

Unit 15/18 presentation

ITV's Be Kind Campaign

This is the campaign that we have chose to research. This campaign sends a message out to people what today's society is now like with bullies. They showed two mothers which have had their children take their own life as a result to bullying. This specific campaign has a target audience based mainly to parents. The reason for this is because parents don't have a clue what their children go through at school and most kids don't talk to their parents about school or what goes on in school. So the main purpose of this campaign is to get parents aware of what their children could be facing at school and that bullying is getting worse and it needs to be stopped which is why they say to 'be kind' because it can make a difference.

Campaign Message

The Campaign message for the Anti-Bullying Campaign is simply saying that bullying is not okay and should not occur to anyone in particular, people who suffer from bullying should fight back mentally and stay strong. Consequently people have been not only physically but mentally driven to commit suicide in order to get away from being bullied day in and day out. Anti-Bullying Campaign is set up for people to stand up and face the intolerance.

Aims And Objectives

The aims and objectives for our campaign is to raise awareness to parents out there that what their child could be going through and how serious bullying is getting. The objectives we plan to do is to make an audio visual on bullying to show parents specifically what children may be going through and to show what bullying can result to e.g people ending their lives.

Target Audience

When it comes to the target audience for our campaign it is mainly based around parents. The reason for this is because we used research and we found out a campaign where it showed two parents talking about how their children ended their life as a result to bullying and we plan to make a similar production. So the target audience would be based around parents because they don't have any idea what their children go through at school and children don't tend to talk about what they do or what happens at school so the target audience we reach out to needs to be aware of what their children may be going through and to make everyone aware no matter what age know how serious bullying is getting.

Legal/Ethical issues

- Should not mislead the audience
- Bad language should be avoided completely
- Visual imagery needs to be appropriate
- No stereotypes
- Racial issues
- Controversial products
- Evidence for claims

Ethical rules broken with lead to bad reputation whereas legal issues will include laws and as a result will lead to the business being sued and face other penalties.

Introduction.

As a part of this unit we decided to go for an anti-bullying campaign for the print and audio visual side of production. The audio visual we want to create is mostly an advert style and will create awareness. The print media we hope to create will result as a poster expressing bullying and how it is majorly bad.

Research

As a part of these units we had to research some campaign posters and audio visual campaigns. We came across a campaign that is still happening to this day which is ITV's 'Be Kind' campaign.

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Schofield launches This Morning's 'Be Kind' campaign

HOLLY WILLOUGHBY and Phillip Schofield have been left in tears several times on This Morning as they've listened to children open up about their bullying experiences.

By **HELEN KELLY**

PUBLISHED: 11:09, Wed, Mar 15, 2017 | UPDATED: 11:53, Wed, Mar 15, 2017

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This Morning's Phillip and Holly launch the "Be Kind" campaign



Now, the presenters have launched their Be Kind campaign in a bid to encourage those being bullied to speak to someone and educate youngsters on why it is so important to be nice to those around you.

Outlining the campaign on the [This Morning](#) website, they noted: "Across the country, today, there are children spending the day in fear. Too frightened to go to school. Too frightened to speak out. Too frightened to tell anyone.

"Across the country, today, children are being bullied."

They have asked viewers to pledge to watch a video which features two mothers whose children took their own lives after being bullied.

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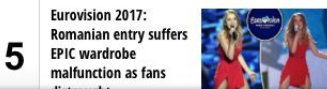
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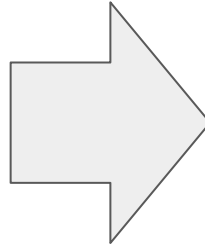
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Here is an example of a production which is sent off to other websites known as a press release for the 'Be Kind' campaign.

Location Recce

After a small introduction to our chosen campaign, we decided to do a location recce based upon that.

