



# TRUTH & LIES

## IN AMERICAN EDUCATION



A DOCUMENTARY FILM

Project Proposal

[www.TruthandLiesFilm.us](http://www.TruthandLiesFilm.us)

# Film Thesis

The documentary *Truth and Lies in American Education* will inform citizens of the problems in government schools; particularly the Marxist scheme behind the workforce development model of education threatening individual freedom and economic liberties. Government schools are creating socialists and communists out of America's children with our tax dollars, as they pigeonhole children into jobs to fill industry demands and call it education. Under the guise of anti-bullying and anti-racism, children are being taught to judge others solely on the color of their skin, to believe all White people are oppressors and all Black people are victims. American education has been stolen from parents and local communities and turned over to big government and corporate America. This important documentary will expose the truth about what children in government schools are being taught and how their lives are being manipulated for the good of the State and big business. American education has been repurposed into a social-justice-based workforce development system with an attempt by the government to control the economy.

Facts will demonstrate how federally-controlled government schools are undermining traditional American values and how a perverse sexual agenda permeates policy and curriculum throughout the school day. Moreover, America's story of the amazing experiment in individual freedom has been reduced to identity politics, racist attacks, and dependent citizens. Education is no longer designed to fill young minds with truth. Children are not being taught patriotism or America's contributions to the world. Instead, America is portrayed as an evil oppressor while communist countries' are viewed as superior. It is time for the truth to be exposed and for an army of parents and freedom-loving Americans to rise up and STOP the indoctrination and manipulation of America's children.

## Project Overview

The film is the true story of April Few, the young mother of a preschooler, who takes us through her eye-opening experience of setting out to learn about government schools and her discovery of the alarming answers to questions such as:

- Are standardized tests being used for data collection?
- Is there a federal education scheme to control the nation's economy?

- Why is the study of history so often anti-American and anti-Christian?
- Are children being taught to become political activists?
- What is the true aim of “comprehensive” sexuality education?
- How much transgender influence is there in government schools?
- What about Critical Race Theory and the 1619 Project?

April meets the authors of some of the books that guide her journey as she develops a helpful timeline beginning with the age-old debate of whether government or families should direct the education of their children. In the end, April discovers her new mission—to educate parents of school-aged children about the schemes behind the workforce development model of education and expose harmful indoctrination in schools.

Credentialed researchers, professors, authors and highly experienced individuals with first-hand knowledge are interviewed by April in the film to shed light on the facts. Viewers are also informed of the trillions of dollars wasted on Federal education over the last four decades with nothing to show for it but stagnant test scores and declining student academic achievement, even before the pandemic.

An informed public is vital to ensuring educational excellence and the proposed film will ensure America’s families have access to the information they need to navigate and support their children’s education and empower them to act as effective advocates for change. The film will encourage national and local conversations about these critical issues for families and educators in order to advocate for solutions to what USPIE believes is the most troubling and challenging domestic policy issue facing America today: children being brainwashed in government schools with the very real potential to topple what is left of American freedom.

In the conclusion of this compelling film, viewers will be encouraged to connect with others to support efforts of a state chapter affiliated with USPIE. Currently, USPIE



has 15 active state chapters with plans to establish a chapter in every state by 2024. This massive grassroots network will provide the necessary influence to achieve the goal of returning control of education to parents and local communities.

## Target Audience

*Truth & Lies in American Education* will target the following audiences:

- Parents
- Grandparents
- Christians
- Conservatives
- Tax-payers
- Patriots

## PR & Impact Campaign

A public relations firm will be retained to launch the release of the film with appearances on various TV and radio outlets, both national and regional with a message of empowering parents to take back control of education, which USPIE believes can be achieved in five steps:

1. Send all Federal program management and funding to states
2. Repeal all laws permitting Federal intervention in education
3. Privatize college loan programs through savings and loans institutions
4. Eliminate all offices and divisions in the US Dept. of Education and related spending
5. Reduce Federal tax collection and shift revenue control back to states

The film will be used in a nationally coordinated effort in partnership with other education policy organizations and motivated individuals to reach communities, families, policy makers, legislators, and the media with this message.

