

*Spectacle - Movement - Futures*

# CounterCoup Maine – The Movie

## MAINERS IN REBELLION AGAINST

## BIG BODY DOMINION

### Proposal for a Populist Spectacle

#### About this document

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# 1 Summary

## PAUL REVERE REDUX

WHEN THE COUP IS UPON YOU AND THE MEDIA IS COMPLICIT,  
HOW TO WARN THE PEOPLE?

*"The American press, with very few exceptions, is a kept press. Kept by the big corporations the way a whore is kept by a tycoon."* Theodore Dreiser, *An American Tragedy*

*"We've reached a point where private totalitarianism is not out of the question... The same big corporations that own content own Web properties, own traditional media. The possibility of getting a dissident voice through their channels is increasingly scarce... If you want to get a story through that doesn't sync with the dominant belief system, it's just not going to happen... In essence, they're in a position to own the human mind itself."* John Perry Barlow, founder, Electronic Frontier Foundation

“Countercoup Maine – The Movie” is a project designed to abruptly thrust the corporate domination of our media, society and governance into the spotlight of public attention and political debate. The initiative will create a feature film about a fictional (but highly visible) populist gubernatorial campaign in Maine that begins to blur with reality; gets citizens actively riled and organizing around media-shunned corporate rule issues; and spawns continuing statewide print, radio and public access TV networks to distribute non-corporate news.

In addition to the final movie, the project will generate an Internet site, weekly videos, bi-weekly radio shows and monthly newspapers to inject its rebellious themes into all levels of the media. It will also mobilize new inter-group coalitions committed to strengthening popular (and economic) democracy and emasculating corporate political power across the board. Besides organizing and publicizing new possibilities for nonviolent insurrection, it further hopes to generate a modest recyclable profit in its odd and rowdy process.

The campaign/film will be produced by Big Medicine, a Maine-based 501(c)(3) research and education institute, in collaboration with artistic & technical teams from the Art House Coalition, the Maine Independent Media Center, Off-Center Productions, Portland Media Artists and the TrueMedia Truth Squad at the Portland Public Access Center. The production has already attracted an inspiring advisory board of nationally eminent and locally expert authorities on populism, economic justice, and democratic renewal.

### **National Advisory Board**

Ronnie Dugger  
Richard Grossman  
Doris “Granny D” Haddock  
Hazel Henderson  
David C. Korten  
John Rensenbrink

### **Maine Advisory Board**

Carolyn Chute  
Tammy Greaton  
Peter Kellman  
Robert A. G. Monks  
Rosalie Tyler Paul  
Lloyd & Ellen Wells

## 1.1 Executive vision

As noted in the “Countercoup 2002” basic proposal, the Countercoup initiative was born out of the spirited, grieving defiance that erupted at the Unity New Chautauqua last September. The project incarnates both the event’s opening premise that big corporate bodies have indeed usurped our governance and its concluding commitment not to let this outrage stand. Strategically, participants favored two complementary courses of action: the wholesale broadening of people’s authority with more direct (and economic) democracy and the systematic belittling of corporate political power. The tactics discussed were largely media focused – either ways to trick or shame Big Media into sounding the alarm or ways to create new clarion media of our own.

The Countercoup project is designed to meet these goals by organizing citizens around innovative democratic models, by promoting radical revisions in the state’s Corporate Code, and by injecting the tabooed topic of corporate rule into mass media, mainstream awareness, and public debate very forcefully and very fast..

## WHY MAINE?

The last task – detonating this debate in the mainstream corporate media – is perhaps the most challenging, but this year Maine offers an unrivalled opportunity to pull it off for two reasons.

- 1) Maine will enjoy an unprecedented flood of media attention in 2002, because of our first-in-the-nation gubernatorial Clean Election (with its first public-funded and industry-abhorred Green Party challenger) and our first chance to finally get Universal Health Care enacted into law. The historic import of these "firsts" amplified by the millions of dollars corporations are now collecting to trash them in the press and on TV, already promise Maine a very high but expensively distorted media profile this year. We plan to gratefully exploit this 15 minutes of celebrity, and sense the time is right. We believe that corporations have overreached themselves unspeakably here, that Mainers are angry enough for at least a symbolic revolt, and that this chance to take our wake up call to a national audience is too precious to ignore.
- 2) Maine's economic plight and peculiar demographics are ironically suited for a broad spectrum revolt. The state is the second poorest in the nation but endures the second highest taxes (and highest power rates). Its southern yuppie population is incensed about corporate attacks on the environment, and its northern working class communities have been impoverished and infuriated by corporations' slash-&-burn economics, runaway shops, and fierce opposition to all health care reform. Labor and Libertarians, students and seniors, suburban Greens and village Republicans are now finally finding common cause: Corporations Shall Not Rule!

