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REGIME CHANGE
in U.S.A.



50 AMERICAN REVOLUTIONS
YOU'RE NOT SUPPOSED TO KNOW
Reclaiming American Patriotism
by MICKEY Z



Ten Years Of



Move On _____

MoveOn.ORG

DEMOCRACY IN ACTION



Wes Boyd and Joan Blades The Last Hippies

Husband and wife entre-preneurs, Wes Boyd and Joan Blades made their fortune in Silicon Valley. The founders of **MoveOn.Org**, their role is now more in to spiritual leadership.

Zack Exley The Web-Spinner

Zack Exley made his name with a satirical website, lampooning George Bush. After running website election campaigns around the world, he became **MoveOn.Org's** webmaster.

He is the master of the viral video, the guru of cyber-politics.



Eli Pariser The Young Maverick



Just 21 years old at the time of the 9/11 attacks, Eli Pariser co-wrote a petition for a humane response to the atrocity. Stunningly, it was signed by half a million people from 192 countries. After that success he joined **MoveOn.Org**, where he is now Executive Director. Young, dynamic, eloquent, he is the public face of the organization.

Laura Dawn The Singer

Recording artist and activist, she is cultural and artistic director of the group. She has organized political collaborations with a host of Hollywood musicians and filmmakers.



WHO'S AFRAID OF MOVEON.ORG?

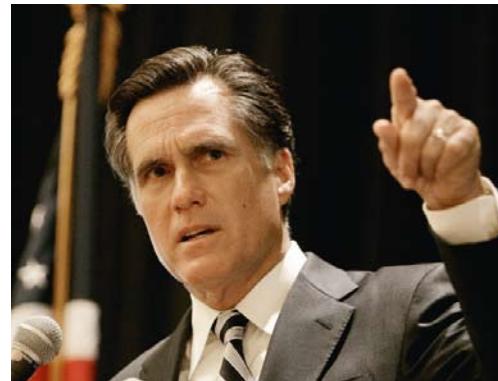
In the words of the candidates for Republican Presidential nomination in 2008



Hillary Clinton

"I don't agree with them. They know I don't agree with them. So they flood into these caucuses and dominate them, and really intimidate people who actually show up to support me."

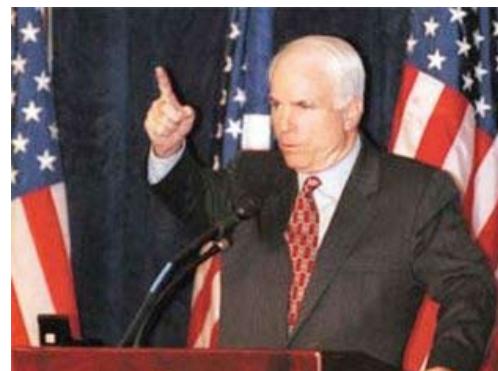
HUFFINGTON POST - February 2008



Mitt Romney

"MoveOn.Org has purchased the Democratic Party."

MSNBC - September 2007



John McCain

"MoveOn.Org ought to be thrown out of this country."

CBS NEWS - September 2007

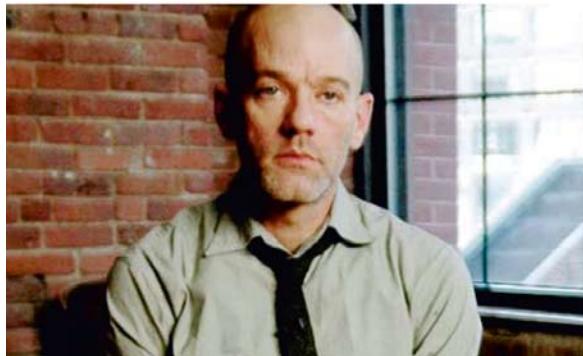


Jon Henke

Conservative strategist

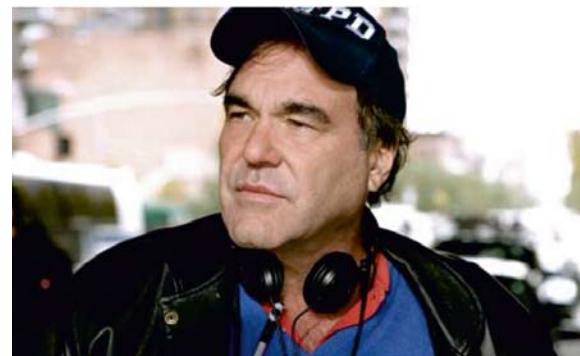
"MoveOn.Org... and the leftroots can deliver message, money and mobilization... they have sufficient power to move politicians to their ideas. The Right does not."

