



# SCALE:

MEASURING MIGHT IN  
THE MEDIA AGE

A DOCUMENTARY VIDEO BY  
ALEXANDRA JUHASZ  
FEATURING ANTONIA JUHASZ  
60 MINS, 2007

In a time of illicit war, unchecked corporate greed, and a presidential regime that supports such indecencies, two sisters take the media into their own hands seeking change. Antonia writes a potential anti-Bush bestseller for a mainstream publisher and goes on a corporate book tour. Alex documents her sister's "scale-shift," following Antonia's ups and downs on the road. Divisions and connections between the sisters mirror those within the left itself, as the sisters experience the power of individual action, media attention, and grassroots movements for social justice.

On-line Press Kit at:

<http://pzacad.pitzer.edu/~ajuhasz/> and [www.scalethedocumentary.com](http://www.scalethedocumentary.com)

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BY ALEXANDRA JUHASZ

Ours is a time of illicit war, unchecked corporate greed, and a presidential regime that supports such indecencies. This is the BUSH AGENDA and the conditions for ending it have altered due to the incomprehensible scale of this unparalleled military-corporate-government-media behemoth. Can one person's actions contribute to checking or better yet changing these huge offenses? And can regular people use the media to grow the scope and speed—the SCALE—of their own voices and principled agendas?

SCALE is the portrait of an activist as a young woman in the media age as told by her older sister, a media activist who has become less sure of what works. In May 2005, activist videomaker Alexandra Juhasz decides to address her confusion about the people's power to end the war, by focusing her camera upon her sister—peace and anti-globalization activist and policy expert, Antonia Juhasz. Alex shoots Antonia during the lead up to and book tour for her potential bestseller, *The BUSH AGENDA: Invading the World One Economy at a Time* (HarperCollins, 2006). Alex is interested in Antonia's "scale-shift": the rapid increase in attention, audience, visibility, and perhaps even celebrity that Antonia might experience because of her corporate sponsored tour. But Alex is equally compelled by Antonia's ongoing optimism about organizing and her expertise about economic policy. For like the left itself, Antonia is a bundle of contradictions: radical activist handcuffed to Chevron headquarters; black-suited media expert explaining the Iraq Oil Law on CNBC.

SCALE tells a complex political story between unequal players—small (Antonia) against big (Chevron, Exxon-Mobil, Lockheed Martin, and Bechtel); bigger (peace movement) against huge (wreckage of war); right (*The BUSH AGENDA*) against wrong (Bush Administration). On tour, Antonia seeks advice from a conflicted left whose solutions are paradoxical: growing bigger and faster, or staying small and true? Protest or blog? Can one person bear such responsibility without compromising? On tour, the personal toll of scaling-up is palpable: where Antonia once sought to link her readers to activism, she begins to want sales and attention as an end in itself. And Alex, and even her pro-peace cameraman, get caught up in the media madness, too: maybe they can use Antonia's connections to better the visibility of their own anti-war media...

SCALE considers what we all must do to prevail within contemporary conflicts that have the highest of stakes.

At tour's end, Antonia has made both a return and a critical reconciliation. To end the BUSH AGENDA, we must make use of the small and the large. We must not strive for the awesome, inhuman, and inhumane supremacy modeled by our antagonists. Rather, Antonia's power, and ours, will come from inter-connection and social movement. We must link up all the positions on the scale—from celebrity, to local decency, grassroots activism, and mainstream interventions—to end the war and the BUSH AGENDA.



## WHAT IS SCALE?

The SCALE distinctions of our time are not merely an effect of ready access to capital, but of the linked availability of celebrity, media, mobility of information, immensity of attention, capacity to network, and access to others with similar power.

SCALE is about the rampant and seemingly uncheckable expansion of dimension for those who have power—be they corporations, this nation, the corporate media, or the elites who run and profit from them—and whether there is an associated diminishment of scale for the rest of us.

What is the worth of local action in this system that values global attention?

What is the meaning of small-scale decency in the face of international greed?

How do we map and calculate the might, reach and effect of collective work for change?

