

1962

**WHO RUNS AMERICA?**

**a film plan**

**Confidential:**

**property of**

**the American Behavioral**

**Scientist, P.O.Box 294,**

**Princeton, N.J.**

Who Runs America?

A 27 min. 16mm sound and color film in stylized animation by the American Behavioral Scientist.

The audience for this film is high school and college social studies classes, survey courses, Rotary and other lunch clubs, civic clubs, adult education groups, political clubs). A discussion guide will accompany the film.

The film will move in and out of figure animation, abstract motion, motion photography, still shots and diagrams. It will have commentary, music, and dialogue. It will be strongly factual (hard-headed) in approach, but will also be attitude-changing.

Professor Alfred De Grazia, who will write the script and co-direct the film, has taught for several years a course of leadership and has written manuals on the subject for the U.S. Government, not from the standpoint of how to be a leader but from the point of view of understanding and searching out leadership, leadership intelligence. He is editor of the ABS, Professor of Government at NYU, author of Public and Republic, The American Way of Government, American Welfare, etc. He has presented the major outlines of what will be the film at a number of gatherings, Rotary clubs, civic groups, political clubs, and student association meetings. The response to his contents and method of dealing with the material is always strongly favorable.

Co-director of the film will be Mr. Melvin van Peebles, who worked with Professor de Grazia on "International Tensions", a film experimenting with technique and abstract social science content. The time estimated for the production of "Who Runs America" would be three months. A distribution agreement is sought, with an advance of \$3000, the balance of the costs to be put up by the producer, The American Behavioral Scientist (Metron, Inc.), of which Professor de Grazia is President.

An outline

**WHO RUNS AMERICA?**

I. (2 mins.) Do you want to know who runs America?

Why: to help run America

to judge whether it is run well.

to understand the American way of life as it really is  
to get better leaders

II. (4 mins.) How not to know who runs America: here are some wrong ways of knowing.

So called "sources": cab drivers ("dem bums"); exposes in the yellow press, etc.

Exploding the numerous distorted myths: Wall Street, the communists, labor racketeers, the Mafia, the giant corporations the Jews, the lobbies, guys with connections, "a hundred men", etc.  
Lots of blood and thunder in this method, but you'll never know.

And neither should you believe that the constitution, the laws, the blueprints of companies, cities, agencies, etc. give the actual picture.

III. (5 mins.) Well how would we find out who runs America?

Here is how: by calm analysis, by scientific inquiry. These are methods that you alone cannot always undertake, but some of them you can make in your own kitchen. For the rest, you can see what is going on in the big well-equipped kitchens of social science. (analogy of the chemistry of the housewife's work and the big chemical and pharmaceutical companies)

1. The rules of right observation. What can be discovered by the trained use of the five senses.
2. Reading the right newspapers rightly
3. content analysis
4. Origins of leaders
5. Whom leaders meet with
6. Whom leaders regard as other leaders
7. Memokres and biographies
8. Sociometry and other statistifal techniques.

(Production note: it is probable that III will merge with IV in the course of production, as examples and findings ty in with the ways in which they were uncovdfed.)

IV. (13 mins.) Now here is what we know:

1. America is vast and complex. Millions of leaders. Diagrams, reports etc on how many have been counted by different means and studies (about 3.5 millions)
2. Examples of how every group, functions, type of person, region, town, neighborhood has its leaders.
3. These are all tied up in a great but exceedingly loose network, with many subnetworks.
4. Only a few people are even moderately active. Who they are and what they do with their time, money and energies.
5. The fully active group is exceedingly tiny. Who they are.
6. How do they work, decide, lead? Examples, examples. Real cases (the best case studies boiled into a few scenes)
7. How much is left for each common person not one of the above. Perhaps a lot, perhaps too big a leadership vacuum as a result.
8. The mobility of leadership. How do people move up-down, out-in, of this vast loose network and the more intensely involved groups that feed it.

(3 mins)  
V. How do you use what you know: problems of leadership

1. To get along normally.
2. To become more active.
3. To get help on a problem.
4. The limits of leadership in America, from the red cross collector in a schoolroom to the President, from a cub scout leader to the five-star general.
5. The opportunities of leadership in America.