



**'DON'T LOOK  
AWAY': 16 DAYS  
OF ACTIVISM**

**INDEPENDENT MEDIA MOBILE  
JOURNALISM UNIT (MOJO)**

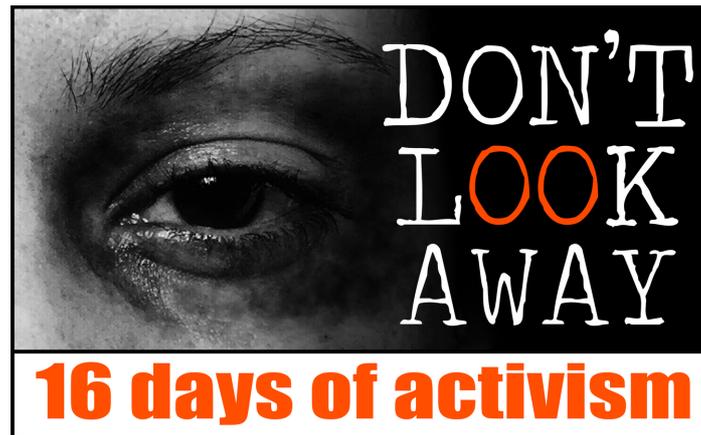
**SUBMISSION FOR CATEGORIES:**

- 1. BEST BRAND AWARENESS CAMPAIGN**
- 3. BEST USE OF AN EVENT TO BUILD A NEWS BRAND**
- 6. BEST USE OF VIDEO**

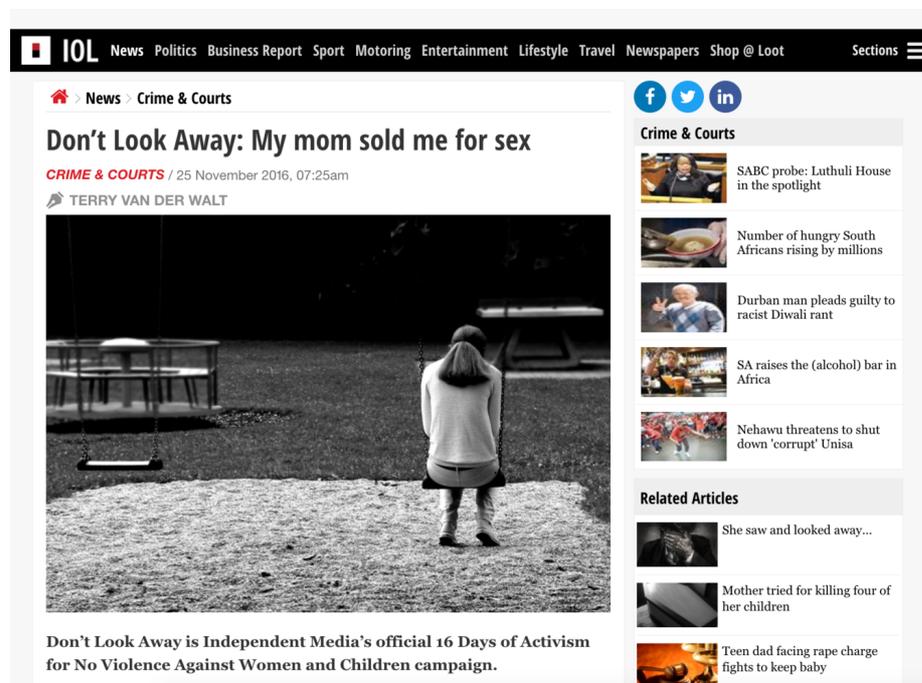
# OVERVIEW

16 Days of Activism for No Violence Against Women and Children is an international awareness-raising campaign which takes place annually between 25 November to 10 December. South Africa adopted the campaign in 1998 as one of the intervention strategies towards creating a society free of violence.

Independent Media created a special content campaign called 'Don't Look Away' that ran for the duration of 16 Days of Activism.



This was accompanied by a social media campaign under the hashtag '#DontLookAway'. Each day, a first person account of abuse was featured in a newspaper title and on [IOL](#), as well as a video story of the person's account.



The videos were also uploaded to social media through IOL News' [Facebook](#) and [Twitter](#) pages. The company is an international news brand with a large following which allowed us to reach a large audience and attract wide audience engagement.

