

# believe FREEDOM

The American Hype Campaign



During 'TV Turnoff Week' (April 19th – 25th) Global Griot Productions will unveil 'believe Freedom: The American Hype Campaign,' a national campaign aiming to deconstruct the paradox of democratic media through screenings and discussions of the satirical documentary film 'A DAY IN THE HYPE OF AMERICA.'

Winner of Best Documentary at the 2002 Rhode Island International Film Festival, A DAY IN THE HYPE OF AMERICA, offers a savvy critique of the hype and hysteria, which made the arrival of the millennium such an anticlimax.

Filmed entirely on December 31, 1999 and set against the cacophony of the unrelenting media circus, the stories of four Americans take us into the heart of pre-millennial fear and trepidation. A DAY IN THE HYPE OF AMERICA unveils a shrewd commentary on the lack of media responsibility, which has helped turn America into a culture of fear.

**“What do we believe? Who do we believe? Why do we believe?”**

As millennial madness dissolved into history, Americans began looking for another story of epic proportions to satisfy their need to believe. What better to fill this void of uncertainty and bolster the American psyche, than 'trust worthy' corporate media, who, thanks to the FCC, now have even more access to our homes than ever before. But even their beloved weapons of mass destruction have begun to implode and Americans are again searching for something to believe in.

This April we say **'Turn off your TV and believe FREEDOM!'**

**'believe FREEDOM: The American Hype Campaign'** will bring together thousands of people, from all corners of the country and all walks of life, to create a dialogue about the effects of media consolidation, the promise of fair and balanced media and the ways we can support, create and distribute independent media ourselves. The goal of campaign is to empower ordinary citizens to think critically about their media consumption at a critical time in our nation's history.