This is the location recce sheet, we planned our filming locations on, we took into thought that



Consideration	Details
Local conditions	Outdoors/indoors- Fishponds area- Bristol Metropolitan Academy. Natural/artificial lighting.
Permissions and security	No security measures, Permission needed to film in school (Bristol Metropolitan Academy) No permission needed to film outside.
Viewpoints, obstructions, ease of reach and safety	School classroom, chairs may be in the way, outside in Fishponds area, public benches may get in the way.
Power, lighting and sound	Both artificial lighting and natural lighting will be used, power sockets are available, pro audio kit can be used to get better sound quality.
Set dressings and props	Classroom, move chairs out of the way if they get in the shot of the victim of the bully's.
Anticipated problems Including: <ul style="list-style-type: none">• Picture• Sound• People• Other	There may not be enough artificial lighting indoors, may need to borrow lighting kit.
Welfare Including: <ul style="list-style-type: none">• Transport• Food• First Aid• Emergency	Transport for the subject will use his own transport e.g car bus train etc. First aid inside location (Bristol Met) transport to a+e if needed.

Risk Assessment

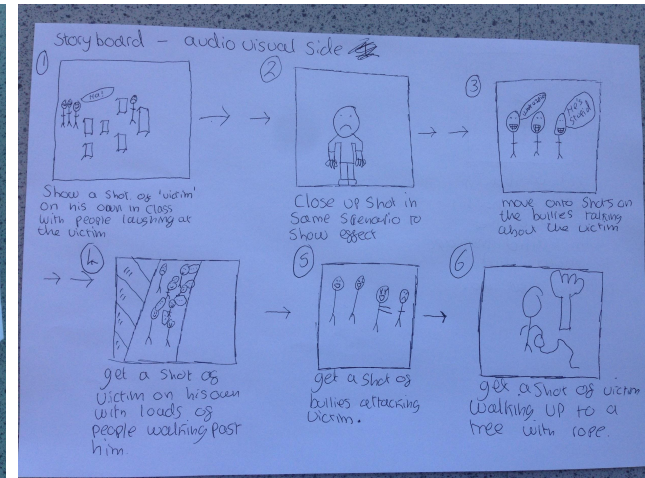
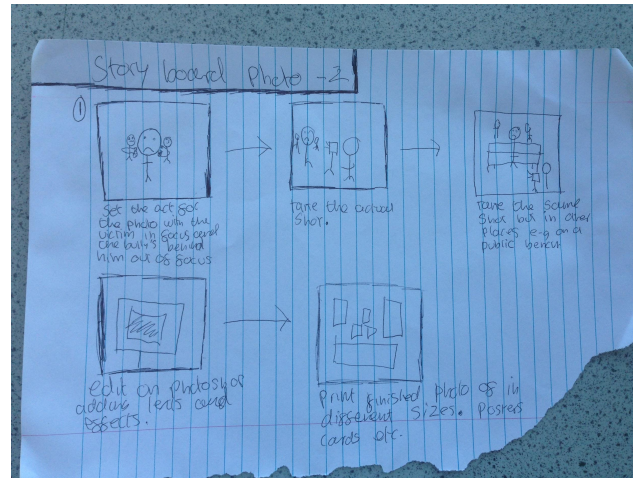
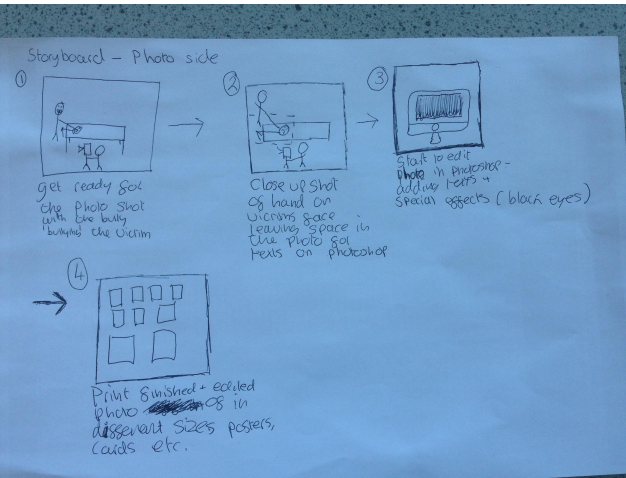
Date: 26/5/17	Location: School Vicinity	Contact Email:
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Disrupting lessons or activities during school period	M	Restrict footage times to avoid the lesson times.	L
Bumping into a student leading to equipment falling and breaking	M	Avoid going to film around the times the students are in the corridor	L
Clothing clashing during shoots.	H	Keep same clothing available for shoots. Unless filming a different day.	NA
	H		L

