

TRUTH & LIES

IN AMERICAN EDUCATION



A DOCUMENTARY FILM

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A Timely Partnership Opportunity

United States Parents Involved in Education (USPIE) is a nonprofit nationwide coalition of state leaders focused on returning control of education to parents and local communities by eradicating federal intrusion. USPIE is producing a documentary film to inform parents, taxpayers and elected officials about the scheme behind the workforce development model of education and liberal indoctrination of children in government schools.

The time is right. Serious conversations are happening throughout the country about the legitimate and effective role of the federal government in education. Many on both sides of the political aisle agree the federal government has become unreasonably intrusive and ineffective in education policy and practice.

State leaders from around the country fed up with being ignored on education policy, have joined forces to abolish the US Department of Education (USED) and put an end to all federal education mandates. It is the goal of USPIE to return America's education to its proper local roots and restore parental authority over their children's education.

We are currently seeking funding partners for this urgent and important project.

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This film will seek to inform Americans of the trillions of dollars wasted on federal education in the last 40 years with nothing to show for it but stagnant test scores and declining student academic achievement. It is the goal of USPIE to educate Americans about the need to abolish the US Department of Education and all federal education mandates and return control of education to parents and local communities.

To partner with USPIE, please contact April Few, Communications Director, at (803) 421-9851 or afew@uspie.org.



Project Overview

April Few, the young mother of a preschooler, takes us through her eye-opening experience of setting out to learn about public education, and discovering the alarming answers to questions such as:

- What are the benefits of so-called whole-word versus phonics reading instruction?
- Are standardized tests being used for data collection?
- Why is the study of history so often anti-American and anti-Christian?
- Are teachers using children for political activism?
- What is the real aim of comprehensive sex education?
- How much transgender influence is there in the government schools?
- What about Common Core?
- Is “workforce development” a federal scheme to control the nation’s economy?

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April meets the authors of some of the books that guided her journey and 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 liberal indoctrination in schools.



Emphasis in the film’s timeline will be placed on three federal laws passed in 1994. Linking facts to local implementation, these laws are shown to have created the workforce development model of education, and the data collection scheme intended to control the American economy.

April’s story will also seek to motivate a grassroots uprising across the nation to influence Congress to return to parental and local control of education.

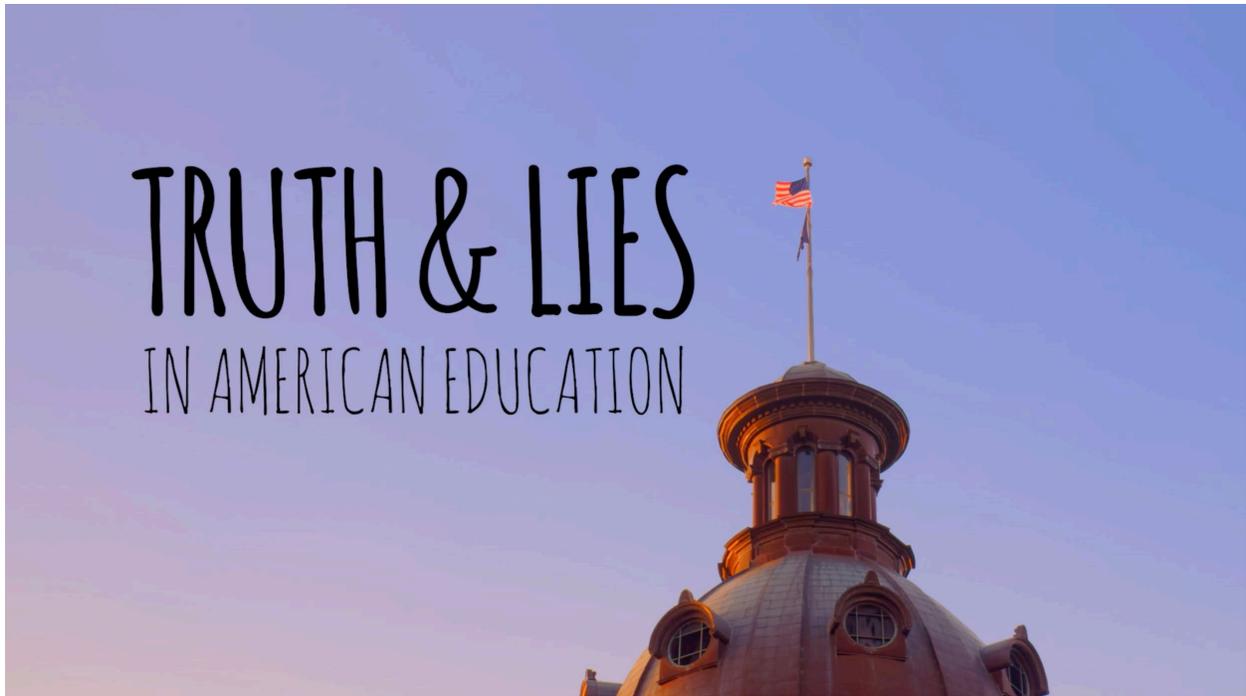
In the conclusion of this compelling film, viewers will be encouraged to connect with others to support efforts of a state chapter affiliated with United States Parents Involved in Education (USPIE). USPIE currently has 15 active state chapters and plans to establish chapters in every state by 2022. This massive grassroots network will provide the influence necessary to achieve the goal of returning control of education to parents and local communities.