## WHY A MOVIE?

The cinematic conceit allow us to wage both an 8-month media offensive disguised as a political campaign, and a populist political crusade camouflaged as a film. In small towns, this will help us attract un-politicized crowds that might not be so anxious to attend an anti-establishment political harangue in the current climate as well as funders who may be otherwise ineligible to support an "actual" political campaign. It also offers us an efficient vehicle for generating citizen/activist footage for the video news show as well as a non-threatening way to organize communities and coalitions against corporate power along non-partisan lines. Also since we shall be doing all of the things that a "real" campaign would do (including gathering the signatures that could actually land us on the ballot), the fine line here between fact and fiction should remain tantalizingly obscure. Finally, we believe the widespread (and free) publicity that this enigmatic insurrection promises to attract will help pre-sell the film and give it a profitable life on the road.

In effect, the film will star Carolyn Chute, Maine's working class celebrity novelist who co-founded the 2nd Maine Militia and has campaigned against corporate political power since 1995; and W. David Kubiak, a long expatriated Maine anti-corporatist, who won New Hampshire's 2000 Democratic Vice-Presidential Primary (<http://www.state.nh.us/sos/presprim2000/dvpressum.htm>) and launched Unity's New Chautauqua. In actual fact, this entire movie (and its weekly spin-off video news show) will more often feature the faces and experiences of scores of ordinary Mainers now battling the rampant symptoms of corporate rule. It is their voices rather than the stars' that are most apt to persuade their fellow citizens that we do indeed have a crisis here and it is finally time to act.

In sum, we believe that the movie campaign's policies, personalities and auxiliary media (not to mention its likely appearance in the polls) will provoke a long pent-up anti-corporate response on both the left and right, as well as fascinate journalistic attention with its unprecedented form.

## WHY NOW?

We could have put this funding appeal out a couple months ago as a speculative request. However, we wanted to make sure all the parts – technical, artistic, personal – really were in place and the rather bizarrely cheap budget we quote was actually enough to get this complex movie project done. We have now tested our numbers and recruited all the necessary talent, and can confidently promise that the plan is both realistic and ready to go. As responsible as we were trying to be, this caution has perhaps disserved us because now we need some serious funding fast! We look forward to your immediate interest and support.

## 2 Structure

### 2.1 INTRO SKETCH: Countercoup Maine -- The Movie

Rough Plot Outline: Carolyn Chute & David Kubiak run as co-candidates for governor in a "film" about a populist insurrection against corporate rule in Maine. They barnstorm through 20 different towns and cities across the state presenting mini-chautauqua rallies, press conferences and state fair publicity stunts. All events are staged for the movie, but attract "real" citizens, "real" journalists, and "real" public attention to their issues (e.g., the corporate coup d'état in Augusta and Washington, the corporate takeover of our mass media, and Maine's urgent need to secede from Corporate America's political control). To add more realism to the "film" Chute\Kubiak begin collecting the 4000 signatures needed to get on the ballot. Along the way, they are plotted against and sabotaged by corporate PR thugs, paper company spies and local party hacks. They barely survive the campaign -- physically, legally or financially -- but are finally strangely vindicated in an 11th month/11th hour surprise ending.

### 2.2 MINI-CHAUTAUQUA ROADSHOWS

(repeated in each of Maine's 16 counties)

- 1) Four weeks before campaign arrives: advance team visits town, locates anti-corporate allies, unscientifically polls the community on problems it is facing, and develops host committee and contact people for next stage of organization;
- 2) One week before campaign arrives: Countercoup Good Humor truck spends a day in town dispensing patriotic ice cream ("red, white & blueberry," "loud corporate raspberry" "globalized grapes of wrath sherbet," etc.) and campaign fliers, which introduce the Countercoup issues, invite citizens to "come have fun helping us make a wicked cool movie," and devote their last page to the results of that town's "problem poll".
- 3) The campaign arrives and spends approximately 8 hours in each town (two weekday evenings or one full Saturday\Sunday)

### 2.3 SAMPLE ROADSHOW PROGRAM

- 2 hours -- chautauqua format: speeches, music, performance, big screen video endorsements from "famous faces";
- 2 hours -- feast, gab & gossip: barbecue, bean supper, etc;
- 3 hours - mock town meeting, asking each community to pretend (for the sake of the "film", you see) that they are concerned about their common future and would like to:
  - a) spell out the problems they face;
  - b) visualize the town as they would like to see it 5~10 years, and
  - c) discuss what they could possibly do together to make it happen.
- 1 hour -- gather contacts for follow-up actions, and introduce spokespeople and literature from groups willing to help the town's citizens move to the next stage of self-organization if they wish.

