



FACE TO FACE

How I Survived Being Bullied



Global Anti-bullying Project
17 May 2016

Global Anti-bullying Project is organised by NHK and its partners, and supported by ABU, EBU and TAL.



About

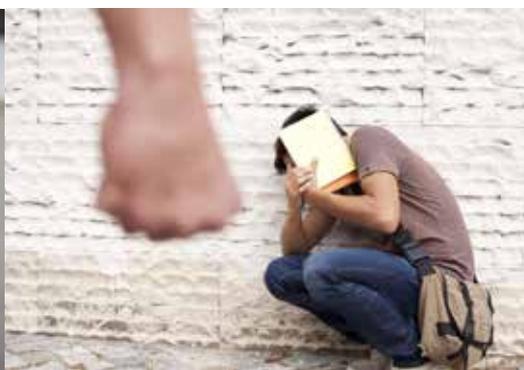
FACE TO FACE is a global initiative led by a committee consisting of both NHK and its partners, aimed at addressing the issue of bullying on a global level. Bullying has become a common problem in many countries, and digital communication tools have a decisive role in its spread. Millions of children around the world are victims, and also active agents of bullying, while bullying is seen to have dramatic consequences for those involved, including a growing number of suicides.

'You are not alone, you can get out of it'.

In order to deliver this important message, FACE TO FACE collects testimonies from many countries and different cultures all over the world. In addition, testimonies will not only come from kids and youngsters, but also from young adults and even elderly people who will tell us how they overcame bullying during their own childhood.

FACE TO FACE aims to have a strong impact and enact change. The initiative is intended to help children and youth aged 8 +, and they are the primary target of the project. But in order to really help the young victims, the initiative will also strive to involve and speak to parents, educators and carers as well. What we need to achieve in order to really help, is a mobilisation of the whole social environment in which this subtle and often hidden form of violence is occurring.

FACE TO FACE is built on the conviction that beating bullying requires awareness, attention, care and cooperation by all players involved in the educational frame work.



Testimonies

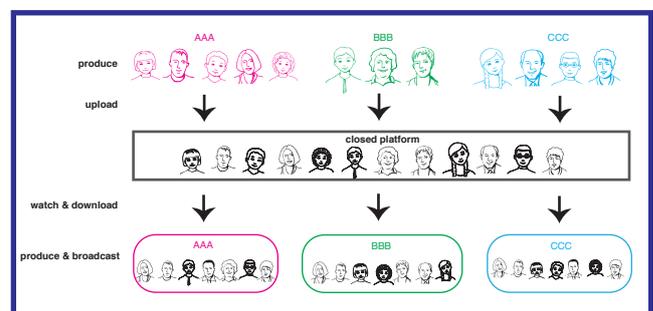
A great number of testimonies gathered from the partners around the globe will embody the project's aim. The testimonies, each two minutes long, depicts the diverse lives and experiences of a wide range of people, of various ages with different cultural and ethnic backgrounds from all over the world, who have successfully managed to get out of an oppressive bullying situation.

The testimonies will be available through two mediums: TV and online. Firstly, for the **International Program Exchange Scheme**. The project members will be able to use the collected films for their own TV programmes as stand-alone clips, or as part of a longer programme. Secondly, for the **Online Portal**. The project aims to release the collected films on the multi-lingual portal, Face to Face. The online platform plays an important role in increasing the projects' impact in the field, encouraging the young audiences around the globe to participate in the project, and delivering the 'You are not alone' message to the children at any time, from anywhere.

1. International Program Exchange Scheme

Gain access to the testimonies collected from around the globe. Flexible use in Television.

- Each partner produces three to five self-sufficient and complete interviews of 2 minutes each
- Each item can be used stand-alone or as a part of longer TV programmes on bullying
- The collected films will become available to watch and download on the project's closed platform

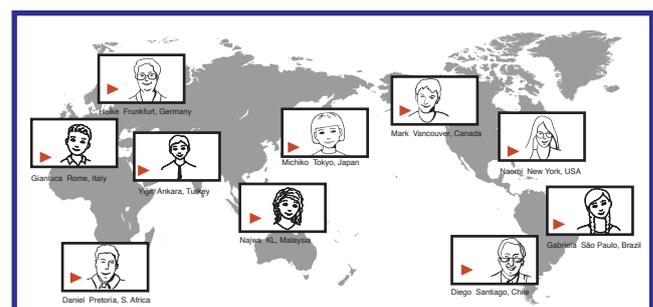


2. Online Portal

Bring the messages together in one place. Create a global speak-out wave.

All the films produced by the partners will be available to watch on an online portal of the project.