Target Audience

Truth & Lies will target the following audiences:

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

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Distribution Strategy

For the distribution of Truth & Lies, 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.”

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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 for the elimination of federal intervention in education, which USPIE believes can be achieved in five steps:

1. Send all 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.

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Branding Strategy

The title of the film, Truth & Lies, is an important element in communicating the philosophy of the movie. USPIE believes that there is a growing revolution in education led by homeschooling families and patriots from various backgrounds, and USPIE will seek to inspire with the slogan, “STOP FED ED!”

This call to action will encourage viewers not only to purchase and view the film, but to pursue educational freedom and encourage others to do so by sharing the film with their friends and family.



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Film Thesis

Government schools are creating socialists and communists out of America's children with your tax dollars as they pigeonhole children into jobs to fill industry demands and call it education. American education has been stolen from parents and local communities and turned over to big government and corporate America.

American education has been repurposed into a workforce development system with an attempt by the government to control the economy.

Children in today's federally-controlled government schools are lied to in so many ways and are receiving destructive indoctrination; from gender neutrality to revisionist history, children are taught value systems that go against many parents' beliefs. They are not being taught patriotism and about 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 activists to rise up to stop the indoctrination and manipulation of America's children.

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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:

- Whole Word versus Phonics reading instruction
- Values Clarification
- Secular Humanism
- Standards versus learning objectives
- Standardized testing a.k.a. assessments/data collection
- Revisionist history (anti-American, anti-Christian, and Pro-Islam)
- Political activism
- Comprehensive Sex Education
- Transgender influences
- Common Core
- Social Emotional Learning
- Competency-based Education

These issues will emerge from the timeline discussion and expert interviews.

Proposed Solutions

- Eliminate all Federal involvement in education
- Return parental and local control of education policy and curriculum decisions
- Join the Movement at uspie.org to aid the grassroots movement to restore American education

Project Challenges

- How to express urgency and concern without sounding extremist
- How to reach inner-city parents, and liberal 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



Our Expert Interviewees

Our 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
- Peg Luksik – founder and Chair of Founded on Truth, co-author of “Outcome Based Education”
- Vicki Alger – author of “Failure: The Federal Misedukation of America’s Children”
- Joy Pullman – fellow on education policy for The Heartland Institute and managing editor of The Federalist
- 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 of "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

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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 NC and SC (Sam Sorbo, Alex Newman, and Ray Moore). Footage was captured of April meeting with experts, visiting a homeschool convention vendor hall, going to the SC State Capitol, and sharing the story of why she is interviewing them—which nicely sets up the film's narrative. Additional interviews and documentary footage are scheduled to be filmed in January, 2020, at the Educational Policy Conference in St. Louis, MO.
4. **POST-PRODUCTION - SUMMER 2020** - 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 2020** - Graphics, packaging, branding and marketing strategy, distribution coordination, public relations, special events, social media management, etc.

