

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

TYPE OF MEDIA	ADVANTAGES	DISADVANTAGES	EXAMPLE	HOW WAS THIS SUCCESSFUL
ADVERTISING (TV, RADIO, INTERNET) <i>Paid slots on TV, radio, or the internet to reach large audiences.</i>	Wide Reach – Can broadcast to large audiences, including nationwide. Targeting – Ads can target specific groups, like young drivers through radio.	Costly – High production and broadcast costs, especially for TV. Audience Fit – May reach viewers who aren't the intended target – so campaign funds are wasted.	Think! Drink Driving 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.
PRINT MEDIA (POSTERS, LEAFLETS) <i>Written messages (posters, leaflets) in physical locations.</i>	Affordable – Less expensive to produce and distribute than TV/radio. Detailed – Allows additional information like helplines.	Quickly Discarded – People may ignore or throw away leaflets. First Impression Counts – Needs a professional look to be effective.	Stand Up Against Hate Crime: 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.
SOCIAL MEDIA <i>Platforms like Facebook, Instagram, and Twitter that allow global sharing of content.</i>	Huge Reach – Easily targets specific groups (e.g., Instagram for young audiences). Can Go 'Viral' – Can spread widely at low cost if it gains attention.	Uncertain Engagement – Seeing a post doesn't guarantee interaction. Promotion Challenges – Often requires followers or paid promotions to gain traction.	#BlackLivesMatter and #MeToo: Campaigns that went viral, raising awareness worldwide at little to no cost.	#BlackLivesMatter had 70 million Twitter mentions in 2020, sparking global demonstrations. #MeToo generated 19 million tweets in a year, prompting policy changes and a 53% increase in workplace harassment reports.
DOCUMENTARIES <i>Films or podcasts that explore issues in-depth, using real stories and experts.</i>	Powerful Storytelling – Engages audiences with personal stories and expert input. Broad Reach – Platforms like Netflix allow wide access.	High Production Cost – Can be expensive to produce. Long Format – Requires significant viewer time, interest and commitment.	Rough Justice 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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TELEVISION <i>Factual series or dramas that tackle social issues through fictional storytelling, often reaching broad audiences.</i>	Emotional Impact – Engages viewers emotionally, making issues feel personal. High Visibility – Popular shows can attract large audiences.	Costly Production – High production costs for quality dramas. Not Watched by All – Different demographics, the young and ethnic minorities may be less likely to watch	Many programmes focus on issues affecting prisoners. The Wrong Man: 17 Years Behind Bars follows the story of Andrew Malkinson – this has been highly influential	Andrew Malkinson's case, highlighted by Panorama and supported by campaigns from APPEAL and The Justice Gap , led to a key change in the miscarriage of justice compensation scheme. The UK government's removal of 'saved living costs' deductions is a significant victory for fairness and justice for the wrongfully convicted.
BLOGS/VLOGS <i>Online platforms where individuals share written (blogs) or video (vlogs) content, often giving personal insights on specific topics.</i>	Personal Connection – Builds a direct, personal bond with audiences. Low Cost – Inexpensive to produce, accessible for individuals and small groups.	Limited Reach Without Promotion – Reach may remain limited without social media traction. Engagement Dependence – Requires regular content to maintain a following.	The Prison Diaries UK – (Blog) sharing stories from within the prison system and the Teens On Cons (VLOG) which has prisoners sharing their experience of prison with at risk teenagers.	The Teens On Cons VLOG features ex-prisoners sharing their stories to deter youth crime, with over 14 million views . It supports violence reduction and crime prevention campaigns. Similarly, The Prison Diaries UK podcast offers insights into prison life and supports reform, aligning with groups like the Prison Reform Trust and Prison Radio Association .
EVENTS <i>Platforms like Facebook, Instagram, and Twitter that allow global sharing of content.</i>	Builds Awareness – Effective at spreading awareness quickly, especially among younger audiences. Fundraising Potential – Events can raise money AND awareness, making them a very efficient use of resources.	Organization Costs -Requires planning, and success depends on attendance. Entertainment Focus - Some people may attend just for the fun aspect, not the cause.	#StopKnifeCrime and #Enough Campaign: Events and workshops on knife crime and violence against women	# Bin a Blade events' were part of the StopKnifeCrime campaign have successfully increased youth involvement in anti-violence efforts. Over 1,400 knives were surrendered across five years. Vigils and workshops were also an important part of the #Enough is Enough campaign. Organizers report a 10-15% decrease in domestic abuse incidents over a few years, with surveys indicating more people recognizing abusive behaviors and available resources.