Morgan Spurlock *From Wikipedia, the free encyclopedia*

**Morgan Valentine Spurlock**[[2]](http://en.wikipedia.org/wiki/Morgan_Spurlock#cite_note-tvgbio-2) (born November 7, 1970)[[2]](http://en.wikipedia.org/wiki/Morgan_Spurlock#cite_note-tvgbio-2) is an [American](http://en.wikipedia.org/wiki/United_States) [documentary filmmaker](http://en.wikipedia.org/wiki/Documentary_film), [humorist](http://en.wikipedia.org/wiki/List_of_humorists), [television producer](http://en.wikipedia.org/wiki/Television_producer), [screenwriter](http://en.wikipedia.org/wiki/Screenwriter), and [political activist](http://en.wikipedia.org/wiki/Activism), best known for the documentary films [*Super Size Me*](http://en.wikipedia.org/wiki/Super_Size_Me), [*Where In The World Is Osama Bin Laden*](http://en.wikipedia.org/wiki/Where_In_The_World_Is_Osama_Bin_Laden), [*POM Wonderful Presents: The Greatest Movie Ever Sold*](http://en.wikipedia.org/wiki/POM_Wonderful_Presents%3A_The_Greatest_Movie_Ever_Sold), [*Comic-Con Episode IV: A Fan's Hope*](http://en.wikipedia.org/wiki/Comic-Con_Episode_IV%3A_A_Fan%27s_Hope) and [*One Direction: This Is Us*](http://en.wikipedia.org/wiki/One_Direction%3A_This_Is_Us). Spurlock was the executive producer and star of the reality television series [*30 Days*](http://en.wikipedia.org/wiki/30_Days_%28TV_series%29). On June 2013, he became host and producer of the [CNN](http://en.wikipedia.org/wiki/CNN) show *Inside Man*. He is also the co-founder of short-film [content marketing](http://en.wikipedia.org/wiki/Content_marketing) company cinelan, which produced the [Focus Forward campaign for GE](http://en.wikipedia.org/wiki/General_Electric#Focus_Forward_-_Short_Films.2C_Big_Ideas).[[3]](http://en.wikipedia.org/wiki/Morgan_Spurlock#cite_note-3)

## Early life

Spurlock was born in [Parkersburg](http://en.wikipedia.org/wiki/Parkersburg%2C_West_Virginia), West Virginia,[[2]](http://en.wikipedia.org/wiki/Morgan_Spurlock%22%20%5Cl%20%22cite_note-tvgbio-2) but was raised in [Beckley](http://en.wikipedia.org/wiki/Beckley%2C_West_Virginia), West Virginia, and was raised as a Methodist. He went to [New York University](http://en.wikipedia.org/wiki/New_York_University) and graduated in 1993 and is a member of the fraternity of [Phi Gamma Delta](http://en.wikipedia.org/wiki/Phi_Gamma_Delta).[[4]](http://en.wikipedia.org/wiki/Morgan_Spurlock#cite_note-4)

Spurlock has stated that he is of [Scots-Irish](http://en.wikipedia.org/wiki/Ulster_Scots_people) and [English](http://en.wikipedia.org/wiki/English_people) descent.[[5]](http://en.wikipedia.org/wiki/Morgan_Spurlock#cite_note-5)

## Career

Spurlock attended [Woodrow Wilson High School](http://en.wikipedia.org/wiki/Woodrow_Wilson_High_School_%28Beckley%2C_West_Virginia%29) in Beckley, West Virginia, graduating in 1989. He graduated with a [BFA](http://en.wikipedia.org/wiki/Bachelor_of_Fine_Arts) in film from [New York University](http://en.wikipedia.org/wiki/New_York_University)'s [Tisch School of the Arts](http://en.wikipedia.org/wiki/Tisch_School_of_the_Arts%22%20%5Co%20%22Tisch%20School%20of%20the%20Arts) in 1993. Before making the 2004 [Academy Award](http://en.wikipedia.org/wiki/Academy_Award) nominated *Super Size Me*, Spurlock was a playwright, winning awards for his play *The Phoenix* at both the New York [International Fringe Festival](http://en.wikipedia.org/wiki/Fringe_theatre) in 1999 and the Route 66 American Playwriting Competition in 2000.[[6]](http://en.wikipedia.org/wiki/Morgan_Spurlock#cite_note-6) He also created [*I Bet You Will*](http://en.wikipedia.org/wiki/I_Bet_You_Will) for MTV. *I Bet You Will* began as a popular Internet webcast of five-minute episodes featuring ordinary people doing stunts in exchange for money. Examples include eating a full jar of mayonnaise ($235USD), eating a "worm burrito" ($265USD), and taking shots of [corn oil](http://en.wikipedia.org/wiki/Corn_oil), [Pepto-Bismol](http://en.wikipedia.org/wiki/Pepto-Bismol), [lemon juice](http://en.wikipedia.org/wiki/Lemon_juice), [hot sauce](http://en.wikipedia.org/wiki/Hot_sauce), cold chicken broth, and [cod liver oil](http://en.wikipedia.org/wiki/Cod_liver_oil) (US$450.00 for all nine shots). The webcast was a success, with over a million hits in the first five days.[*[citation needed](http://en.wikipedia.org/wiki/Wikipedia%3ACitation_needed%22%20%5Co%20%22Wikipedia%3ACitation%20needed)*] MTV later bought and aired the show.