How must the nature of social action and political organizing transform to meet the awesome enormity of global corporate media might?

Can we end the BUSH AGENDA?

## WHAT IS THE BUSH AGENDA?

*THE BUSH AGENDA*, by Antonia Juhasz for HarperCollins Publishers, exposes the Bush Administration's use of corporate globalization policy as a weapon of war in Iraq, the Middle East—through the U.S. Middle East Free Trade Area—and across the world as it builds a Pax Americana. Tracing 25 years of corporate globalization policy, it reveals the history and key role of U.S. corporations in the creation of the Bush Agenda, focusing on Bechtel, Lockheed Martin, Chevron, and Halliburton. It concludes with specific achievable alternatives for a more peaceful and sustainable course.



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### CREW BIOS



ALEX IN STILL FROM FROM SCALE, BY ALEXANDRA JUHASZ, 2007

**DIRECTOR:** ALEXANDRA JUHASZ has made over 15 documentaries on feminist and lesbian issues from AIDS, to women's films, to teen pregnancy, including the features *Video Remains* (2005), *Dear Gabe* (2002) and *Women of Vision* (1998), as well as producing the acclaimed narrative feature, *The Watermelon Woman* (1996). Her work has screened at the Sundance and Toronto Intl Film Festivals, and women's, and gay and lesbian film festivals around the world. She is a Professor of Media Studies at Pitzer College and the author of critical writing about alternative media.  
<http://pzacad.pitzer.edu/ajuhasz>

**PRODUCER:** YVONNE WELBON is a Chicago based award-winning independent filmmaker and freelance producer. Since 1991, she has made eight films and produced a dozen others. Her independent films have screened on PBS, Starz/Encore, TV-ONE, IFC, Bravo, the Sundance Channel and in over one hundred film festivals around the world.  
[www.sistersincinema.com](http://www.sistersincinema.com)

**CINEMATOGRAPHER:** ROBBIE LEPPZER is an award-winning independent documentary filmmaker with thirty years experience directing over thirty independent film, video, and public radio documentaries for national and international distribution.  
[www.turningtide.com](http://www.turningtide.com)

**EDITORS:** PAUL HILL is an editor and filmmaker. He joined the Wexner Center's Art & Technology studio in 1996 where he edits with visiting artists and teaches Avid classes. In 2002, he completed *Myth of Father*, a personal documentary about his transgender father, which has been screened and won awards at festivals worldwide and which is now being distributed by Frameline in San Francisco. Through the Art & Tech program, Paul has edited the works of filmmakers and video artists including Sadie Benning, Barbara Hammer, Miranda July and William E. Jones. He was also the editor for *The Brandon Teena Story*, which won the Best Documentary award at several festivals, including the Berlin and Toronto International Film Festivals.

KEVIN JONES, an Ohio native, has served as editor on the documentaries; *A Lion In The House*, *Battle Of Local 5668*, *SCALE* and has worked on supplemental material for numerous DVD releases, he currently lives and works in Los Angeles, CA

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## CAST AND CREW



ANTONIA SPEAKS AT A PROTEST OUTSIDE CHEVRON HEADQUARTERS IN  
STILL FROM FROM SCALE, BY ALEXANDRA JUHASZ, 2007

### PRINCIPAL CAST

Starring:  
Antonia Juhasz

Featuring:  
Alexandra Juhasz  
Robbie Leppzer

Interviews With:  
Amy Goodman  
Greg Palast  
Susan Sarandon  
Cindy Sheehan

### CREW

Director:  
Alexandra Juhasz

Producer:  
Yvonne Welbon

Editing:  
Alexandra Juhasz  
Paul Hill  
Kevin Jones

Camera and Sound:  
Alexandra Juhasz  
Robbie Leppzer

Graphics:  
Von Edwards  
Zachary Scheuren



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### CAST BIOS

FEATURING: ANTONIA JUHASZ is a policy-analyst, author and activist living in San Francisco. Antonia has a Masters Degree in Public Policy from Georgetown University and has worked for two United States members of Congress. She is a frequent media commentator, appearing on Fox, C-Span, and Democracy Now. Her Op Eds regularly appear in newspapers, including the New York Times, International Herald Tribune, and the Los Angeles Times. She is a direct action activist and a long-time and committed member of the peace and anticorporate globalization movements. She is also the Tarbell Fellow at Oil Change International and Visiting Scholar at the Institute for Policy Studies. Juhasz is author of *The BUSH AGENDA: Invading the World, One Economy at a Time* (HarperCollins, April, 2006) which exposes the Bush administration's use of corporate globalization policy as a weapon of war. [www.thebushagenda.org](http://www.thebushagenda.org).

