



For Immediate Release

Contact: Galina Komissarova, PhD

Telephone: 202.265.5697

Email: rcc@rccusa.org

Best-selling author calls for elimination of Russian cultural stereotypes

Encourages the Press, Politicians, Hollywood and TV leaders to join

WASHINGTON D.C. (February 5, 2014) —What do the New York Times, Hollywood movie moguls, TV networks and members of the Senate and the House have in common?

According to renowned businessman, best-selling author, and outspoken cultural activist, M.G. Crisci, “Their cultural understanding and personal depictions of today’s Russian Federation is at least 20 years behind the times, due to sheer ignorance, unintentional innuendo, and/or a blind pursuit of profit.”

Crisci will be making his case via an interactive, multi-media address on Friday evening at 7 PM at the Russian Cultural Centre near DuPont Circle, and will include current examples of how politicians, the press, television and the movies wittingly and unwittingly commit transgressions, as well as observations from his recent appearances at the U.S. Embassy and the American Democratic Center in Moscow

In addition to his business accomplishments, Crisci is the author of seven critically-acclaimed books including two dealing with Russia, its culture and its people: the best-selling *Call Sign, White Lily*, and his latest book, *Seven Days in Russia—The Adventures of One American in Today’s Federation* (Orca Publishing Co)), as well as worldwide editorials and blogs on his Russian adventures.

The unexpected popularity of his books dealing with Russia has caused him to realize that 23 years after perestroika, Americans still view Russians with great suspicion. So he has become an outspoken champion for improving non-political communications between ordinary citizens from both countries. “I simply want a better world for my kids, my grandchildren, and eventually my great grandchildren. Russia and America trusting each other and working in tandem will simply make for a better world. So one day I decided rather than sit around a just grumble about nothing changing, I’d try to do something about it.”

According to the author, the lack of attitude change can be directly related to the lack of one-to-one contact and media and entertainment spin. “Less than one hundredth of one percent of Americans have ever visited Russia, and that includes diplomats. Even fewer Russians have visited America. In other words, our impressions are shaped by the statements, jokes and visual impressions we gather from politicians, the movies, the press and television.”

At the same time, according to Crisci, this stereotyping is not limited to the U.S. side. “On any given day, the Russia Today TV network places its own subjective slants on its U.S. news reports. Headlines like ‘Senior city officials proudly call the NYPD the world’s seventh largest’, ‘Forceful removal of students

engaging in peaceful protests at New York City colleges,’ and ‘Abuses of the civil rights of lawful Muslim residents on the rise are a travesty of objective news reporting.”

Crisci’s ultimate end game? Continue to dream big dreams: get both sides to reach out and trust each other without asking for a quid quo pro, and turn *Call Sign, White Lily* into a mainstream movie with the Russian and American film communities working side-by-side.

About M.G. Crisci

Self-described as a New York City “*Street Kid*,” Crisci was an award-winning journalist before becoming an accomplished business executive with Fortune 500 companies. He is an internationally recognized expert and lecturer on consumer motivation and behavior. He is also the Amazon.com bestselling author of seven books including *Call Sign, White Lily*. His latest book, *7 Days in Russia—The Adventures of One American in Today’s Federation*, supports his mission to develop a greater understanding between Russians and Americans. He speaks worldwide on East-West relations and also serves on several cross-cultural groups. Please visit mgcrisci.com for more information on M.G. Crisci, his books, speeches, and video channel, [youtube.com/worldofmgcrisci](https://www.youtube.com/worldofmgcrisci).