

Prolefeed



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FOR IMMEDIATE RELEASE
WAR IS SELL SPECIAL DVD EDITION RELEASED

Online Purchases: www.prolefeedstudios.com/catalog/warissell/warissell.htm

Complementary review copies available to press & media.

Filmmaker available for interviews.

Rental, exhibition and screening rights also available.

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Prolefeed Studios is proud to announce the DVD release of War is Sell, documentarian Brian Standing's timely exploration of the history, tactics and culture of war propaganda. Acclaimed by audiences at the Wisconsin Film Festival, the Big Muddy Film Festival, the Martha's Vineyard Independent Film Festival and others, War is Sell is now available for home video.

War is Sell dissects the strategies 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.

The new 2-disk DVD edition includes:

- a previously unreleased "remix" edit;
- deleted scenes, including Rahul Mahajan discussing racism in propaganda, John Stauber discussing embedded reporters, and Mary Carpenter's "trench warfare" classroom exercise;
- previously unseen speeches on the Iraq War and media reform by journalists Alexander Cockburn, Robert Fisk, and Amy Goodman;
- original propaganda films and graphics materials from WWI, WWII and the Iraq War.

Prolefeed Studios is a cooperative venture dedicated to the production and distribution of thought-provoking, entertaining and politically incisive documentary video. Visit www.prolefeedstudios.com for more information and a complete online catalog.