### 2.4 FILMING PROCESS & VIDEO NEWS SERIES

The campaign constantly has at least two camera teams in attendance -- one to document the campaign and "make the movie"; and the other(s) to film "The Making of Countercoup" -- a weekly video program to be released on 20+ public access channels as The MOC News Hour. The latter will focus on backstage events, the faces\voices\concerns of local citizens and activist groups, and assorted other evidence of (and resistance to) the corporate coup in Maine. Besides being used to pioneer Maine's first grassroots non-corporate cable news network, the MOC News will be distributed to\through schools, libraries and video rental shops statewide.

## 2.5 PROPOSED MOC NEWS HOUR SEGMENTS

- Corporate weather reports -- Smog, acid rain & global warming news, plus weekly totals of corporate \$\$ gusting into Maine to swing elections, sway selectmen, inflate legislators and flatten referenda.
- Corporate Rogues Gallery -- Maine's Worst Corp of the Week
- Adbuster Anti-Commercials
- Best Schools Money Can Buy: Student videographers cover school-Nike\Pepsi\etc sweetheart deals
- Your Leadership at Work -- Lobbyist Profiles
- Nichols\May style news anchor parody (Paul Drinan\Lisa Boubie)
- Daily Life with Carolyn (chopping wood, making jam, shooting AK-47)
- Corporate Hospitality (weekly shot of our reporters being thrown out of a big office)
- Maine NGO promotions and activity reports & Activist event calendar
- Joe & Marie Maine - Barbershop\Beauty Salon Political Commentaries
- IMC's Alasdar & Hillary at War (vignettes from the media frontlines)
- Vernacular Maine-speak translations (close captioned) for smarmy, pedantic spiels by politicians, pundits and academics)
- Different theme songs every week
- Cliff-hanger endings

## 2.6 CAMPAIGN PROMOTION

In addition to the road shows, the Countercoup campaign will develop a virtual presence in the Maine State of Mind with an Internet web site, weekly cable shows, occasional radio outbursts, and a statewide print bulletin (The New Chautauqua Countercoup Times), that all introduce the campaign's do-it-ourselves populist platform, its shadow cabinet of prominent pissed Mainers, its rebellious accessories (t-shirts, pins, posters, signs...), and lots of basic info on how to get involved.

## 2.7 TOWNS TO VISIT

(in addition to Augusta, Bangor, Portland)

Towns with economic problems, innovative solutions, or historic\symbolic significance.

COUNTY	CANDIDATE TOWNS
Androscoggin	Lewiston
Aroostook	Allagash, Limestone
Cumberland	Bridgton
Franklin	Kingfield, Stratton
Hancock	Orland, Bar Harbor
Kennebec	Waterville
Knox	Union
Lincoln	Wiscasset, Friendship
Oxford	Rumford\Mexico
Penobscot	Passadumkeag, Dexter
Piscataquis	Dover-Foxcroft
Sagadahoc	Bath
Somerset	Jackman
Waldo	Belfast
Washington	Calais, Machias
York	Biddeford

### OTHER MOVIE\CAMPAIGN PUBLIC EVENTS

Fourth of July celebrations in Athens and county fairs in Acton, Blue Hill, Common Ground, Cumberland, Fryeburg and Union.

## 2.8 SAMPLE PLATFORM/POLICY IDEAS

### CORPORATE COUP-BUSTING

- Modernize corporate code (revoke personhood, add community, the environment and employee well-being to corporate directors' responsibilities, restore Bill of Rights protections to employees in the workplace, impose a 20-year corporate lifetime, phase in employee/stakeholder ownership & control)

### HEALTH

- Introduce the Single Payer System for Universal Health Care
- Following the anti-tobacco litigation model, ban junk food advertising and bill processed producers for all public health expenses related to obesity.

### ECONOMIC\FOOD\ENERGY SECURITY

- Enforce a Living Wage statewide (approximately \$11.00/hour)
- Introduce runaway shop legislation, tie state aid to enforced employment guarantees.
- Support industrial hemp agriculture for paper, fiber and biodiesel fuel
- Support biodiesel, solar, wind and hydrogen energy development
- Support family farms, organic products & Community Supported Agriculture
- Support small sawmills, value added processing, furniture start-ups, etc.
- Support employee-owned cooperatives and stakeholder-controlled businesses

### MEDIA

- Encourage low power community TV, public access stations, and grassroots media centers across state.
- Claim home rule over the local broadcast spectrum, mandate public access for non-corporate views and free air time for political candidates and debate.

### TAX POLICY

- Abolish state income tax - introduce net asset tax (aka the Fat Tax) -- taxes net wealth over \$200,000 / person (or corporation) instead of income -- about 3.5% / year = current revenue
- Allow tax payments in kind or public service hours (mentoring, teaching, geriatric care)

### CRIMINAL JUSTICE

- Introduce California's Proposition 36 -- mandating treatment rather than arrest for all non-violent drug offenders (Ref: <http://www.prop36.org/> )
- Decriminalize victimless crimes.

