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## **“Moore-trepreneurs” - Cashing In On Michael Moore**

*By Jim F. Kukral*

Big publicity means big opportunity. Michael Moore, famed author of such books as *'Dude, Where's My Country'* and director of the recent documentary film, *Fahrenheit 9/11*, knows how to make America stand up and pay attention, and profit from it.



Partisan political views aside, there's no denying that Mr. Moore has the uncanny talent for jumpstarting the pulse of American society into a profitable lather. Talk show host Bill O'Reilly even went so far to liken Moore to Nazi propagandist Josef Goebbels, further fueling the fire of publicity, much to the chagrin and profit of Mr. Moore.

*Fahrenheit 9/11* has already become the highest grossing documentary film of all time, with analysts projecting that it could earn over \$150 million at the domestic box office. Not bad for a movie with only a 6 million dollar budget and a 10 million dollar advertising campaign.

Moore, a self-made millionaire, who often equates himself to the common working man, has monetarily benefited greatly from his efforts, as any American living in our capitalist society has the opportunity to do as well. Perhaps unintentionally, Mr. Moore has also

opened the door for a new breed of profiteers called "Moore-trepreneurs".

With any successfully publicized and profitable idea throughout history comes a stream of profiteers looking to ride the publicity wave for their own personal gain. In this case, either for or against Mr. Moore's personal opinions and views, "Moore-trepreneurs" realize that there's money to be made by hopping on Mr. Moore's back and riding him all the way to the bank.

Call them opportunists or trend-watchers, or as some call themselves, "truth activists" looking to disparage Mr. Moore's presentation of his opinions on the facts, the biggest fact remains that these "Moore-trepreneurs" are ironically and often hypocritically finding their own pockets filled because of, not despite Mr. Moore himself.

One such "Moore-trepreneur" is a filmmaker appropriately named Michael Wilson. Mr. Wilson is currently in production of a documentary film entitled '*Michael Moore Hates America*', scheduled to be released in the summer of 2004. A description of the film is available on his website:

*Contrary to its title, Michael Moore Hates America isn't a hatchet job on the filmmaker. It's a journey across the nation where we meet celebrities, scholars and average folks alike, and we find out whether the American Dream is still alive! In the process, we'll look at Michael Moore's claims about the country, its people, and our way of life."*

Mr. Wilson seems to have no qualms about creating a slightly deceitful title for the film that according to him isn't really about attacking Michael Moore, but more about if the American Dream is still alive. One wonders if he should have named the movie '*The American Dream Is Still Alive*' instead perhaps? Looks like a "Moore-trepreneurism" to me.

"I'm a passionate guy with a camera who has a different perspective," says filmmaker Michael Wilson, taken from his website at [MichaelMooreHatesAmerica.com](http://MichaelMooreHatesAmerica.com). "Just because I disagree with Moore doesn't mean my opinion isn't valid, does it? I guess the 1st Amendment only applies when we're at a protest or are demanding redistribution of wealth."

Of course, you can assist Mr. Wilson in his quest to promote his alternative opinion and distribution of self-wealth via his documentary by shopping at his [e-store](#) or by sending in a donation which he requests on his website.

But perhaps you're looking for a more substantial way to contribute? You could contact [Brian R. Cartmell](#), the film's largest contributor and George W. Bush campaign contributor. Mr. Cartmell makes no denial of his right-wing beliefs and his anti-Moore opinions on his blog at <http://www.cartmell.com/>.

It's unclear if Mr. Cartmell is a "Moore-trepreneur" himself, having only promoted and funded the film from what appears to be his right-wing background. However, you can support Mr. Cartmell's business endeavors by following the links he promotes from his website.

Another "Moore-trepreneur" fills his personal coffers online via his website at [www.moorewatch.com](http://www.moorewatch.com). The following description from the site author is as follows:

"MOOREWATCH is dedicated to unearthing the truth behind the doublespeak and falsehood that spews from the mouth (and keyboard) of Michael Moore on a regular basis. Moore is a disingenuous danger to this country, and his assumptions and assertions should not go unchallenged.

The collective expertise and research abilities of the entire Internet are more than enough to debunk most of the nonsense Moore regularly puts forth as fact, and we at MOOREWATCH hope to be the clearinghouse for this information."

Despite being "dedicated to unearthing the truth" as the website's main mission, JimK, MOOREWATCH site creator, is also dedicated to getting you to make him a profit. In fact, there are many ways to assist JimK and MOOREWATCH in his own personal profit from Mr. Moore's name. Choose your favorite method if you are so inclined:

1. Purchase some MOOREWATCH clothing at his [online store](#)
2. Make a MOOREWATCH donation via PayPal
3. Contribute the [MOOREWATCH Amazon.com fund](#)
4. Purchase a MOOREWATCH [advertisement](#)

"Let me be clear, so even a Moore-on can grasp the point: I would take an ad from Michael Moore himself pimping F/911," said JimK on

his bulletin board. "“I have always said that as a capitalist, I will take your money, right or left,” he continued in true “Moore-trepreneurish” fashion.

Not to be outdone comes along a book entitled '[Michael Moore Is A Big Fat Stupid White Man](#)', co-authored by David T. Hardy and Jason Clarke. The book description from Amazon.com is as follows:

Watching Michael Moore in action -- passing off manipulating facts in Bowling for Columbine, spinning statistics in Stupid White Men and Dude, Where's My Country?, shamelessly grandstanding at the Academy Awards, and epitomizing the hypocrisy he's made a king's fortune railing against -- has spurred authors David T. Hardy and Jason Clarke to take action into their own hands. In Michael Moore Is a Big Fat Stupid White Man, Hardy and Clarke dish it back hard to the fervent prophet of the far left, turning a careful eye on Moore's use of camera tricks and publicity ploys to present his own version of the truth.

These “Moore-trepreneurs” drive profits into their pockets by delivering the book via their website [www.moorelies.com](http://www.moorelies.com). Moorelies.com is “a weblog, article archive, forum, and more - all joined to expose the truth about America's fakest pseudo-muckracker Michael Moore.”

If you feel the need, there are plenty of ways to help Moorelies.com “expose the truth”. Here are some of the ways you can help them make a living of Mr. Moore’s name.

1. Make a [donation](#) to the Moorelies.com cause
2. Purchase their book
3. Buy an item from the Moorelies.com online store
4. Purchase an advertisement on the Moorelies.com website

It should be noted that they auctioned off a [signed copy of their book](#) at Ebay, with all proceeds going to charity. Congratulations on staying grounded gentlemen.

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### **About Jim F. Kukral**

Jim F. Kukral is the author of the book, BlogsToRiche\$ - A step-by-step guide to using your weblog to make money online. The book can be purchased for instant

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