

<https://www.youtube.com/watch?v=O11lyOp7vQQ>
<https://www.youtube.com/watch?v=zSq9iqal2cA>
<https://www.youtube.com/watch?v=FTLPQf5s5Hw>
<http://attentionera.com/what-is-attention-era/>

Welcome to the Attention Era!

Attention Era Media is a small creative group dedicated to **helping remarkable companies, brands, and people earn attention in this new era**. Primarily, we do this through the use of visual media like video, photography, or cinemographs. We produce videos, brand films, event highlights, commercials, web videos, and just about any other way you could use video or photography to get your message across. Then we use the power of social media to help distribute our creations. We're based in Milwaukee, with people in Chicago & San Jose. However, **we travel the world telling your story**

<http://attentionera.com/a-billion-lives-announcement/>
<https://www.youtube.com/watch?v=zSq9iqal2cA>
https://www.linkedin.com/in/biebert?authType=name&authToken=f_m

May 12, 2016

<http://lucire.com/insider/20160512/a-billion-lives-has-world-premiere-in-new-zealand-revealing-powerful-forces-aiding-the-tobacco-industry/>

[A Billion Lives has world première in New Zealand, revealing powerful forces aiding the tobacco industry](#)

Jack Yan/11.16



Jack Yan

Above: The team behind *A Billion Lives*, and Doc Edge organizers Dan Shannon and Alex Lee.

Those of us outside the vaping world have probably looked at e-cigarettes, wondering why on earth these could be better for your health. Or we may have thought they were a fad, since the only people I knew who vaped were tech hipsters, who enjoyed vaping as though it was a matter of course, and nothing to be curious about—thereby keeping their habit a closed shop. But then, perhaps they were tired of repeating themselves, and had settled into being comfortable with their e-cigs.

A Billion Lives is a documentary that takes a look into this world, but it does so much more. The title refers to the number of people who can be saved if they give up smoking, but there are powerful forces at play to ensure that people don't. And those forces have ensured that there is misinformation about vaping and the potential for the technology to save lives.

Filmmaker Aaron Biebert, who directed and narrated the film which had its world première in Wellington as part of the Doc Edge Festival, journeyed to 13 countries on four continents to find similar patterns worldwide: here is a life-saving technology of e-cigarettes, but governments were banning them or fining citizens over their use, ignoring the science and deciding to be complicit with the tobacco industry in keeping people addicted to a harmful product. Instead, governments spend money spreading lies about e-cigarettes, calling them a gateway to cigarettes, or that one could get formaldehyde poisoning, claims that the film demonstrably refutes. E-cigarettes are **not completely safe**, and the film acknowledges that, but they have **proven to be a successful tool** to help those giving up smoking, especially where mainstream solutions have failed.

In his own country, the US, Biebert points out that governments collect far more revenue from cigarette taxation than from several industries combined, and have no real incentive to cut off the flow of dollars. E-cigarettes, which were invented by pharmacist Hon Lik in China, were conceived as a way to give up smoking, and **have been successful for 30 million people around the world**. *A Billion Lives* points out that nicotine is not what causes lung cancer, and that the US Surgeon-General has said as much. What are harmful are the tar and 4,000 chemicals in modern cigarettes. **It equates nicotine with coffee in terms of addictiveness**, and **the figure of 95 per cent less harmful than a typical cigarette featured prominently in the film**. Vaping essentially allows one to get the pleasure of nicotine without the harm of the tar and toxins. Yet as a society, we have come to equate nicotine as being the evil, addictive substance, and that's no accident.

This point is made halfway into the film, with a good part of the first section looking into the history of cigarettes (*Flintstones* sponsor announcements for Winston cigarettes elicited laughs from the audience), and David Goerlitz, the Winston male model from the 1980s, being a particularly effective interviewee, discussing how he went from a smoking advocate earning millions to having a crisis of conscience when his brother developed lung cancer and died. Goerlitz went to the other side, and became a high-profile spokesman who was able to talk in plain language just what governments, Big Tobacco, and Big Pharma (which sells patches and gum, and would like to continue doing so) were doing. Health professionals were being marketed to far more than the public, permitting Big Pharma to continue to sell its products, the film notes.

Biebert was able to get other interviewees at a very high level, including **Dr Derek Yach**, the former executive director of the World Health Organization, and **Dr Delon Human**, former president of the World Medical Association, among others, speaking plainly about how lives

could be saved through vaping e-cigarettes, a tool which could get smokers to kick their habit. Meanwhile, the pro-smoking side was represented through historical clips—you get the feeling that we had only touched the surface of what was out there, with corporations spending thousands of millions to fund biased studies and get on to our airwaves.

Beautifully shot and scored, **this independently funded feature** tells a story about our times and just why so many citizens today are wary of their governments and multinational corporations. Those who oppose global trade agreements, for instance, do not do so in isolation—and while *A Billion Lives* takes no political side, it does tap into the Zeitgeist of our modern suspicion about what is on our airwaves and what are the motives behind it. Like Adam Curtis, whose documentaries seek to explain the complex in simple terms, Biebert has done the same, narrating and directing, although he appears on camera as well when narrative gaps need to be plugged. He is an honest, frank speaker, and gives the film a personal touch.