### TRANSPORT

- Introduce Philippine jeepney system throughout the state  
( Ref: <http://www.film.queensu.ca/CJ3B/World/Philippines.html>)
- Convert all public transport vehicles to biodiesel by 2007

### EDUCATION

- Reduce class size to 15 or less.
- Develop classes in legal, economic and medical self-defense.
- Promote classes in democracy, ecology, 3rd World history and media literacy,
- Survey each town for special talents and invite more community members into educational process.
- Promote more internal democracy in decision-making affecting classroom and school policies.
- Exhort high schools and universities (public & private) to *actively* tackle pressing social problems.

### FOREIGN POLICY

- Develop independent foreign policy and sister-state relationships in similar bioregions around the world.
- Give all possible moral, diplomatic and media support to struggling democratization movements abroad.
- Encourage boycotts of all sweatshop products and vendors in the state.
- Repudiate Chapter 11 of NAFTA (and FTAA) treaties that gives transnational corporate statutes supremacy over local laws.

## 2.9 CURRENT SHADOW CABINET NOMINEES (Partial Listing)

Veteran Maine sages whom citizens would like to get more lights, cameras, and column inches to.

### EXECUTIVE APPOINTMENTS

Attorney General

Alice Knapp, Phil Worden

Department of Corrections

Caroline Dove, Michael Vernon

Drug Czar

Harry Brown, Anne Rand

Legislative Relations

Tammy Greaton

Secretary of State

John Rensenbrink

State Police Commissioner

Jim Freeman

Surgeon General

Tom St. Amand

### SECRETARY OF:

Agriculture, Food & Security

Russ Libby, Dede Parker, Billy Barker

Appropriate Technologies

Bill Ellis

Arts & Humanities

Laura Childs, Cecily Pal

Corporate Oversight

Julian Holmes

Democratization

Lloyd Wells

Education

David Solmitz, Marilyn Wentworth, Bill Gifford

Forests & Land Use

Mitch Lansky, Sam Brown, John Falk

International Relations

Barbara West, Ken Carstens

Labor

Peter Kellman, Ed Gorham

Health

Paul Volnick

Human Services

Lucy Pulin

Media Democracy

Rebecca St. Clair, Rob Waite, Richard Rhames

Transportation

Naoto Inoue

Treasury

Robert Monks

War & Duct Tape

Michael Chute

## 2.10 COUNTERCOUP ON THE STREETS

### WHERE THE REBELLION HITS THE ROAD

#### Bumper Sticker Slogan Suggestions



- The Bigger the Corporation, the Smaller the Member
- Revive the Maine Commons, An Eminent Domain
- If Voting Made a Difference, It Would be Illegal
- The Road to Hell is Paved with Corporate Media
- If Corporations are Persons, Owning Stock is Slavery.
- Make Government a Corporate Free Zone .
- Corporations Out of the Gene Pool
- Tired of Political Jokes? Don't Elect Them.
- Think Out of the Box, Shoot your TV
- Decorporatize School, Life Dies in a Desk
- Big Corporations Need, Bleed and Breed Little People
- Secede from Corporate America, Reclaim the Maine State of Mind
- Boycott Irving -- Exploitation, Graft & Clearcuts since 1932
- Corporations Bought our Capitol and We Can't Afford to Buy it Back

### 3 Big Connections: Partners, precedents and advisory resources.

#### 3.1 “NEW CHAUTAUQUA” ORIGINATING SPONSORS

- |                                 |  |
|---------------------------------|--|
| 2 <sup>nd</sup> Maine Militia   | Maine Organic Farmers & Gardeners Association    |
| Alliance for Democracy          | Maine Rural Workers Coalition                    |
| American Workers First          | Maine Youth Campfire Collective                  |
| Bangor Clean Clothes Campaign   | Native Forest Network                            |
| Big Medicine                    | Pax Christi–Maine                                |
| Forest Ecology Network          | Peace Action Maine                               |
| Greater Portland Labor Council  | Peace through Interamerican Community Action     |
| Maine Youth Campfire Collective | Program on Corporations, Law & Democracy         |
| Maine Global Action Network     | Resources for Organizing & Social Change (ROSC)  |
| Maine Green Independent Party   | Sound Ecology                                    |
| Maine Independent Media Center  | Veterans for Peace–Maine                         |
| Maine Labor News                | Witness for Peace–Maine                          |
| Maine Peoples Alliance          | Women’s International League for Peace & Freedom |