SELECTIVE LIST OF INTERVIEWS



MoveOn.Org

Wes Boyd and **Joan Blades**, Founders
Eli Pariser, Executive Director
Zack Exley, Internet Strategist
Laura Dawn, Cultural Director
David Fenton, Communications Consultant
and dozens of **MoveOn.Org** members from across the U.S.



Politics

John Kerry, US Senator and Democratic candidate for President in 2004
Al Gore, Bill Clinton's vice-president, and recipient of Nobel Peace Prize
Joe Lieberman, US Senator and Al Gore's running mate in 2000 election
Henry Waxman, prominent Democrat in the House of Representatives
Thelma Drake, prominent Republican in the House of Representatives

Artists

Moby, American musician
Michael Stipe, lead singer of R.E.M.

Media

Byron York, journalist and author of *The Vast Left-Wing Conspiracy*

Political Analysts

Michael Cornfield, lecturer on **MoveOn.Org** at George Washington University
Mark Crispin Miller, Professor of Media Studies at New York University

THE DIRECTORS

ALEX JORDANOV

1962 - Born in Sofia, Bulgaria.
1982 - After studying Mathematics and Fine Arts, Jordanov moves to the US, and embarks on a career as a Television journalist. He works as a political analyst on the controversial CNN show Crossfire, and produces articles for a variety of newspapers, including New York's Paper Magazine.
1999 - After returning to France, Jordanov works for seven years as a journalist for Envoyé Spécial on national TV channel France 2, and as lead reporter on the hit Canal+ show Le Vrai Journal (The Real News).
In **2004**, Jordanov is kidnapped while videotaping an Iraqi insurgent attack on a US military convoy. Convinced he is an Israeli spy, his captors only release him four days later, when he proves his French nationality by drawing a map of France. Jordanov is also a recognized painter, exhibited internationally.

SCOTT STEVENSON

1961 - Born in California, USA
After studying at UCLA Film & TV school, he completes his studies of cinema at the Sorbonne in Paris.
1984-1990 - He works as an **assistant editor** on American feature films.
1990 - He pursues his career as an **editor** in France, working on a number of French and European features, including:
1995 - **LA HAINE** - Matthieu Kassovitz - Best Director at Cannes, as well as Best Picture and Best Editing at the César
1997 - **SERIAL LOVER** - James Huth
1998 - **LE CRÉATEUR** - Albert Dupontel
2002 - **ENTRUSTED** - Giacomo Battiato

Scott Stevenson has also edited a number of documentaries, including:

1996 - **SONGS OF SAND AND STARS** (Prix Italia, Best Documentary on music and the arts)
2004 - **JUST FOR KICKS** (official entry Tribeca Film Festival)
2004 - **THE STAIRCASE**, by Oscar-winning director Jean-Xavier De Lestrade (winner of Peabody, Columbia/DuPont and Int'l Doc. Ass'n awards).
2008 - **SIN CITY LAW** - produced by De Lestrade's Maha Productions for the Sundance Channel & Arte

THE PRODUCER

RITA DAGHER - YALLA FILMS

Yalla Films' productions include:

MY ENEMY'S ENEMY - Kevin Macdonald, feature documentary
THE TERROR'S ADVOCATE - Barbet Schroeder, feature documentary (winner of Best Documentary, Césars 2008)
Prior to setting up Yalla, Rita Dagher was Associate Producer of Michael Moore's **FAHRENHEIT 9/11**, the highest grossing documentary ever.
In 2002, she co-produced Oliver Stone's **PERSONA NON GRATA** (Venice Film Festival). Dagher was also involved in the production of **COMMANDANTE**, Stone's documentary about Fidel Castro.
Dagher made her debut in feature film production with Larry Clark's **BULLY**. She was also Associate Producer of **LOVE LIZA**, directed by Todd Louiso (Best Screenplay, Sundance Film Festival 2002).

INTERNATIONAL SALES

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POWER TO PEOPLE