

A 1 x 108' Feature Documentary or 2 x 52' Mini Series from Ignite Productions

PROGRAMMING the NATION



Programming the Nation is a feature documentary about the history of subliminal messaging in America. According to many authorities, since the late 1950's subliminal content has been delivered through all forms of mass-media. The modern military has even been accused of these practices in the War on Terror. Director, Jeff Warrick leads this journey through the subconscious mind while examining the reported history, scientific research and potential effects of such techniques on society.

With eye-opening footage, revealing interviews, humorous anecdotes, and an array of visual effects, this fast-paced film explores the alleged use of subliminals in advertising, music, film, political propaganda and the military. It takes in the entire history of alleged subliminal messages, from hidden sexual imagery in Disney cartoons and satanic messages in rock music, to the James Vicary experiment where "drink coca-cola" was flashed between frames at a cinema, and the infamous Republican "RATS" campaign that won Bush the presidency.

Warrick makes it his mission to determine if these manipulative tactics have succeeded in Programming the Nation, or if subliminal programming belongs in the category of what many consider an urban legend. Now, you be the judge...



SIDEWAYSFILM

For further information or screeners contact:
Kazz@sidewaysfilm.com
+44 (0) 788 147 3603
www.sidewaysfilm.com