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Cost Estimate for Production

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 the proportions of the budget will remain approximately the same.

TRUTH AND LIES IN AMERICAN EDUCATION Documentary Project Budget (18 months)		
CATEGORY	DESCRIPTION	COST
PRODUCTION COSTS		
Development	Research, website development, Facebook page, budget, cast and crew selection, other logistics	\$4,000
Producer-Director	Production director; responsible for overseeing all filmmaking	\$45,000
Crew & Other Personnel	Camera operators, production assistants, production coordinator, etc.	\$28,000
Media/Music Rights	Archival footage, talent, soundtrack, etc.	\$7,500
Production Expenditures	Camera and light rentals, sound, studio, location fees, etc.	\$12,300
Travel	Airfare, hotels, van rentals, per diem, etc.	\$8,200
Post-Production	Storage hardware/software, digital file conversion, transcriptions, color correction, sound design, motion graphics, animations, narration, additional filming, transfers & conversions, etc.	\$21,800
Office & Administration	Office rental, supplies, postage, accounting, legal, insurance	\$5,100
PRODUCTION TOTAL:		\$131,900
MARKETING AND DISTRIBUTION COSTS		
Development	Design film's branding, packaging, press kit, 4-5 promo videos, social media campaign and social media ads	\$7,200
Promotion	Media interviews through public relations firm	\$7,500
Distribution	Distribute film to Amazon, Pureflix, Hulu, Googleplay, Vimeo and other subscription cable networks	\$4,700
MARKETING AND DISTRIBUTION TOTAL:		\$19,400
USPIE COSTS		
Personnel	Liaison with producer, fund administration, marketing, oversight	\$30,000
Travel	Airfare, hotels, per diem, etc.	\$7,000
Administration	General office supplies, postage, accounting, legal, insurance	\$3,000
USPIE TOTAL:		\$40,000
Contingency (10%)	Miscellaneous unforeseen expenses	\$19,530
DOCUMENTARY PROJECT BUDGET TOTAL:		\$210,830

Fundraising Update

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

Funding to date:

- Self-Financing – \$13,500

Expenditures to date:

- Preliminary footage, trailer, and related expenses - \$8,830.30
- Website, branding & press kit - \$ 2,100.00
- Film crew travel expenses to film the EPC conference - \$ 1121.96
- TOTAL - \$12,052.26

Funding Needed: \$198,777.74

Donor recognition tiers (with permission, donors tier names will be published in the film credits):

- \$5000 Friend of Founders
- \$1000 Honorable Patriot
- \$500 Proud US Citizen
- \$250 Educational Freedom Advocate
- \$100 Truth in Education Advocate

USPIE administers donations received in support of the Truth & Lies film project. As fiscal sponsor for this film, they monitor the film's progress. Donors may visit uspie.org/donate-to-uspie for more information on making a tax-deductible contribution to support the production of Truth & Lies.

For more info, contact April Few, Communications Director,
at (803) 421-9851 or afew@uspie.org

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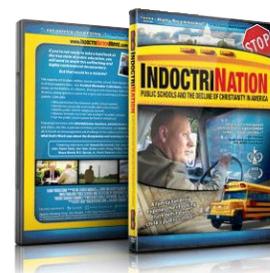
Filmmakers

Truth & Lies is the third 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 seasoned professionals includes experienced cinematographers, editors, story consultants, animators and other post-production experts with impressive credentials of their own.



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