# BEST BRAND AWARENESS CAMPAIGN AND BEST USE OF AN EVENT TO BUILD A NEWS BRAND

INDEPENDENT MEDIA'S MOBILE JOURNALISM (MOJO) UNIT RAN THE VIDEO CAMPAIGN FOR 16 DAYS OF ACTIVISM FOR NO VIOLENCE AGAINST WOMEN AND CHILDREN. THE VIDEO UNIT 5 UNIQUE VIDEO STORIES FOR 5 DIFFERENT ACCOUNTS OF ABUSE WITH INDEPENDENT MEDIA'S "DON'T LOOK AWAY" IMAGE ADDED AT THE END OF EACH VIDEO. THE STORIES ARE AS FOLLOWS:

## PRE-PRODUCTION

[Candice](#)\* was subject to sexual abuse from a young age at the hands of her father. She moved to stay with other family members who too sexually abused her. She later moved back in with her mother who sold her for sex to support her alcohol addiction.

[Anthea](#)\* was physically abused by her husband to the extent that she lost the baby she was 6 months pregnant with at the time. She thought leaving him would end the pain but her children began to emotionally and financially abuse her to support their drug and alcohol addiction.

[Melanie](#)'s\* mother was subject to physical abuse at the hands of her father. When she and her family tried to escape, her father murdered her mother in front of her, raped Melanie, shot her twice, proceeded to stab her 30 times and then left her for dead.

[Gloria](#)\* thought she was in a loving relationship but soon discovered her partner had a drug addiction. He sexually abused her. He owed money to gangsters who supplied him with drugs and traded Gloria for it. She was held captive for months and forced to sleep with the gangsters to 'pay' off her boyfriend's debt.

[Zanele](#)\* was abducted and forced into an arranged marriage at a young age. She was sexually abused by her husband. If she did not have sex with him, members of the community would beat her and hold her down while he slept with her, then take turns to rape her.

## PRODUCTION

The challenge was to create visually appealing and creative video content without revealing the individual's identity and or re-enacting the situations because of the serious nature of the content. The videos supported Independent Media's news brand and objective of the 'Don't Look Away' campaign by shedding light on the real stories and dire circumstances many individuals are still subject to. It created awareness by showing the public that we need to fight harder to eradicate violence in our society and that it is the duty of citizens and organisations to not turn a blind eye to the plight of women and children who find themselves in such volatile situations.

The video unit also hosted an [activation](#) in the CBD of Cape Town, South Africa to encourage people to pledge their support against women and child abuse. People were also encouraged to paint one of their fingernails orange to show their commitment to ending such violence.



**Independent Media**  
@IndyMediaSA

Following

@MojoIOL in St. Georges outside Newspaper house taking a stand against women and child abuse [#dontlookaway](#)



# BEST USE OF VIDEO



## STORY

[Candice](#)\* was subject to sexual abuse from a young age at the hands of her father. Both her parents were alcoholics. Her mother sent her to live with her aunt at the age of 4 years old to remove her from the situation. However, her two nephews who lived in the house began to sexually abuse her too. Candice found the courage to tell her aunt that her sons were abusing her but she accused Candice of lying, trying to break her family apart and kicked her out of the house. She was then sent to a children's home. Candice later moved back in with her mother who was still drinking. She had to drop out of school because her mother could not afford the fees. Candice's mother then sold her for sex to support her alcohol addiction. She left and went to live with her father but she was not welcome and so with nowhere to go, she was forced to live on the streets of Cape Town.

The video spoke about a sensitive topic but not explicitly. An interview was conducted with a survivor and it was adapted into a script that would translate well for video. The script was used to create scenes for the video. We chose to use a childlike concept of drawings to tell the story of Candice\* from her perspective as a young child. We aimed for the drawings to help evoke the raw emotions she experienced but also help the audience remember her sense of innocence as a child who should not be subjected to such traumatising environments. The video was shot in stop motion on a whiteboard. The illustrator created unique characters and emotions for each person in the narrative to help the audience easily identify and follow Candice's story. Narration was added to help bring the story to life. The video was edited by a post-production team and sound effects were added where necessary to help create the environment of the scene.