Young smokers who tried e-cigarettes were often people who already smoked and saw them as a way to give up their addiction, and most, Biebert pointed out in a post-screening Q&A, **were not even using nicotine in their e-cigarettes.**

Yet the state of California, where Biebert is based, spent \$75 million telling us about the evils of e-cigarettes, said the director in his Q&A; while in the film, he points out that US federal funds were being illegally used for lobbying activities. **The American Lung Association had deceived the public, too,** notes Biebert, who told the audience, ‘If you get powerful charities on side, you can do anything.’ The increasing restrictions on e-cigarettes in the US, the subject of federal lawsuits, was equated to ‘Prohibition II’.

Dr Marewa Glover of End Smoking NZ, who introduced the film at its première, said that young people **were using e-cigarettes as a way round peer pressure**, when people in their circle smoked.

However, Australia has already banned e-cigarettes, with one interviewee, Vince, who sold them, telling a story about being raided by authorities and now faces losing his home as he fought the government on principle. He believed firmly he was saving lives. There are massive fines for vaping in Brunei and Hong Kong. There were restrictions in New Zealand, too, noted Glover, although those who sought to misinform were technically in breach of the country’s health legislation.

Biebert says he is neither a smoker nor a vaper; but all good documentary-makers, he had a commitment to get the right information out there. He acknowledges that vapers have not given themselves the best image, either, and that *A Billion Lives* can only be one small part of getting the truth out.

‘We need to cut the head off the monster,’ said Biebert, ‘and the monster is being funded by big business. We need more than the movie. People need to get the right information.’

He added, ‘The truth ends up winning. Even condoms were illegal in the US at one time.’

A Billion Lives will begin making its way to other countries. The website is at abillionlives.com, while the movie’s Instagram is at abillionlivesfilm.—Jack Yan, Publisher



Above: The author (*centre*) joins Aaron Biebert, director (*left*) and Jesse Hieb, producer, for a photo.

<http://www.digitaljournal.com/pr/2947642>

Press Release

Man Alleges E-Cigarette Explosion Caused Broken Neck Amid Lawsuit Filing Increases

LipsigLawyers.com reports on the details of a CBS News story discussing a man from Colorado Springs, Colorado who was reportedly hospitalized with serious injuries after experiencing an e-cigarette explosion. The release states that the 29-year-old “suffered a broken neck, facial fractures, burns to his mouth, and shattered teeth...” from the explosion. A GoFundMe account which the man’s sister posted to help raise funds for his medical bills stated that he was using an e-cigarette when it exploded in his face.

The sister reportedly told their hometown news station WMC-TV that the incident was heartbreaking to the family. “Any sudden move can cause him to be in a paralyzed state...” and “He’s going to need 24-hour care for a while and constant monitoring from family and friends and loved ones,” she stated. Additionally, she reportedly noted that her brother had undergone spinal surgery to treat some of the damage, which was said to be just the first of a number of surgeries the young man will require.

More people are beginning to move to electronic cigarettes from using traditional cigarettes, thinking that they are making a smart choice for their health. Many, however, have noticed an increase in these

types of occurrences as the popularity of e-cigarettes increases. In another similar incident, a 23-year-old man in California was also reported to suffer mouth damage and lost part of his left index finger when physicians were forced to amputate it due to the severity of its wounds following an e-cigarette explosion.

Attorney Marc Freund is currently assisting several clients who are pursuing legal action after allegedly suffering from e-cigarette explosion injuries as well. He is working to further investigate the occurrences, and to help those who say that they are suffering in the aftermath. Freund recommends that anyone who has been injured by an e-cigarette explosion should take the time to fully investigate their legal rights in the matter, as they may be entitled to substantial compensation to assist with medical bills and pain and suffering. At this time, he is offering free legal consultations for involved parties.

To request additional information on e-cigarette explosion lawsuits, or to ask questions, please contact Attorney Marc Freund of Lipsig, Shapey, Manus & Moverman by calling 877-711-9545.

Read more: <http://www.digitaljournal.com/pr/2947642#ixzz49LFFpW9z>

The Action Plan:

<http://www.dampfertreff.de/t147641f209-Mailing-A-Billion-Lives.html>
Mailing 6.5.2016, A Billion Lives

 #1 von [vaping falconer](#) , 06.05.2016 14:06

Von: aaron@attentionera.com

People are going to die

When I prepared my speech to the White House OMB and FDA, I thought they'd listen. When I presented it, they didn't seem to care.

Today I know they didn't.

I used to be naive about how government works. I still think most people are.

We've known for almost a year now that that this would happen, that the FDA would basically ban 99% of life-saving vapor products out there...leaving only those sold by Big Tobacco.

It's time to wake up smokers. It's time to wake up vapers. It's time to wake up the public.

We're being lied to, and people are going to die.

How do we fight this?

It will be a combination of relationship building at the government level and public relations. You should join or start an association and give them money so they can fight.

However, we must also change the public's perception of vaping. Right now they are cheering on the FDA.

Our film will help, but we need to make major noise.