#### 3.2 CURRENT PROJECT TEAM

- 2<sup>nd</sup> Maine Militia, Kezar Falls, ME - project planning
- Big Medicine, Kennebunkport, ME - [www.newchautauqua.net](http://www.newchautauqua.net) – project coordination
- Lloyd & Ellen Wells, Falmouth, ME - [www.consensualdemocracy.org](http://www.consensualdemocracy.org) - project planning
- General Evolution Advocacy & Research, Sydney, AU, Social Change Online affiliate  
[www.socialchange.net.au](http://www.socialchange.net.au) - web development
- Maine Global Action Network, Greene, ME – project planning

#### 3.3 COLLABORATION

##### 3.3.1 CURRENT TECHNICAL STAFF LIST (resumes available upon request)

- |  |  |
|--|--|
| <b>VIDEO</b>                                   | Tavia Gilbert, SALT Institute                      |
| Patrick Bonsant, Portland Public Access        | Alasdar Post-Quinn, Maine Independent Media Center |
| Hillary Lister, Maine Independent Media Center | <b>SCRIPTING, CASTING &amp; ART DIRECTION</b>      |
| Jennifer Lunden, Big Medicine                  | Paul Drinan, True Media                            |
| Josh MacDonald, Poverello Productions          | Gesse St. James, Art House Coalition               |
| Molly O’Neill, True Media                      | Briggs Seekins, Portland Public Access             |
| Laki Vazakis, Portland Media Artists           | Terry Allen, Big Medicine                          |
| <b>SOUND</b>                                   | <b>EDITING / POST-PRODUCTION</b>                   |
| Rob Fish, Maine Independent Media Center       | Peter Frey, Portland Public Access                 |
| Jesse Gilbert, Art House Coalition             | Chris Newcomb, Off Center Productions              |

##### 3.3.2 PROJECTED TECHNICAL PARTNERS

- Community Television Association of Maine ([www.ctamaine.org](http://www.ctamaine.org)) - Distribution: MOC News
- Collegiate FM Stations - Distribution: The Big Medicine Show
- Free Speech Radio ([www.webactive.com/freespeech](http://www.webactive.com/freespeech)) - Distribution: The Big Medicine Show
- Free Speech TV ([www.freespeech.org](http://www.freespeech.org)) - Distribution: MOC News Hour
- IMC, USA ([www.indymedia.org](http://www.indymedia.org)) - Distribution: MOC News Hour
- Maine Independent Media Center ([www.maine.indymedia.org](http://www.maine.indymedia.org))  
– Creation: MOC News Hour; & Distribution: *Countercoup Times* news insert
- New Way USA ([www.newwayusa.org](http://www.newwayusa.org)) – “Best Practice” Resource Center
- Paper Tiger TV ([www.papertiger.org](http://www.papertiger.org)) – Distribution: MOC News Hour
- Portland Media Artists ([www.portlandmediaartists.com](http://www.portlandmediaartists.com)) - Creation: MOC News Hour

Portland Public Access ([www.ctn4maine.org](http://www.ctn4maine.org)) – Creation/Distribution: MOC News Hour  
Portland Time Dollars ([www.mtdn.org](http://www.mtdn.org)) – Community renewal resources  
WMPG (Portland) & WERU (Bangor/Orland) - Distribution: The Big Medicine Show

### 3.3.3 Guides & Mentors

Chaordic Commons, Inc. – San Rafael, CA, [www.chaordic.org](http://www.chaordic.org)  
Co-Intelligence Institute – Eugene, OR, [www.co-intelligence.org](http://www.co-intelligence.org)  
Maine Businesses for Social Responsibility – Portland, ME, [www.mebsc.org](http://www.mebsc.org)  
The Democracy Foundation – Washington, D.C., [www.ni4d.org](http://www.ni4d.org)  
Rolling Thunder Down-Home Democracy Tours – Austin, TX, [www.jimhightower.org](http://www.jimhightower.org)

## 3.4 ADVISORS AND CONSULTANTS [Partial Listing]

### National Advisory Board

Ronnie Dugger - founder, Alliance for Democracy  
 Richard Grossman - co-founder, Program on Corporations, Law and Democracy  
 Doris “Granny D” Haddock - campaign finance reform activist  
 Hazel Henderson - post-corporate economic futurist  
 David C. Korten - author, “When Corporations Rule the World”  
 John Rensenbrink - co-founder, Green Party USA & Maine Green Independent Party

### Maine Advisory Board

Carolyn Chute - founder, 2nd Maine Militia  
 Tammy Greateon - co-director, Maine Peoples Alliance  
 Robert A. G. Monks - corporate accountability activist  
 Rosalie Tyler Paul - chair, Peace Action Maine  
 Ellen Wells - affiliate, Good Life Center  
 Lloyd P. Wells -envisioner, Consensual Democracy

## 3.5 COUNTERCOUP LEAD-IN EVENTS

(Big Medicine abetted/co-sponsored)

