

FOR IMMEDIATE RELEASE

Martonne NeVille, Publicist
Glover Communications & Publications
www.globalgriot.com
W. 206.329.6498
C. 206.465.1275

Seattle, Washington, April 5, 2004—Co-directors TJ Martin and Brian Quist of Global Griot Productions will be in five cities screening their film, *A Day in the Hype of America* during 'believe FREEDOM: The American Hype Campaign.'

Not coincidentally, their campaign parallels the Adbusters 'TV Turn Off Week' national campaign the week of April 19-25.

They will appear in New York, San Francisco, Seattle, Portland and Vancouver to lead discussions following their film to deconstruct the paradox of democratic media in American society.

"I hope to encourage those who attend to take a look at the role media plays in their lives," Quist said. "I think our film helps to offer a more satirical view of how media does influence us as consumers, but also I think it pushes us to examine how we react to media coming into our homes on a daily basis."

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 during the time of the millennium.

Filmed entirely on December 31, 1999 four American's stories are exposed set against the noise of the media circus. The documentary unveils a commentary on the lack of media responsibility, which has helped turn America into a culture of fear.

'believe FREEDOM: The American Hype Campaign' aims to empower ordinary citizens to think critically about their media consumption at a critical time in our nation's history.

Global Griot Productions is a multi-faceted production company based in Seattle. In addition to producing short and feature films, they provide media literacy workshops and educational opportunities for underserved youth in Seattle. (206) 568-6271 - www.globalgriot.com

###