Dylan

Hello everybody, welcome to our presentation on behalf of King Richard School.

It was reported in The Independent newspaper in March this year that hate crimes recorded by the UK's regional police forces have risen by up to 100% in the months since the Brexit result. Just last weekend there was a hate crime attack on a Kurdish teenager in south London.

We would like to take a few minutes to discuss the problem of hate crime and a way to raise awareness via a campaign based on a film. Our film is currently in two parts - one we devised ourselves and a global message. We see our films being edited and adapted into one 3 minute film to meet the needs of our local audience. Obviously references to the USA would therefore need to refer to the UK, Hampshire and Portsmouth.

Taylan

Hate crime is on the rise. Our initial campaign idea was focused on hate crime against the Lesbian, Gay, Bisexual and Transgender communities. Although our campaign is focused on LGBT hate crime, we feel the message and content of the film can easily be adapted to raise awareness of and tackle other forms of hate.

Dylan

We chose to use a film because it has high impact. Words, images and music combine to create a memorable message that is easily absorbed and understood. Film is easily shared across all social media, and also used in school assemblies, played on e-billboards like those in the Guildhall Square and as a download from websites.

Bradley

Our target audience is teenagers. We chose to use film media as teenagers these days are so rarely without their phones, and even more rarely are we away from social media platforms. Teenagers tend to not read magazines and newspapers so much anymore. We have our heads down even when we are walking around, so posters on buses and roadside billboards won't have the same impact.

Reece

Our campaign is cost-effective in a time of limited budgets- once the film has been created, the sharing is cost-effective and the media of film is easily accessible.

Wi-fi is where it is at. Buses have free wi-fi, we know where all the wi-fi hotspots are across Portsmouth, and there's always 3G and 4G. Once we have accessed the media and perhaps even downloaded it, it's easy to tag, share and like, whatever the social media platform, sending our campaign viral and so hopefully reducing incidents of hate crime in our communities.

Thank you for listening to our presentation.

Do you have any questions for us?