

# King Richard School

[UN Equal Rights: The Riddle](#)

**Hate is hate, no matter what is said, or how you say it**

# Our original content is about LGBT RIGHTS

Discrimination against lesbian, gay, bi-sexual and transsexuals is a growing issue. Our campaign is a means to raise awareness of hate crime against the LGBT community, but the message is the same, no matter what the situation or abuse.

The content can be adapted to reflect

- Islamophobia
- Racism
- Sexism
- Ageism
- Disabilism

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# Why this? Why a film?

- A film is best because it communicates feelings about the issue and the effects and the impact of a film, we feel, is a fast and memorable way to spread this important message
- It is easily posted on social media platforms such as YouTube, FaceBook, Twitter, Instagram

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# Why this? Why a film?

- Our intended target audience are teenagers- they predominantly use social media
- Bus posters and traditional media are outdated. Wifi is available on buses- why not use it. Teenagers do!

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# Why this? Why a film?

- Spreads quickly- we can get it viral via retweets, shares, likes, tagging
- Cost-effective media. Once created, the sharing and use is 'free'
- Accessible everywhere- 3G, 4G and Wifi means we are all online, 24/7/365

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