Multimedia Library Collection: Environmental Film Profiles (videos)

McLibel

Armstrong, Franny. *McLibel*. London: Spanner Films, 2005. DVCAM, 79 min. https://youtu.be/LyGK5j_EcmE.

> McDonald's often used libel laws to suppress criticism. But then they sued postman Dave Morris and gardener Helen Steel. In what became England's longest-ever trial, the "McLibel Two" represented themselves for three and a half years in court against McDonald's legal team. Every aspect of the corporation's business was cross-examined, from junk food and McJobs, to animal cruelty, environmental damage, and advertising aimed at children. McDonald's tried every trick in the book against the pair, including legal maneuvers, secret settlement negotiations, a visit from Ronald McDonald, and even spies. Seven years later, in February 2005, the marathon legal battle finally concluded at the European Court of Human Rights. And the result took everyone by surprise—especially the British Government. The McLibel trial became a cause-celebre in the UK, resulting in changes both to UK law and to McDonald's itself. (Adapted from the Official Film Website)

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About the Environmental Film Profiles collection

Further readings:

- Kincheloe, Joe L. *The Sign of The Burger: McDonald's and the Culture of Power.* Philadelphia: Temple University Press, 2002.

Related links:

- McSpotlight (Anti-McDonald's Resource Website) http://www.mcspotlight.org/index.shtml
- The Happy Poet (Film Profile) https://www.environmentandsociety.org/mml/happy-poet

Websites linked in this text:

- http://www.spannerfilms.net/films/mclibel
- https://www.environmentandsociety.org/multimedia/collection/environmental-films-project

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McLibel
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