Here's how you can help:

A) If you see an article about vaping, please mention our film.

B) If you get interviewed about vapor technology, please mention our movie.

If you help us get on the air, we will carry the message. We're not smokers. We're not vapers. We're not in the vapor tech business.

Here's a recent radio interview I did. With your help, there will be many more.

How are we launching this movie?

That's the question I get hundreds of times a day.

Here's the plan so far:

1) A proper World Premiere at Oscar-qualifying **DocEdge International Film Festival** to gain media attention.

This is going well. **Alfaliqid just offered to sponsor the after-party to assist with costs and pump it up. NZVapor is sponsoring the red carpet festivities. Hawke's Bay Vapour and NVC are sponsoring the event photography. I am extremely grateful and this support has allowed us to attract people (media, politicians, etc.) to the movie from many countries, including those who have banned vapor technology.**

2) Show politicians, scientists, and doctors the truth at our European Premiere during GFN on June 16th.

Preparations are ongoing, but I'm very thankful for the help the **Global Forum on Nicotine** has provided. Not only did they help us land the Hon Lik interview last year, but they are also helping coordinate VIPs for the big event their hosting at the Palace of Culture in Warsaw.

Souvenir programs. Awards show. After-party.

It's coming along nicely.

3) An epic North American Premiere in the US

We're excited to bring the movie home. Many have asked us why we didn't premiere in the US. The answer is money.

We didn't have the money to throw a proper premiere by ourselves and we needed the help of a world-class film festival. **DocEdge invited us and we were very excited to accept.**

In order to keep momentum rolling and get the attention of the public/media/politicians, we need to keep the level of these events to the highest quality.

Few things capture the public's attention like a red carpet and the festivities surrounding a movie premiere. We only get one chance to premiere a movie in each region, and we're going to make the most of it.

We'll set a date in the US once we've figured out a way to pay for it. Jesse is working on it.

4) A noise-making Canadian Premiere

Same as above for the US. Jesse does have one person who's offered to help sponsor an after-party to cover our costs to throw a special premiere that will make noise.

We'll let you know once that's been figured out. Jesse is working on it.

5) Tour of North American regional premieres

We're working on renting a bus and planning premiere events around North America. So far, we're planning events at the IMAX below the Seattle Space Needle (thanks John Conner for the help), Los Angeles, New York City, Chicago, Washington DC, Milwaukee, Miami, Philadelphia, Tampa, Phoenix, Orlando, Salt Lake City, St. Louis, Calgary, Nashville, Santa Fe, and others.

Basically, we need two things to make it happen in your city:

- 1) someone to help guarantee tickets sold (we don't have a huge marketing budget)
- 2) someone to sponsor the after-party to cover our costs (gas, banners, theater rentals, projection costs, food, etc.)

If you know anyone with either a large following or a large bank account, please have them contact Jesse@AttentionEra.com.

6) Other film festivals

We are starting to get other film festivals contacting us now that the movie is done. If you have one in your area, please contact them.

It worked in Tampa and it worked for New Zealand. It took an organized group of people calling/emailing. It wasn't easy.

7) Australian Premiere

We are getting closer to a plan for a proper Australian Premiere in July. We also have some discussions with distribution companies there.

We need New Zealand to go well first. Stay tuned.

8) German Premiere

Thanks to the work of Anja, Frank, Ira and a bunch of other really amazing Germans, we have interest in the movie from several theaters and distributors. Anja Jochem Skowronek is managing/translating the A Billion Lives German page and it's up to almost 2000 people! It's been mindblowing to see how organized and active they are in Germany.

If we keep at this, there will be a wide release throughout all of Germany, possibly Austria and Switzerland too. Our biggest hurdle now is preparing the movie for a German audience.

9) Norwegian Premiere

Lisbet Fjølstad has been helping/translating the A Billion Lives Norwegian page. We now have growing interest from movie distributors there.

10) French Premiere

We will have a premiere in France, a country that has been so wonderfully supportive. I've traveled there three times in the past year and their support has been amazing. Same as all the premieres, our goal will be to put together an event that will capture the attention of the media and public.

11) Swedish Premiere

We just launched an A Billion Lives Swedish page after Ubbe Strihagen offered to help translate. He's also done a lot of work reaching out to movie distributors there as well. There are conversations happening and I'm confident that the Swedish people will get a chance to see A Billion Lives.

12) The United Kingdom

We'd really really really like to host a UK Premiere soon. Our friends in Scotland did their best to bring the movie to a film festival in Edinburgh, but we just found out the festival wasn't interested in the topic.

Despite having several prominent UK thinkers in the movie, we are not seeing much other interest at this time from the UK. Hopefully that will change soon.

After we finish in theaters and have enough attention, we will release the film digitally, and then on DVD/BluRay in fall.

Closing Thoughts

I get about 100 requests a day for the movie. In different languages. In different cities.

Our message is needed.

Hopefully Hollywood will hear your voice, see the potential, and decide to back the film. Then it will be instantly everywhere.

Until then, we're going to do this the best way we can. Step by step. Building an audience.

Building momentum.

Thanks for your help,

- Aaron Biebert & the team