With: ALEXANDRA JUHASZ is a professor and media activist.  
<http://pzacad.pitzer.edu/~ajuhasz>

And ROBBIE LEPPZER is a peace activist and award winning documentarian. Cinematographer for SCALE, he has his own scale story.  
[www.turningtide.com](http://www.turningtide.com)

### AND INTERVIEWS WITH:

Amy Goodman, Democracy Now: <http://democracynow.org>  
Greg Palast, bestselling author and journalist, <http://www.gregpalast.com>  
Cindy Sheehan, Peace Mom, Gold Star Families for Peace, <http://www.gsfp.org>  
Susan Sarandon, peace activist: <http://www.imdb.com/name/nm0000215>



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ALEX AND ANTONIA, IN STILL FROM SCALE,  
ALEXANDRA JUHASZ, 2007



AMY GOODMAN AND ANTONIA, IN STILL FROM  
SCALE, ALEXANDRA JUHASZ, 2007



ANTONIA, IN STILL FROM SCALE,  
ALEXANDRA JUHASZ, 2007



ALEX AND ANTONIA, IN STILL FROM SCALE,  
ALEXANDRA JUHASZ, 2007



ALEX AND ANTONIA, IN STILL FROM SCALE,  
ALEXANDRA JUHASZ, 2007



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ALEX IN STILL FROM SCALE,  
ALEXANDRA JUHASZ, 2007



ANTONIA IN STILL FROM  
SCALE, ALEXANDRA JUHASZ, 2007



ANTONIA, IN STILL FROM SCALE,  
ALEXANDRA JUHASZ, 2007



ANTONIA, IN STILL FROM SCALE,  
ALEXANDRA JUHASZ, 2007



SUSAN SARANDON AND CINDY SHEEHAN IN STILL  
FROM SCALE, ALEXANDRA JUHASZ, 2007



STILLS AND PRESS KIT ONLINE AT:  
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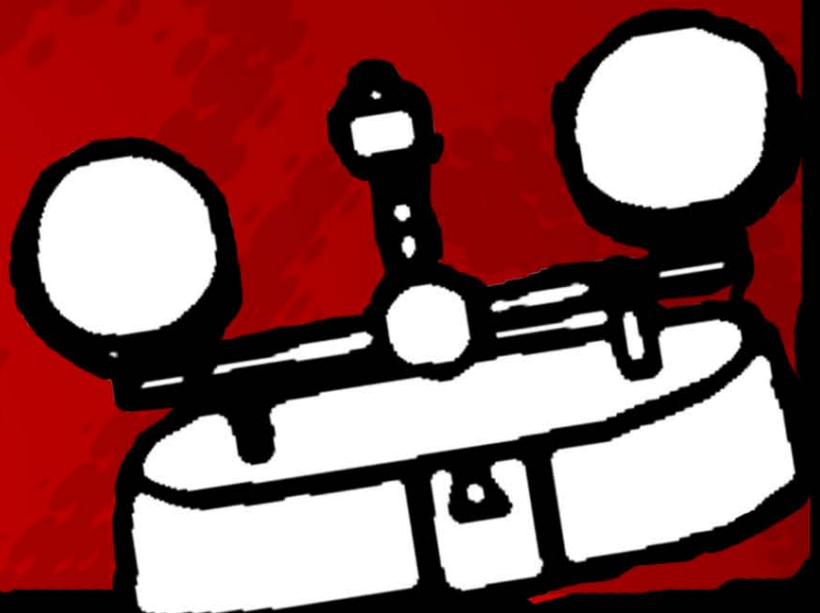
### SISTER'S STATEMENTS

ALEX: The interview I videotaped of my best friend, Jim, in 1992, less than a year before he died, was for me a haunted, and hated object. This tape did not represent him at his best, nor in his complexity. A 55-minute interview cannot adequately represent a marvelous, mischievous life. And yet, I did have this video. Something of him, and that time, remained within its pixels.