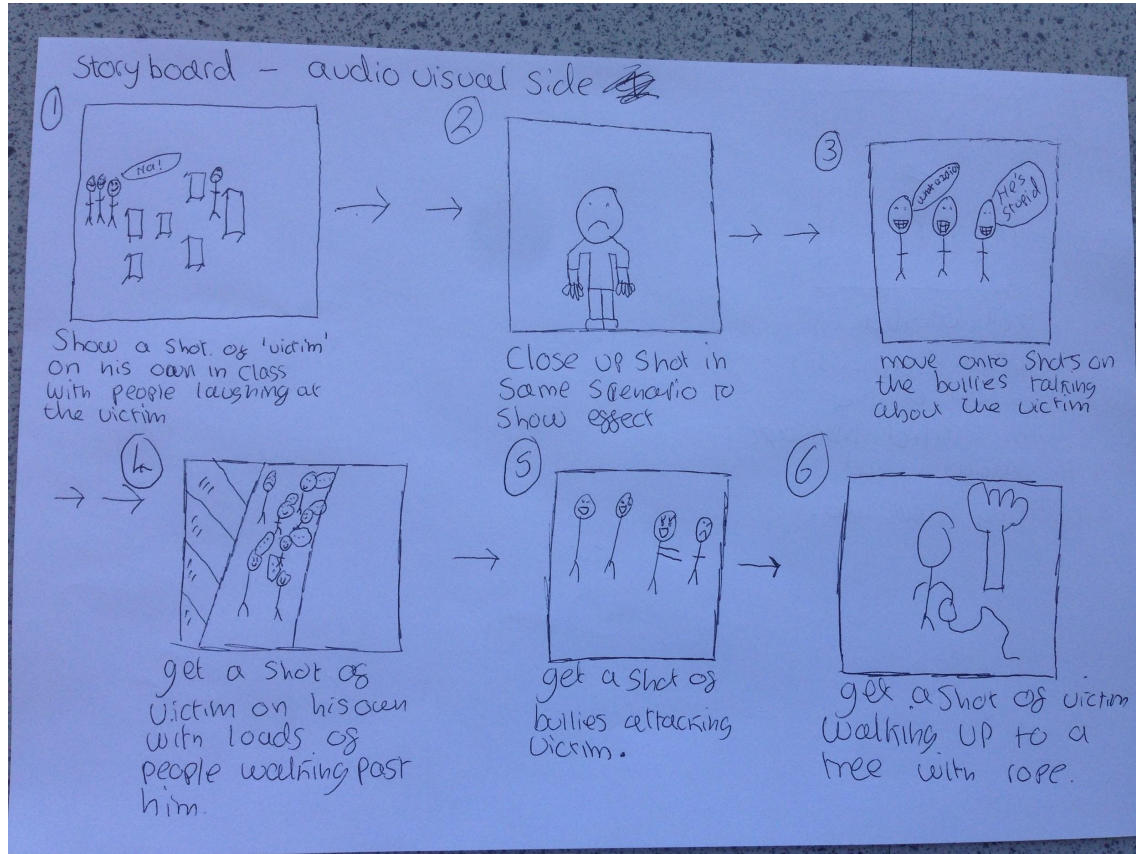
Our story boards:

The first two photos is the storyboard for the print media side of things. The first storyboard represents the victim in a physical struggle and by doing so we hoped to capture the physical side of bullying as well. Whereas the second print media storyboard captured more of the verbal abuse and mockery. The detail in the victim's face is key as it will show the emotions.

