



Minitrue Productions

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FOR IMMEDIATE RELEASE

WAR IS SELL PREMIERES AT BARRYMORE THEATER
DECEMBER 7, 2004 7:00 P.M.
TICKETS \$5

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On Pearl Harbor Day, December 7th, 2004, at Madison's Barrymore Theater, Minitrue Productions and Prolefeed Studios will present the world premiere of *War is Sell*, the latest feature-length documentary by Madison's own Brian Standing. *War is Sell* delves into the history and tactics of war propagandists – soldiers armed not with guns, but with words, pictures and commercial advertising techniques in their “battle to win hearts and minds.”

How do you sell a war? How do the techniques of government propagandists, public relations consultants and commercial advertisers work, and why are they so effective? How did the United States become a master of domestic war propaganda over the course of the twentieth century? If, as many claim, human beings are biologically “hard-wired” to wage war, why should propaganda be necessary at all? Is it possible to train people to critically evaluate, and ultimately resist, deceptive propaganda messages? *War is Sell* uses archival films, television news coverage, propaganda images from WWI and the Iraq War and interviews with a diverse set of researchers to answer these and other questions in a lively, absorbing manner.

Although intended for national release, *War is Sell* has a distinctive Wisconsin character.

Wisconsin audiences will recognize many of the sources interviewed in the piece, including:

- John Stauber and Sheldon Rampton, of the Madison-based Center for Media & Democracy, and authors of *Weapons of Mass Deception: The Use of Propaganda in Bush's War Against Iraq*;
- University of Wisconsin anthropologist Neil Whitehead (recently featured in *Isthmus*) who discusses, among other topics, the historic links between so-called “cannibals” and modern-day terrorists;
- Students and faculty from Wausau's D.C. Everest High School as they engage in a classroom exercise to analyze war propaganda.

Catch this important film before it hits the national festival circuit. Filmmakers will answer questions after the film. Tickets are \$5. This event is welcomed by WORT, 89.9FM and WYOU, Cable Channel 4 Community Television.