

## AC2.2 - Evaluate the effectiveness of media used in campaigns for change

TYPE OF MEDIA	ADVANTAGES	DISADVANTAGES	EXAMPLE	HOW WAS THIS SUCCESSFUL
<b>ADVERTISING (TV, RADIO, INTERNET)</b> <i>Paid slots on TV, radio, or the internet to reach large audiences.</i>	<b>Wide Reach</b> – Can broadcast to large audiences, including nationwide. <b>Targeting</b> – Ads can target specific groups, like young drivers through radio.	<b>Costly</b> – High production and broadcast costs, especially for TV. <b>Audience Fit</b> – May reach viewers who aren't the intended target.	<b>Think! Drink Driving</b> Campaign - Used TV and radio ads to warn about the dangers of drink-driving.	Campaign reduced drink-driving fatalities by over 80% in the UK, with drink-driving now seen as unacceptable. Over 80% of adults recognize the campaign's message.
<b>PRINT MEDIA (POSTERS, LEAFLETS)</b> <i>Written messages (posters, leaflets) in physical locations.</i>	<b>Affordable</b> – Less expensive to produce and distribute than TV/radio. <b>Detailed</b> – Allows additional information like helplines.	<b>Quickly Discarded</b> – People may ignore or throw away leaflets. <b>First Impression Counts</b> – Needs a professional look to be effective.	<b>Stand Up Against Hate Crime:</b> Transport for London used posters to reach commuters, raising awareness on harassment and hate.	Posters reached millions, resulting in a 23% increase in hate crime reports. Surveys showed 30% of commuters recalled the posters, raising understanding of hate crimes.
<b>SOCIAL MEDIA</b> <i>Platforms like Facebook, Instagram, and Twitter that allow global sharing of content.</i>	<b>Huge Reach</b> – Easily targets specific groups (e.g., Instagram for young audiences). <b>Can Go 'Viral'</b> – Can spread widely at low cost if it gains attention.	<b>Uncertain Engagement</b> – Seeing a post doesn't guarantee interaction. <b>Promotion Challenges</b> – Often requires followers or paid promotions to gain traction.	<b>#BlackLivesMatter and #MeToo:</b> Campaigns that went viral, raising awareness worldwide at little to no cost.	<b>#BlackLivesMatter</b> had 70 million Twitter mentions in 2020, sparking global demonstrations. <b>#MeToo</b> generated 19 million tweets in a year, prompting policy changes and a 53% increase in workplace harassment reports.
<b>DOCUMENTARIES</b> <i>Films or podcasts that explore issues in-depth, using real stories and experts.</i>	<b>Powerful Storytelling</b> – Engages audiences with personal stories and expert input. <b>Broad Reach</b> – Platforms like Netflix allow wide access.	<b>High Production Cost</b> – Can be expensive to produce. <b>Long Format</b> – Requires significant viewer time and interest.	<b>Rough Justice</b> BBC documentary series that investigated alleged miscarriages of justice in the UK.	Over 17 wrongful convictions were overturned. Influenced public opinion on justice reform, leading to improvements in police procedures and forensic standards.

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<b>TELEVISION</b> <i>Factual series or dramas that tackle social issues through fictional storytelling, often reaching broad audiences.</i>	<b>Emotional Impact</b> – Engages viewers emotionally, making issues feel personal. <b>High Visibility</b> – Popular shows can attract large audiences.	<b>Costly Production</b> – High production costs for quality dramas. <b>Not Watched By All</b> – Different demographics, the young and ethnic minorities may be less likely to watch	<b>Shameless</b> (2004-2013) UK series exploring crime, punishment, and social issues. <b>Time</b> (2021) – BBC BBC prison drama highlighting struggles in the prison system.	<b>Shameless</b> encouraged empathy and discussions about poverty and crime causes. <b>Time</b> sparked debates on prison reform, praised for its realistic portrayal of prison challenges, adding to rehabilitation discussions.
<b>BLOGS/VLOGS</b> <i>Online platforms where individuals share written (blogs) or video (vlogs) content, often giving personal insights on specific topics.</i>	<b>Personal Connection</b> – Builds a direct, personal bond with audiences. <b>Low Cost</b> – Inexpensive to produce, accessible for individuals and small groups.	<b>Limited Reach Without Promotion</b> – Reach may remain limited without social media traction. <b>Engagement Dependence</b> – Requires regular content to maintain a following.	<b>The Prison Diaries UK</b> – Blog sharing stories from within the prison system. <b>The Cop Vlog</b> – Vlog by a former officer discussing law enforcement issues.	<b>The Prison Diaries UK</b> built a community advocating for prison reform. <b>The Cop Vlog</b> sparked discussions on police accountability and reform.
<b>EVENTS</b> <i>Platforms like Facebook, Instagram, and Twitter that allow global sharing of content.</i>	<b>Builds Awareness</b> – Effective at spreading awareness quickly, especially among younger audiences. <b>Fundraising Potential</b> – Often raises money and awareness.	<b>Organization Costs</b> -Requires planning, and success depends on attendance. <b>Entertainment Focus</b> - Some people may attend just for the fun aspect, not the cause.	<b>#StopKnifeCrime and #Enough Campaign:</b> Events and workshops on knife crime and violence against women	<b>#StopKnifeCrime</b> events increased youth involvement, with thousands of knives surrendered. <b>#Enough</b> raised awareness about domestic violence, helping people recognize abuse and encouraging reporting.