The last storyboard depicts our audio visual.



Audio Visual



This is a storyboard for our audio visual plan/idea where we get shots of the victim being bullied and shots of the victim on his own being sad and down then later on in the audio visual the bullying gets worse and becomes physical which then drives the victim of the bully to end his own life. This is sending a message to the target audience how powerful bullying is and what victims of bullying are now doing which is to end their lives in most cases in today's society.

Sample footage 1.



This is the first sample footage idea which shows two victims, who are bullied and 'fade away' connoting that they are no longer there anymore because they were being bullied and ended their life as a result because of their suffering which causes their sadness and depressed emotion. so we had decided to do a fade away effect on the victims because we feel it represents this appropriately

Sample Footage 2.

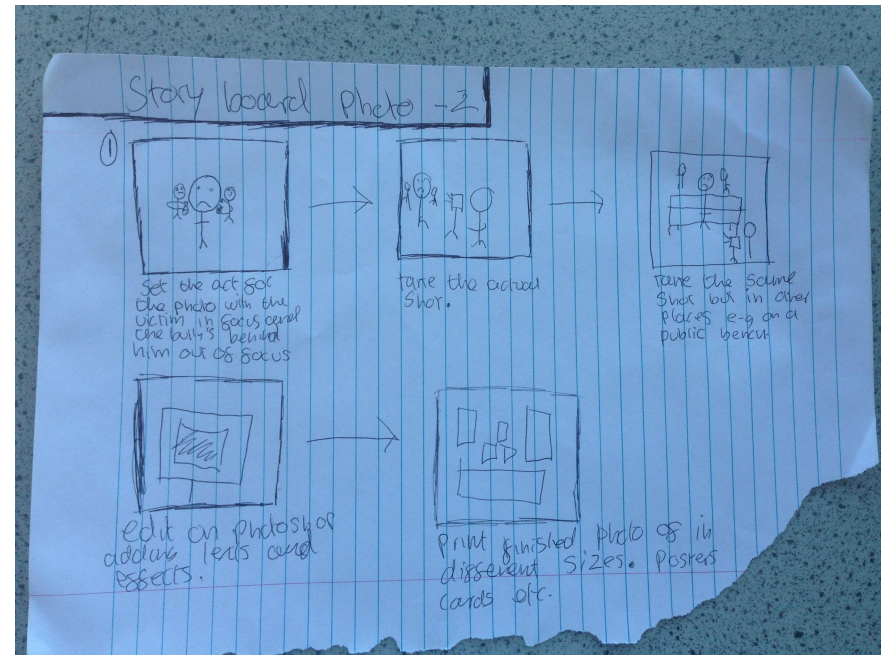
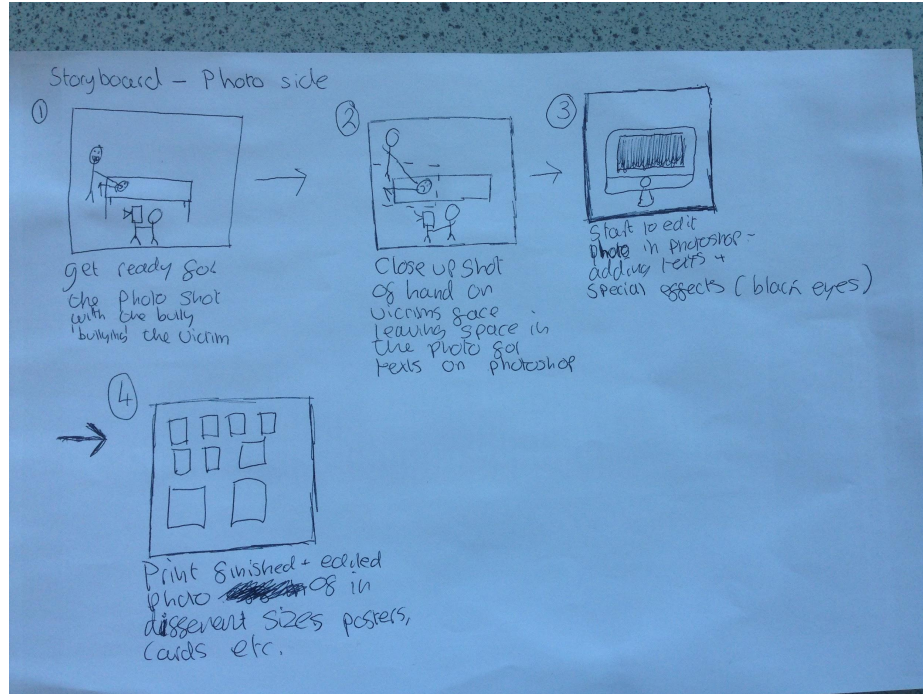