<b>UNITY NEW CHAUTAUQUA</b>	9/21-23/01
<b>LEWISTON SOLIDARITY DAY</b>	10/27/01
<b>KENNEBUNKPORT ANTI-CORPORATE WAR RALLY/TEACH-IN</b>	11/17/01
<b>COUNTERCOUP VIDEO WORKSHOP</b> (Southern Maine Technical College)	2/17/02

### COUNTERCOUP BRAINSTORM & PLANNING MEETINGS

- 1/8/02 8:00 PM Augusta, Augusta City Center  
with members of Megan, IMC, ROSC, Alliance for Democracy, Portland Commons
- 1/10/02 6:30 PM Portland, CTN Public Access Studios  
with members of Portland Public Access, Maine Independent Media Center, Sound Ecology, Center for Consensual Democracy, True Media
- 1/12/02 5:00 PM Portland, Peace & Justice Center  
with members of the Art House Coalition, Megan, Portland Public Access, Peace Action Maine, 2nd Maine Militia, Kennebunk Students for Justice, Maine Green Independent Party
- 1/13/02 1:00 PM Bangor, Peace & Justice Center  
with members of Megan, PICA, Bangor Central Labor Council
- 1/17/02 11:00 AM Portland, Peace & Justice Center  
with members of 2nd Maine Militia, Portland Commons, Maine IMC, Maine Global Action Network, Program on Corporations, Law and Democracy, Center for Consensual Democracy

## 4 Costings

### 4.1 Crew/Road Expenses

Note: All technical, management and performance labor will be compensated with the Maine Living Wage (\$11.00/hr) that the campaign is promoting as a statewide standard.

<b>Videographers</b>	40hrs x 12wks x \$11.00	2 people	\$10,560
<b>Sound</b>	40hrs x 12wks x \$11.00	2 "	\$10,560
<b>Light/art direction</b>	40hrs x 12wks x \$11.00	2 "	\$10,560
<b>Advance work</b>	40hrs x 8wks x \$11.00	3 "	\$10,560
<b>Performance, production assistance</b>	30hrs x 10wks x \$11.00	7 "	\$23,100
<b>Travel/food/lodging expenses</b>	\$25/person/day	540 days	\$ 13,500
<b>Editing staff</b> (See Post-production)			0
<b>Total Projected Expenses</b>			\$78,840.00

### 4.2 Equipment

<b>CAMERAS</b>	Qty	Cost/mo	Mo's	Project Totals
Sony VX1000	2	\$500	8	\$4,000
Sony VX2000	1	\$300	8	\$2,400
Sony VX900	1	\$200	8	\$1,600
<b>SOUND</b>				
Sony TCD-D10 DAT	1	\$180	8	\$1,440
Sony TCD-80 DAT Walkman	1	\$130	8	\$1,040
Altec 24" Shotgun Mikes	2	\$40	8	\$320
Technics Wireless Mikes	2	\$60	8	\$480
<b>PERIPHERALS</b>				
Steadicam Jr.	1	\$90	8	\$720
Libec 50 Tripod s	2	\$80	8	\$640
Cables		\$30	8	\$240
Light Kits	2	\$200	8	\$1,600
<b>PROCESSING</b>				
Gateway/Canopus Editor/Processor	1	\$375	8	\$3,000
<b>VIDEO PROJECTOR</b>				
Sanyo PLV-60	1	\$980	4	\$3,920
<b>FIELD VEHICLES</b>				
Biodiesel Video Bus	1	\$2000	8	\$16,000
Good Humor Truck	1	\$1500	3	\$4,500
<b>INSURANCE</b>		\$385	8	\$3,080
<b>TOTAL PROJECTED TECH EXPENSES</b>				\$44,980.00

### 4.3 Consumables

<b>MEDIA - Production</b>	Qty	Price	Subtotals
Tape – Mini DV video	450	\$10.95	\$4,927.50
Tape – DAT audio	250	\$11.00	\$2750
<b>MEDIA - Distribution</b>			
Tape – VHS HG	980	\$1.99	\$ 1,950.20
<b>FUEL</b>			
Biodiesel (for bus & advance team)	700	\$1.80/gal	\$1,260
Gas/oil for ice cream truck	400	\$1.30/gal	\$520
<b>FOOD</b>			
Chautauqua meals & ice creams	20 events	\$350/event	\$7,000
<b>PROJECTED TOTAL</b>			\$18,407.70

### 4.4 Post-production

<b>Studio Time</b> (for movie)	\$40/hr	220 hrs	\$8,800
<b>Studio Time</b> (for video series)	\$20/hr	180 hrs	\$3,600
<b>Editing Fee</b> (for movie & video series)	\$11/hr	400 hrs	\$4,400
<b>Dubbing</b> (for MOC News Hour)	\$1/tape	980 tapes	\$980
<b>Tape to Film Transfer</b> (for movie)			\$7,800
<b>PROJECTED TOTAL</b>			\$25,580.00

