

## Screenthing

Screenthing is our youth outreach activity, which runs on Facebook. Since our move to the social network last year, we have been working hard to create a strategy that works for this type of media and our audience. At year end, we closed with just over 10,000 fans. Using our new strategy and plan for this year, we have gained just under 9000 new fans. This has, in largely, been down to the support and help from all our members. Their support has mean that we've been able to give our fans the access to prizes and content that would otherwise not be available to this audience of youth ambassadors.

### CASE STUDY

Earlier this year Warner Brothers were able to support Screenthing, by providing a pair of tickets to the world Premiere of Harry Potter and the Deathly Hallows – Part 2. We utilised this once in a lifetime prize as part of our Facebook advertising, with the targeting focused solely on the 13 – 17 years old males. The competition was live for a total of 32 hours and amassed over 17,700 entries in that time. We received a huge influx of traffic to our page, which was reflected in the number of likes and comments on our posts. All of this equated to a huge increase of over 8000 new fans.

## NEWS IN BRIEF

### AGM

Once again it is almost that time of year, the Industry Trust's seventh AGM. This year it'll be taking place on the PM of November the 24th, so please send us an email at [info@copyrightaware.co.uk](mailto:info@copyrightaware.co.uk) if you're interested in coming along and finding out what we've been up to this year.



Disney have also been very generous in their support for the Trust and have so far provided 3 pairs of Premiere tickets to a range of their films to help drive this initiative. We were also given access to film at both the Fright Night and Real Steel Premiere, which allowed us to film our winners on the red carpet delivering our messaging directly to their peers. This sort of opportunity has been fantastic as it gives our winners that magic dust on top of an already amazing prize whilst also ensuring that our messaging resonates that bit further with the audience. The video edits have then been taken to a number of youth sites where we're able to spread the word about Screenthing and drive further traffic through to our page from having

### Celebrity Posters

Since our last update we've been working hard, and have managed to secure some of the biggest names in British film and TV to help drive awareness for the "Moment's Worth Paying For" campaign across our outdoor space, courtesy of ClearChannel.

The list now includes, John Hurt, Ray Winstone, Jaime Winstone, Russell Kane and Keith Lemon.



some bespoke content that contains our rich messaging.

We simply could not reach our bullish KPI's for this project, without the support of all our studio members and partners to ensure that we continue to have access to opportunities that can help to spread the message of the importance of copyright and creativity amongst youth.

So please do get in touch if you're able to help us spread the word Screenthing@industrytrust.co.uk, it can be as simple as a shout out and tag on Facebook, access to talent, competition prizes to money can't buy experiences such as a Premiere.

If you have access to talent and want to take part in the campaign then please do contact us at [info@copyrightaware.co.uk](mailto:info@copyrightaware.co.uk). We'd like to say a big thank you to our friends at Black and Blue, Optimum, Revolver and Universal for their continued support on this initiative.

### Member Education

One of the new initiatives we're looking at is creating some materials which can be used to ensure that the industry itself is up to date and educated on the importance of copyright. So far we have carried out an audit of all materials which exist across the industry and we'll be using these to inform and help us create new materials. There has also been interest from other creative industries, so we'll be working together to ensure that the materials can be adapted for their use also.

## Parents

Being the gatekeeper of the Internet in their households, it's important for the Trust to focus some activity on educating Parent's about the risks that their children face when accessing unofficial content on the internet. Following the success of the work we carried out last year, in partnership with the BPI/IFPI and Childnet, we have built 2011/12's Parents programme around four key PR initiatives. The programme has been created in partnership with the BPI and the content of the four activities will focus on both film and TV and music.

The first piece of activity ran over the summer

holiday period and was positioned as "ways to entertain your kids for less". The content was especially relevant for Parent's at that time which meant that the story and messaging was easily picked up by media. The activity drove to findanyfilm.com for the film and TV industry and to music matters on behalf of music. The coverage was great and during the time the activity ran, we amassed a massive 17 million opportunities to see which was across 4 national print pieces, 4 national online pieces and 1 parent online piece.

The next initiative is a modern take on the "birds and the bees" conversation. It focuses on when Parent's should start talking to their children

about Internet safety, reinforcing the reasons why people should only access official content and highlighting the many risks that accompany using illegal film, TV and music.

This time round we thought we'd take a different approach and use a celebrity dad, actor and musician Martin Kemp, to front the launch rather than a celebrity mum – giving us access to a wider range of media but still having the mainstream appeal for breakfast TV and female titles. The launch will take place on the 14th of October, with both Martin and Childnet fronting the campaign giving this initiative more weight with Parent's than if the message comes from the industry.

## Be Creative: Screen Champions

For the second year, the Industry Trust has worked with three prominent film education bodies to allow youngsters across the UK to create their own pro-copyright trailers. Cineclub is an afterschool filmmaking club which uses real filmmakers to train teachers to train their students. Film Club is an afterschool film watching and appreciation club. and Film Education, the UK film industry's education charity, all worked with the Industry Trust to create a unique programme, allowing children to watch films, role-play careers, create posters, radio adverts and actually film their own pro-copyright trailers, to educate their peers on why it's important to support the UK film industry.

Screen Champions (with Cineclub) ended in an exclusive preview screening of Cars 2, where Matthew Grossman, Vice President Corporate Communications & Publicity, The Walt Disney Company EMEA, introduced the film. The BBFC kindly classified all of the trailers, and children were donated DVDs by Universal, Sony, Optimum Releasing (Studio Canal) and Warner Bros. The event was held to celebrate their filmmaking efforts, showing them on the big screen at Empire Leicester Square, and to hear their thoughts on copyright and creativity. Evaluation forms from the students and club leaders has proven that 96% students correctly identified one or more definitions of copyright, and 74% participants would be less



likely to engage in copyright theft as a result of taking part in the programme.

The activity this year worked to promote the Industry Trust's pioneering social network programme, called ScreenThing. Now in it's fifth year, ScreenThing is the place for all film fans, aged 17 and under. We show

making of footage, exclusive interviews with those in front of and behind the cameras, and celebrate all great film and TV. We also profile careers, helping young people decide if the film industry is where they'd like to work when they're older, sharing pointers and advice from professionals. With nearly 20,000 followers, Screen Champions is working to grow the community of future Ambassadors, and potential employees, for the UK's film and TV industry, who understand the importance of copyright in protecting their own creative futures.

