

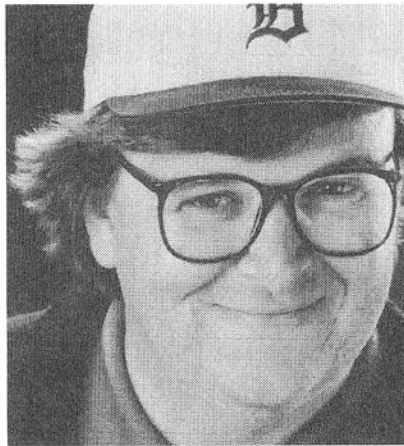
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THE BIG ONE

MIRAMAX

The incorrigible Michael Moore is humiliating corporate America again... and we should all applaud him. America's premiere contemporary prophet/ muckraker seems to attract trouble wherever he goes...even when he's not directly looking for it.

In *The Big One*, to be released by Miramax in April, the witty, irreverent and down-to-earth director of "Roger and Me" treads familiar territory...but with a new twist. While traveling cross-country to promote his latest book, *Downsize This*, a scathing indictment of American corporate greed, and right-wing bullshit in general, he encounters hundreds of people in scores of cities who have just been laid off from their factory jobs... because the factories, while enjoying record profits, are nonetheless deciding to utilize foreign



Michael Moore director of *The Big One*

labor. Even the employees at a book store chain, Borders, where Moore is giving a series of book-signings, confide in him about their atrocious working conditions and their intentions to form a

labor union (resulting in the cancellation of his Borders gig.) Moore has no choice but to follow his usual m.o.—he barges into the fascist factories' corporate headquarters and demands to see their C.E.O.'s. And he is about as successful as he was with G.M.'s Roger Moore. With one exception. Phil Knight, C.E.O. of Nike, invites him in for three visits, blatantly trying to be hip, while offensively insisting that he employs teenaged Indonesian girls because "Americans don't want to make sneakers." *The Big One* is technically less polished than *Roger and Me*, and yet, in ways, it is superior to *Roger*. This is partly because Moore himself has aged like a, well, Big Mac... he's much more confident, he's funnier, he's sharper... he's secure in his oversized skin. When a woman whose book he signs tearily tells him she has just lost her job, he gives her a genuinely warm hug...and the audience wishes they could somehow hug HIM, just to thank him for his immense compassion, and for crusading about issues everyone else seems to have forgotten. *The Big One* is a skillful

guaranteed to knock your socks off... for instance, that TWA uses American prisoners to make their flight reservations. No wonder when I was given my frequent flier number, the "agent" told me, "That's 'P' like in 'Peter' and 'K' like in 'Kilo'."

Hariette Surovell