### 4.5 Promotion and Cross-Media Expenses

Web based promotion (for movie & video)		\$2,700
Fliers, brochures & posters		\$3,200
Countercoup Times		\$8,040
Mailing (promo materials)		\$600
Mailing (for MOC News Hour)	\$1.85 x 60 x 8mo	\$888
<b>PROJECTED TOTAL</b>		\$15,428.00

### 4.6 Administration

<b>Office rent</b>	\$600/mo	9 months	\$5400
<b>Utilities</b>	\$80/mo	"	\$720
<b>Web\Telecom</b>	\$380/mo	"	\$3,420
<b>Office supplies</b>	\$200/mo	"	\$1,800
<b>Printing/copying</b>	\$300/mo	"	\$2,700
<b>Insurance</b>	\$78/mo	"	\$702
<b>Manager</b>	40hr x 36wks x \$11		\$15,840
<b>PR Coordinator</b>	10hr x 36 wks x \$11		\$3,960
<b>Controller</b>	10hr x 36wks x \$11		\$3,960
<b>Projected Total</b>			\$38,502.00

### 4.7 Total Projected Costs

<b>Crew Expenses</b>	\$78,840.00
<b>Equipment</b>	\$44,980.00
<b>Consumables</b>	\$18,407.70
<b>Post-production</b>	\$25,580.00
<b>Promotion</b>	\$15,428.00
<b>Administration</b>	\$38,502.00
<b>Projected Total</b>	\$221,737.70

## 5 About Big Medicine

**Address:** PO Box 13, Kennebunkport, Maine 04046

**Telecom:** Tel (207) 967-2390 Fax: (207) 967-2808 Email: bigmed@nancho.net

**Legal Status:** Federally certified as a research & education 501(c)(3): February 1, 2001

### **Registered Purpose:**

"This non-profit corporation is being formed to increase public awareness, knowledge and discussion of large scale organizations as continuously evolving living systems with uncertain implications for the planet or our common future. To that end, Big Medicine will endeavor to:

- 1) promote, conduct and/or publicize research on the evolution, nature and eco-social impact of large scale organizations;
- 2) develop, create and/or distribute educational materials in all media concerning large scale organizations and their ecological, societal and psychosomatic effects in the world;
- 3) develop, create and present workshops, seminars, conferences and other educational events that consider large scale organizations as living systems and examine their singular and collective effects upon our lives;
- 4) explore, promote, develop, and/or publicize new models and technologies for more decentralized, democratic and human-scale economic/social organization;
- 5) promote, develop, and/or publicize promising societal paradigms and strategies to satisfy the needs currently served by large scale organizations without their attendant drawbacks and liabilities."

**First public announcement:** "Wresting Away Corporations' Collective Might,"  
Op-Ed Commentary, Maine Sunday Telegram 2/4/01  
(see <http://www.nancho.net/newchau/wresting.html>)

### **5.1 Major Activities**

#### **March 7-21: "Are Corporations Really Alive (Are They now the Dominant Species)?"**

International Online Computer Conference hosted by Meta-Systems, Washington, DC

Role: Lead organizer (see <http://www.nancho.net/bigmed2001/bbonline.html>)

Contributors/participants: Tom Atlee, Ernest Callenbach, Noam Chomsky, David Korten, Ralph Nader, Howard Rheingold, Meg Wheatley, David Sloan Wilson, et al. (see <http://www.nancho.net/bigmed2001/bbintros.html>)

Attendance: 1,200 plus

#### **March 21: Establishment of Big Medicine Mailing List**

Active egroup on Big matters. See <http://groups.yahoo.com/group/Big-Medicine/>

Role: Lead organizer (moderated by Christopher Case)

#### **September 21-23: Unity New Chautauqua**

3-day hoedown and strategy summit for Maine activists cosponsored by 26 statewide grassroots groups & Jim Hightower's Down Home Rolling Thunder Democracy Tour

Role: Lead organizer (see <http://www.newchautauqua.net>)

Contributors/participants: Carolyn Chute, Ronnie Dugger, Richard Grossman, Doris "Granny D" Haddock, Jim Hightower, David Korten, Reverend Billy

Attendance: 430 plus

**October 27: Lewiston Solidarity Day**

Inter-group networking & strategy conference for central Maine activists

Role: Co-organizer with ROSC & MEGAN (see <http://nancho.net/lcd/lcd.html>)

Contributors/participants: Carolyn Chute, Tammy Greaton, John McClendon, Ethan Miller, Lucy Poulin, Charles Scontras, Jose Soto et al.