## Film

### *Super Size Me*

*Main article:*[*Super Size Me*](http://en.wikipedia.org/wiki/Super_Size_Me)

Spurlock's docudrama *Super Size Me* was released in the U.S. on May 7, 2004. This production was later nominated for an [Academy Award](http://en.wikipedia.org/wiki/Academy_Awards) for Best Documentary feature. He conceived the idea for the film when he was at his parents' house for Thanksgiving, and while watching TV saw a news story about a lawsuit brought against McDonald's by two teenage girls who blamed the fast food chain for their obesity. The film depicts an experiment he conducted in 2003, in which he ate three [McDonald's](http://en.wikipedia.org/wiki/McDonald%27s) meals a day every day (and nothing else) for 30 days. The film's title derives from one of the rules of Spurlock's experiment: he would not refuse the "super-size" option whenever it was offered to him and would never ask for it himself. The end result, according to Spurlock, was a diet with twice the[calories](http://en.wikipedia.org/wiki/Calories) recommended by the USDA. Further, Spurlock attempted to curtail his physical activity to better match the exercise habits of the average American (he previously walked about 3 miles a day, whereas the average American walks 1.5 miles). He was of above average health and fitness when he started the project; he gained 25 pounds (11 kg), became quite puffy, suffered [liver](http://en.wikipedia.org/wiki/Liver) dysfunction and depression by the end. Spurlock's supervising physicians noted the effects caused by his high-carbohydrate diet—once even comparing it to a case of severe binge alcoholism.

After the completion of the project, it took Spurlock fourteen months to return to his normal weight of 185 pounds (84 kg). His then-girlfriend (now ex-wife), [Alexandra Jamieson](http://en.wikipedia.org/wiki/Alex_Jamieson), took charge of his recovery with her "[detox diet](http://en.wikipedia.org/wiki/Detox_diet%22%20%5Co%20%22Detox%20diet)", which became the basis for her book, *The Great American Detox Diet*.[[7]](http://en.wikipedia.org/wiki/Morgan_Spurlock#cite_note-7)

### Other

Spurlock's second feature documentary, [*Where in the World Is Osama Bin Laden?*](http://en.wikipedia.org/wiki/Where_in_the_World_Is_Osama_Bin_Laden%3F) premiered at the [Sundance Film Festival](http://en.wikipedia.org/wiki/Sundance_Film_Festival) in January 2008. In the film, and in interviews, Spurlock explores the fight against terrorism and views the argument from both sides, in which he tries to find [Osama Bin Laden](http://en.wikipedia.org/wiki/Osama_Bin_Laden).

Spurlock directed [*The Simpsons 20th Anniversary Special – In 3-D! On Ice!*](http://en.wikipedia.org/wiki/The_Simpsons_20th_Anniversary_Special_%E2%80%93_In_3-D%21_On_Ice%21).[[9]](http://en.wikipedia.org/wiki/Morgan_Spurlock%22%20%5Cl%20%22cite_note-9)[[10]](http://en.wikipedia.org/wiki/Morgan_Spurlock#cite_note-10)[[11]](http://en.wikipedia.org/wiki/Morgan_Spurlock#cite_note-11)

[*Freakonomics*](http://en.wikipedia.org/wiki/Freakonomics_%28film%29) is an adaptation of the [book of the same name](http://en.wikipedia.org/wiki/Freakonomics) by [Steven D. Levitt](http://en.wikipedia.org/wiki/Steven_D._Levitt) and [Stephen J. Dubner](http://en.wikipedia.org/wiki/Stephen_J._Dubner), which premiered in April 2010. Spurlock was at the helm of this project alongside five directors ([Heidi Ewing](http://en.wikipedia.org/wiki/Heidi_Ewing), [Rachel Grady](http://en.wikipedia.org/wiki/Rachel_Grady), [Alex Gibney](http://en.wikipedia.org/wiki/Alex_Gibney), [Seth Gordon](http://en.wikipedia.org/wiki/Seth_Gordon) and [Eugene Jarecki](http://en.wikipedia.org/wiki/Eugene_Jarecki)).

The one hour documentary *Committed: The Toronto International Film Festival* premiered on [AMC](http://en.wikipedia.org/wiki/AMC_%28TV_channel%29) on 12 October 2010.[[12]](http://en.wikipedia.org/wiki/Morgan_Spurlock#cite_note-12)

[*The Greatest Movie Ever Sold*](http://en.wikipedia.org/wiki/POM_Wonderful_Presents%3A_The_Greatest_Movie_Ever_Sold) is a 2011 documentary film about product placement, marketing and advertising which was reportedly itself financed through product placement,[[8]](http://en.wikipedia.org/wiki/Morgan_Spurlock#cite_note-TED-8)[[13]](http://en.wikipedia.org/wiki/Morgan_Spurlock#cite_note-13) *The Greatest Movie Ever Sold* was shown at the [Sundance Film Festival in January 2011](http://en.wikipedia.org/wiki/List_of_films_at_the_2011_Sundance_Film_Festival).[[14]](http://en.wikipedia.org/wiki/Morgan_Spurlock#cite_note-14) It was released in the USA in April 2011. It screened in the New Zealand Film Festival in August 2011 together with an appearance by Spurlock to talk about the movie.