It is intended to make the site one large online portal about bullying. It includes providing multi-lingual information, and making it interactive for audience, with potential features such as having a tool to receive selfie-videos from young people all over the world.



Partners' contribution

The partners of this project are **public media producers and providers** who believe that joining forces can help both the victims and agents of bullying.

There is **no fee required** to participate in the project.

1. Produce the testimonies

Specification

- a) 2 min × 3 - 5 eps
- b) In HDTV. SDTV could also be accepted in the case HDTV facility is not available.

Materials

- a) Original Broadcast version
- b) Clean version (with no graphics)
- c) English subtitled version
- d) Additional materials (TBC)

Format

Interviewee

People who have experiences of being either victims or agents of bullying*. Age, ethnicity, religion, culture and any kind of diversity are welcome.

* In this project, 'bullying' indicates violence, ignorance, cursing etc. done by a group of people targeting a person of the same age group in a situation such as school, club and community.

Interview questions

1. How did it start and what did it consist of?
2. How did you feel?
3. How did you manage to get out of it?
4. How do you feel now?

Style

The style should be designed to illustrate each person's dignity and natural charisma. Like a good photograph, each interview should also be interpretable as a kind of portrait of that person.

This includes requirement to strong attention to filming aspects like camera movement, depth of field, a sensibility for meaningful details, and the selection of camera.

Each film starts and ends with the front shots of the interviewee. This demonstrates that the person is now strong enough to show their face and exemplifies to the others that we are all equal.

The four questions will then serve to illustrate the interviewee's bullying experiences, how they overcame these and how they live their lives now. The testimony ends with the protagonist facing the camera and smiling. The smile delivers the message that they got out of it, and give encouragement to the audience.

2. Provide, if any, the already produced shows about bullying

Timeline

	2016									2017			
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	
Making calls	■	■											
Paper works			■	■									
Production				■	■	■	■	■					
Minor editing, adjustment, national language versioning									■	■			

START OF PROGRAM EXCHANGE (Nov 2016)

ONLINE PORTAL LAUNCH (Dec 2016)

Call for Participation

The door is open to all public media producers and providers. The project has been pitched at several international conferences including EBU Science and Knowledge group and ABU General Assembly and the team is receiving strong interest from many TAL broadcasters and some EBU and ABU members.

Contact

Manabu Kado, Exective producer

Youth & Education Programs Division
NHK, Japan Broadcasting Corporation

kado.m-ha@nhk.or.jp

Miki Mori, Exective producer

Global Content Development Division
NHK, Japan Broadcasting Corporation

mori.m-io@nhk.or.jp

Miho Yoshimasu, Project manager

Artbees, Inc.

s02713-bullying@nhk.or.jp

For Asia

Hanizah Hamzah

Head of TV
ABU, Asia-pacific Broadcasting Union

hanizah@abu.org.my

Hamdhoon Rashad

Project Manager, New Media
ABU, Asia-Pacific Broadcasting Union

hamdhoon@abu.org.my

For Europe

Thomas Grond

Manager of Young Audiences
EBU, European Broadcasting Union

grond@ebu.ch

Markus Nickel

Editorial Consultant RAI Cultura (Italy)
Board Member EBU Science and Knowledge Group

markus.nikel@tiscali.it

For Latin America

Malu Vianna Batista

TAL, Televisión América Latina

mv@tal.tv

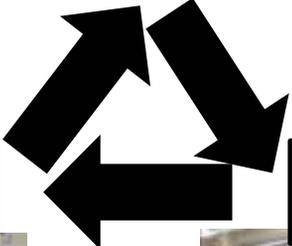


THINK
Watching TV show

ACT
Writing 'my statement'



DISCUSS
How can we stop bullying?



How the Global Anti-bullying Project Started

'Stop Bullying!' is a weekly programme on NHK Educational Channel that asks young people to think about bullying. The programme started in 2013 in Japan, where bullying is a major social issue.

After two years, we have observed the national response, including the increasing number of schools using the programme as teaching material. Furthermore, the recent campaign has managed to gather more than 1.2 million statements from children about what they would do to stop bullying.

Nurturing the cycle of 'think', 'discuss' and 'act' generates opportunities for children to openly share their thoughts, and leads to a chain reaction of 'courage' in order to encourage them to take action. We believe that this eventually helps bullied children realise that there are numerous people fighting against bullying. We will continue with our activities so that victims will have hope in order to live on.

Having talked to our international partners, we see the value in addressing the issue at a global level. And we think that it could help both victims and agents of bullying.

Let's work together to start the global collaborative cycle now.

Global Anti-bullying Project NHK Team