USPIE will also make available online unedited versions of expert interviews for those interested in gaining a deeper understanding of particular issues covered in the film.

A robust social media campaign will be deployed and managed under the leadership of April Few, who is not only the film's protagonist, but also USPIE's Communications Director.

# Issues Addressed

In addition to the focus on Federal government schemes behind the workforce development model for education, issues introduced into the system over time will be addressed including:

- Values Clarification
- Secular Humanism
- Standards versus learning objectives
- Personal and identifiable data collection
- Revisionist history (anti-American, anti-Christian, and Pro-Islam)
- Political activism encouraged
- Comprehensive Sexuality Education
- Transgender influences
- Common Core
- Social Emotional Learning
- Competency-based Education
- Critical Race Theory

# Proposed Solutions

- Return parental and local control of education policy and curriculum decisions
- Join the Movement at [uspie.org](http://uspie.org) to restore American education
- Ultimately, eliminate all Federal involvement in education

# Project Challenges

- How to express urgency and concern without sounding extremist
- How to reach inner-city parents
- How to convince States/local governments they do not need Federal government money to have a robust educational system - become more educationally independent
- How to properly fund the project for maximum impact

# Expert Interviewees

The cast of experts includes:

- Sam Sorbo – actress, talk radio host, homeschool activist, author of “They’re Your Kids”
- Alex Newman – journalist and author of “Crimes of the Educators”

- Duke Pesta – professor of English at the University of Wisconsin, director at FreedomProject Education
- Donna Hearne – Executive Director, The Constitutional Coalition
- Dr. Gary Thompson – Doctor of Clinical Psychology
- Ray Moore – Director, Exodus Mandate, author of “Let My Children Go”
- Karen England – Director, Capitol Resource Institute in California
- Mary Grabar, Ph.D. – author, *Debunking Howard Zinn: Exposing the Fake History That Turned a Generation Against America*
- Jarrett Stepman–author ["The War on History: The Conspiracy to Rewrite America's Past"](#)
- Vernadette Broyles – President, General Counsel, and founder of Child and Parental Rights Campaign, Inc.
- Lily Tang Williams – former Chinese lawyer/professor, American businesswoman and liberty activist

## Distribution Strategy

For the distribution of *Truth & Lies in American Education*, a proven two-punch strategy successfully used for many independent films will be implemented.

1. Local screenings for advocacy and support groups, churches, and civic organizations will be coordinated and facilitated.
2. The film will also be streamed using any number of the streaming channels available today, which gives USPIE access to tens of millions of viewers worldwide:



As reported in The Wall Street Journal, September 2, 2018, “The quantity and quality of documentaries have increased in recent years, thanks in part to the explosion of streaming services [which] have driven demand for content at the same time that new sources of financing for filmmakers have emerged.”

# Production Status

1. DEVELOPMENT - COMPLETED - The filmmaker and Executive Producer have had numerous communications about their ideas for making this documentary film.
2. PRE-PRODUCTION - IN PROGRESS - A crew has been assembled, the scope of the project is outlined, and hard drives have been purchased that store the first round of interviews. The film's narrative outline will be scripted, more interviews will be coordinated and scheduled, and locations scouted and secured.
3. PRODUCTION - IN PROGRESS - Three interviews were conducted in North Carolina and South Carolina (Sam Sorbo, Alex Newman, and Ray Moore). Footage was captured of the film's protagonist April Few meeting with experts, visiting a homeschool convention vendor hall, going to the South Carolina State Capitol, and sharing the story of why she is interviewing them—which nicely sets up the film's narrative. Seven more interviews (Donna Hearne, Karen England, Mary Grabar, Jarrett Stepman, Vernadette Broyles and Lily Tang Williams) were filmed in January 2020, at the Educational Policy Conference in St. Louis, MO. Most recently, interviews with Dr. Gary Thompson and members of a Critical Race Theory panel in Columbia, SC were completed in May 2021.
4. POST-PRODUCTION - SUMMER 2021 - Archival footage will be acquired, the film will be edited, graphics and animations will be created, music will be selected, color correction and sound design will be applied to the film, a narration will be written and recorded, and other post-production tasks will be performed. After a fair number of revisions are made to the edit, the film will be rendered and exported for distribution.
5. DISTRIBUTION & MARKETING - FALL 2021 - Graphics, packaging, branding and marketing strategy, distribution coordination, public relations, special events, social media management, etc.