When I decided to use the video to revisit his life and death, as well as that of AIDS activism, and AIDS video activism, my process was more intuitive than for my previous work which tends to be analytical or polemical. I found myself following my dreams (often being visited by Jim at night), looking at his old pictures and letters, and letting myself be led by life's freak circumstances. When a hair stylist that I had never met initiated a conversation about AIDS in NY in the 80s, this only an hour after a lunch where I had agreed to videotape young gay men in an AIDS support group, I knew they all needed to be in the documentary. Michael and I had both lived through the dying, but he tells the stories of the dead with a grace and vividness that I can not; the gay youth at Mpowerment are making their lives without the voices of a generation, or its AIDS activism, to guide them, and yet live and love they do.

ANTONIA: And, I also spoke to women who had loved and supported gay men during the worst of America's AIDS crisis. This piece is, for me, is also about the beauty and complexity of this queer form of love and militancy.

While many of us have almost stopped talking about AIDS, while its representations and activism are heard to find, AIDS endures and changes. In my video, I attempt to use mourning to produce something new: a return to the past of AIDS and a look at how what we did then and what we lost from that time might still affect AIDS today. Having spent my adult life making, theorizing, and teaching about video, the piece also begs the worth of such work, the merit of video relics, they value of this archive. I no longer hate this videotape interview of Jim, although I do still think it is haunted. There is little to nothing of his amazing, vital presence in those pixels and yet, there he speaks, and smiles, and suffers, more tangible although somehow less flexible than a memory.



## **MORE RESOURCES TO END THE BUSH AGENDA**

### **ANTI-GLOBALIZATION**

- 50 Years is Enough: <http://www.50years.org>
- Corpwatch: <http://www.corpwatch.org>
- Global Exchange: <http://www.globalexchange.org>
- Halliburton Watch: <http://www.halliburtonwatch.org/>
- Institute for Policy Studies: <http://www.ips-dc.org>
- International Forum on Globalization: <http://www.ifg.org>
- Oilwatch International: <http://www.oilwatch.org>
- Program for Corporations, Law and Democracy: <http://www.poclad.org>
- Rainforest Action Network: <http://www.ran.org>
- The Center For Corporate Policy: <http://www.corporatepolicy.org>

### **ANTI-WAR**

- Code Pink: <http://www.codepink4peace.org>
- Council of Canadians: <http://www.canadians.org>
- Courage to Resist: <http://www.couragetoresist.org>
- Gold Star Families for Peace: <http://www.gsfp.org>
- Iraq Veterans Against the War: <http://www.ivaw.net>
- Military Families Speak Out: <http://www.mfso.org>
- Move-On: <http://www.MoveOn.org>
- Not in Our Name: <http://www.notinourname.net>
- U.S. Labor Against The War: <http://www.uslaboragainstwar.org>
- United for Peace and Justice: <http://www.unitedforpeace.org>
- Veterans for Peace: <http://www.veteransforpeace.org>
- War Resisters League: <http://www.warresisters.org>

### **PROGRESSIVE MEDIA**

- Alternet: <http://www.alternet.org>
- Common Dreams: <http://www.commondreams.org>
- Democracy Now: <http://democracynow.org>
- Dispatches from Dahr Jamail: <http://dahrjamailiraq.org>
- Greg Palast, bestselling author and journalist, <http://www.gregpalast.com>
- Huffington Post: <http://www.HuffingtonPost.com>
- IndyMedia: <http://www.indymedia.org>
- Institute for Southern Studies: <http://www.southernstudies.org>
- Left Turn Magazine: <http://www.leftturn.org>
- Ruckus Society: <http://www.ruckus.org>