

MONEYOCRACY

The Rise of the United Corporations of America

A FILM BY
Gerald Holubowicz & Jean Nicholas Guillo

PRODUCED BY
Happy Fannie



PRESS KIT

www.moneyocracy-project.com

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Six billions of dollars. The 2012 Presidential election will certainly be remembered as the first campaign ever to reach that tremendous amount of money. Campaigns and independent groups injected all the money they were able to raise until the very last moment to get their candidate elected. Political ads – mostly negative ones – have flooded the airwaves in every battleground states.

Back in April 2011, Barack Obama launched his 2012 presidential campaign with these words: “We’re doing this now, because the politics we believe in does not start with expensive TV Ads or extravaganzas...” This statement was a profound one, as it forecasted the state by which the already costly and elaborate U.S. elections would be run. He eventually ended up by using the same tactics as his Republican opponent.

With these words, the U.S. president directly referred to the Supreme Court’s decision made on January 21, 2010 in the case, Citizens United vs. Federal Election Commission. We wanted to understand what are the legal & political implications of this decision? Is this the beginning of a new era when corporations will shape the political arena as their businesses?

Why does the Super PACs want to influence American voters? Are they connected to the candidates, and if they are, what is at stake here? These questions are important in a healthy democracy where one voice should equal one vote.



Gerald Holubowicz

SYNOPSIS

MONEYOCRACY analyses the major impact of the 2010 Citizens United vs. F.E.C ruling on the U.S democracy. The film focuses on the rise of Super PACs and their affiliated secret organizations – the 501c4s - and documents how these organizations influence the political debate and American voters during the 2012 presidential campaign and beyond through political advertising.

What are the legal & political implications of this decision? Is this the beginning of a new era when corporations will shape the political arena as their businesses? What are the consequences for Americans and the rest of the world? If the world’s first democratic power falls into the hands of private interest groups, what will the implications be for China, Europe, South America or Africa ?

The project focuses on the rise of Super PACs and their affiliated secret organizations - the 501c4s - and documents how these organizations influence the political debate and American voters during the 2012 presidential campaign and beyond through political advertising. Moneyocracy takes the audience from Washington D.C to Chicago at the Obama Election Night. Along the way, main actors of the campaign, including lobbyists, activists and lawyers reveal the true consequences of the Supreme Court’s historic 2010 decision.

CONTEXT

Citizens United v. Federal Election Commission, 558 U.S. 310 (2010), was a landmark United States Supreme Court case in which the Court held that the First Amendment prohibited the government from restricting independent political expenditures by corporations and unions.

The nonprofit group Citizens United wanted to air a film critical of Hillary Clinton and to advertise the film during television broadcasts in apparent violation of the 2002 Bipartisan Campaign Reform Act (commonly known as the McCain–Feingold Act or “BCRA”).

In a 5–4 decision, the Court held that portions of BCRA §203 violated the First Amendment.

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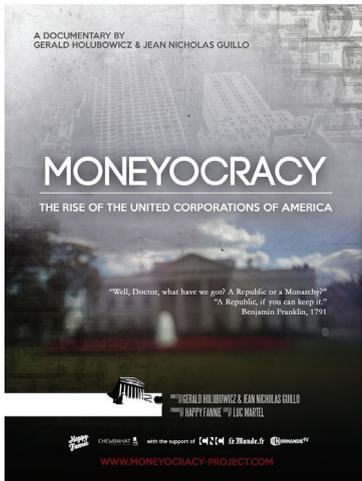
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DOCUMENTARY



Moneyocracy is a 2012 documentary film about Citizens United v. Federal Election Commission, 558 U.S. 310 (2010), which was a landmark United States Supreme Court case in which the Court held that the First Amendment prohibited the government from restricting independent political expenditures by corporations and unions.

The film explores how the Citizens United v. Federal Election Commission decision has dramatically changed the U.S Campaign Finance Laws and led to the most expensive Elections in the United States. The film describes the systemic corruption of the United States democracy and the consequences of that systemic corruption on the U.S democracy and the electorate.

The journey takes the audience from Washington D.C to Chicago at the Obama campaign election night, from Boston, MA to Cleveland, OH. Along the way, the authors interview some of the main actors of the campaign, including lobbyists, activists and lawyers, all of whom reveal the true consequences of the Supreme Court's historic 2010 decision. Moneyocracy is an immersive and educative experience crafted to raise awareness about the dangers of the citizens united vs. F.E.C ruling on U.S democracy and to change how democracy is perceived.

THE INTERACTIVE DOCUMENTARY (IDOC)

ROOM 501C4 is an immersing and educative experience crafted around an interactive documentary (i-doc).

In this i-doc, YOU – the “spectator” – play a fictional character recruited by a secret organization who wants to support a candidate running for the Presidential election. Moving forward into the experience, you'll have to decide how to market a fictional presidential candidate called Bill O'Maney and how to finance his campaign.

This interactive experience allows the end-user to make a number of strategic campaign decisions for the candidate, Bill O'Maney. The outcome of the campaign depends entirely on where the campaign's money comes from (corporate money and super PAC, grassroots campaign donations, public option funding) and decisions you'd make.

This raises an essential question: Is it possible to win without big financial backers? The mission of the i-doc is to educate, inform and create an experience. This means educating people on the influence of non-party groups over the elections. Informing them on the financial processes at work during an election. And creating an (interactive) experience to make them think about the rising influence of these groups in the election results.



GERALD HOLUBOWICZ

Gerald Holubowicz has been a photojournalist for nearly 12 years and has worked with several agencies such as Abaca, Gamma and Polaris.

Gerald has covered the U.S. presidential campaign that led to the election of Barack Obama, the election night in Harlem and the inauguration of January 20, 2009 in Washington. This work was an opportunity for him to discover the extraordinary complexity of the electoral process in the United States and to initiate a reflection on the project presented in these pages.

Site: www.gholubowicz.com



JEAN NICHOLAS GUILLO

Like the “digital natives” who were born with digital and social networks, Jean- Nicholas Guillo does not limit himself only to photography to express his creativity, he is also a videographer, a director and an editor.

Beyond his work published in Telerama, Le Monde and other regional magazines, his POM (Small Multimedia Works, shorts photo-movies) are projected at festivals such as Visa pour l'image, or the festival Circulations and alternative cultural venues in Paris

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Directed by
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Jean Nicholas Guillo

Produced by
Sandrine Girbal, Happy Fannie

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William Zarour

Cinematography
Gerald Holubowicz &
Jean Nicholas Guillo

Editor
Luc Martel

Sound editor
Sylvain Tessier

French Voice
Cécile Magnet

U.S voice
David Gassman

Motion graphics
GH, Chewbahat

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With the support of
Centre National du Cinema et de
l'Image Animée



Co-producer
Normandie- TV



Interactive Documentary with

Le Monde.fr

Documentary:

90 minutes - English & Subtitled in French - 1st broadcast: Lundi 21 janvier 2013

Interactive Documentary:

40 minutes Experience - English & Subtitled in French - Released on "le Monde.fr" on november 4th 2012.

WITH



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