# Production, Marketing & Distribution Budget

Documentary film production is a highly speculative industry and income estimates are not guaranteed. Film budgets are subject to change based on contingencies, contributor availability

and location, delays, any necessary pick-ups or re-shoots, etc. Producers have accounted for contingencies and have made a concerted effort to budget and schedule realistically and conservatively, and anticipate that proportions of the budget will remain approximately the same.

<b>TRUTH AND LIES IN AMERICAN EDUCATION Documentary Project Budget</b>		
CATEGORY	DESCRIPTION	COST
<b>PRODUCTION COSTS</b>		
Producer-Director	Production director; responsible for overseeing all filmmaking	\$45,000
Crew & Other Personnel	Camera operators, production assistants, production coordinator, etc.	\$28,000
Production Expenditures	Camera and light rentals, sound, studio, location fees, travel, etc.	\$14,100
Post-Production	Storage hardware/software, digital file conversion, transcriptions, color correction, sound design, motion graphics, animations, narration, additional filming, transfers & conversions, etc.	\$21,800
<b>PRODUCTION TOTAL:</b>		<b>\$108,900</b>
<b>MARKETING AND DISTRIBUTION COSTS</b>		
Development	Design film's branding, packaging, press kit, 4-5 promo videos, social media campaign and social media ads	\$7,100
Promotion	Media interviews through public relations firm	\$7,300
Distribution	Distribute film to Amazon, Pureflix, Hulu, Googleplay, Vimeo and other subscription cable networks	\$10,000
<b>MARKETING AND DISTRIBUTION TOTAL:</b>		<b>\$24,400</b>
<b>DOCUMENTARY PROJECT BUDGET TOTAL:</b>		<b>\$133,300</b>

## Fundraising Update

To date, production has been funded through private contributions made by members of USPIE's Leadership Team and through a variety of social media marketing tools. Fundraising is ongoing and USPIE is pursuing donations, grants, corporate sponsorships and marketing partnerships.

Funds raised to date: \$54,713

Expenditures to date: \$36,962

Funds available: \$17,751

Funds yet to raise: \$78,587

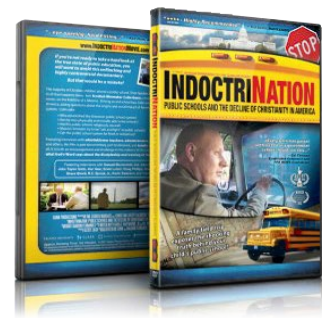




## Filmmakers

*Truth & Lies in American Education* is the 3rd feature-length documentary film directed by Joaquin Fernandez, founder of Great Commission Films. A veteran film and video producer, Joaquin's work has taken him all over the United States, Europe, the Middle East, Far East Asia, and Latin America. After studying filmmaking at New York University, Joaquin worked for various multinational advertising agencies in Miami, Florida, and has provided communications solutions for higher education, government, and non-profit clients, and has produced several documentary specials.

In 2011, Joaquin released the award-winning documentary film, *IndoctrinNation: Public Schools and the Decline of Christianity in America*, which reached hundreds of thousands of people in over 40 countries through a successful online and grassroots distribution strategy. His upcoming documentary film, *Hero in America: Dr. Kishore and the Epidemic of Greed*, addresses the nation's current opioid epidemic.



Joaquin's team of professionals includes experienced cinematographers, editors, story consultants, animators and other production experts with impressive credentials of their own.