This is the second sample footage idea we came up with, where we would show the victim getting bullied several times and being called names like 'nerd' as well as showing shots of the victim who is being bullied on his own and no one to be there to care for him to show the loneliness and allow a further understanding of how he feels. By doing this, we believe that we can create sympathy within the audience's mind and therefore get them to be aware of the situation taking place daily.

Fonts and Graphics (audio visual)

When it comes to the fonts and graphics for our audio visual we will use effects such as making the audio visual look darker and more dull in some scenes to make an effect to the audience as well as adding text at the end of the audio visual to send a message to the audience.

Print



These are two storyboard ideas that we plan to use for our print side to the campaign. The first idea involved the victim of the bully being pushed onto a table with his face down on the table and we plan to edit the photo to add bruising to the face as well as other things like text to send a message to the target audience. The second idea is to get a focused photo shot of the victim with the bullies laughing at him in the background which we will then edit in photoshop to add effects and texts.

Photographs



These are the photographs we took to edit in photoshop as a draft/sample to what we will be making for our campaign for the print side to it. Posters, flyers etc.

Print sample



Fonts & Graphics

Using this as an example, the type of fonts and graphics we plan to use in our print side to our campaign is effects such as making a specific person darker and types of texts with the colour schemes where it suits the scene. Another thing that we plan to do is make photos darker where it best suits the scenes. E.g when the victim of the bully is on his own.

Budget:

When it comes to our print media we want to create posters about bullying. We will do this by taking pictures and then editing them on photoshop. After editing them we plan to print them in a traditional poster size.

Our time spent on this is also a cost when it comes to budget. The time we have spent on this can be estimated from the production schedule.

By printing the posters we will have to spend money for it to get printed. We aim to get around 400 prints in order to raise awareness within the school grounds and locally. This will cost us approximately £57

Quantity	140gsm Smooth	210gsm Smooth	300gsm Smooth
400	£57.00	£67.00	£76.75

This is the actual budget that we will look on for equipment when it comes to shooting, editing and creating the final product for the campaign we will make.

Resources	Cost
Tripod	£16.49
Canon 700D with extra lens	£443.00
Adobe Creative Cloud Software (per month)	£45.73
iMac	£1,154.92
Lighting kit	£70.00
TOTAL COST	£1,730.14

Campaign Launch Date

When it comes to our campaign we will have specific launch dates as to when we will release the campaign for the specific components such as the print side to the campaign and the audio visual side to the campaign. For the print side to the campaign we will plan to release it by 15th of June so that we have enough time to get the photos we need and enough time to edit the photos to make a print poster which shows our campaign on. For the film side to the campaign we will plan to release it by the 22nd of June. The reason for this is because we need enough time to get out footage together and need enough time to edit the footage to make an audio visual for our campaign.