Attendance: 190 plus

**November 17: Kennebunkport Anti-Corporate War Rally\Teach-In**

Day-long event on focusing on corporate, military and civil liberty issues, designed to link anti-war, anti-racism and anti-corporate globalization groups

Role: Local sponsor (see <http://nancho.net/newchau/17th.html>)

Contributors/participants: Rev. Ken Carstens, Carolyn Chute, Mary Donnelly, Lilian Guerra, Wendy Hazard, Peter Kellman, W. David Kubiak, Chris Marshall, Ethan Miller, Dr. Meryl Nass, Mike Prokosch, Matt Schlobohm, Michael Uhl, Arthur Whitman, et al.

Attendance: 350 plus

**January 1: Launch of "The New Chautauqua Countercoup Times"**

A 4-page regular insert in the Maine Independent Media Center's "Maine Commons" statewide newspaper

Role: Publisher\Editor

Circulation: 10,000

**January 8-17: Countercoup Brainstorm\Planning Meetings**

5 local inter-group meetings among allies around the state

Role: Organizer\convener (See Countercoup Lead-in Events, page 9 of this document)

**February 17: Countercoup Video Activism Workshop**

An 8-hour hands-on tech & artistic seminar for Countercoup video staff

Role: Lead organizer

Collaboration: Southern Maine Technical College, Maine Independent Media Center, Portland Public Access Center, Portland Media Artists

Instructor: Kate Sibole, SMTC's "Video on Location" prof

Attendance: 10

**5.2 Finances**

**Major donors to date:**

Rande Brown, Eastman Foundation, Foundation for Deep Ecology, Lloyd Wells, Virginia Lincoln-Morita

**Total income in 2001:** \$ 24,858

Gifts & donations: \$14,160, Interest-free loans: \$7,000, Event income: \$3,698.

**Total expenses in 2001:** \$ 25,870

Event\field organizing expenses: \$14,230, Office\overhead: \$11,640

## 6 Proposed Schedule

### 2nd Quarter 2002

- Create preliminary public web site for movie\campaign promotion
- Produce video script and begin filming
- Schedule and send out advance teams for mini-chautauqua tour
- Produce Countercoup Times insert for *Maine Commons*
- Implement WAMPUM accounting framework
- Organize online donations gateway

### 3rd Quarter 2002

- Full launch of campaign\mini-chautauqua tour
- Introduce sample Town Meeting resolutions to reject corporate personhood and\or corporate rule
- Continue primary film production
- Release first installments of MOC News Hour
- Continue publication of Countercoup Times
- Prepare legal attack on corporate rule (statewide referendum to reject corporate personhood and\or legislative rewrite of Maine's Corporate Code)

### 4th Quarter 2002

- Complete and release "Countercoup Maine – The Movie"
- Continue community organizing\networking
- Continue legal countermeasures against corporate rule
- Establish autonomous MOC News Hour
- Continue publication of Countercoup Times
- Begin 2003 prep for New Hampshire 2004 Primary

## 7 References

### IMPORTANT STYLISTIC REFERENCES:

#### Movies \ Videos

**A Perfect Candidate** ('96)

(RJ Cutler's realpolitick documentary on the Oliver North\Chuck Robb Virginia senate campaign shootout)

**Bob Roberts** ('92)

(Tim Robbin's dark comedy about a fascistic senatorial candidate's slick populist campaign)

**Looking for Richard** ('96)

(Al Pacino's brilliant docudrama on the staging of a play),

**Man with a Plan** ('96)

(John O'Brien's romping Vermont election parody on geriatric Yankee crusade),

**Medium Cool** ('69)

(Haskell Wexler's racing street action docudrama filmed entirely within the Days of Rage during Chicago's 1968 Democratic Convention)

**Power ('86) & Network** ('76)

(Sydney Lumet's deft manuals on political media and myth-making),

**The Candidate** ('72)

(Robert Redford's arch tale of political idealism wrung through the electoral wringer)

**The War Room** ('93)

(DA Pennebaker's behind-the-scenes documentary on Clinton's '92 campaign),

**Zelig** ('83)

(Woody Allen's re-invention of history with media magic)

### IMPORTANT CONTENT REFERENCES:

#### Videos

**Life and Debt** ('01) [www.lifeanddebt.org](http://www.lifeanddebt.org)

(Step-by-step illustration of how the IMF cripples 3rd World economies for multinational exploitation)

**Signal to Noise** ('96) [www.pbs.org](http://www.pbs.org)

(PBS series on the birth and corporate takeover of television)

**The Powers of Ten** ('77) [www.powersof10.com](http://www.powersof10.com)

(Eame's legendary macro/micro reminder that in a world of infinite improbability anything is possible)

**Trading Democracy** ('02), **Trade Secrets** ('01), **Earth on Edge** ('02) [www.pbs.org](http://www.pbs.org)

(Explosive PBS series of Bill Moyer's Reports on corporate threats to our health, earth and democracy)