201 WEEK 2 TASK

PLAN:

Audience: Right Wing

Name: THE RIGHT FRAME OF MIND

A stop sign

Description automatically generated

Platform: Right-wing media has recently been purged on YouTube (e.g. InfoWars) and so we would use a platform popular among other right-wing broadcasters such as DTube.

Slogans: “If it’s not right, it’s wrong” – “And THAT’S the truth”

Style: We will be set in a casual setting. Something akin to podcasts like Joe Rogan’s, a more casual style of room with comfy chairs and on wall decorations etc to show that we are the opposite of the mainstream and give the subconscious idea that our views will not be saturated by a ‘brand’.

Staff: We will have a limited number of staff. We will need at least an editor, a camera operator, a sound technician, and PR members to promote the show. We want a small number of staff to give the idea that we are the underdogs that aren’t in the pocket of the big media companies, meaning we can freely ‘tell the truth’. Eventually, we would also need a legal team as some of the statements we make may be controversial and so therefore we need to be able to stay out of legal trouble that could cost our money or reputation.

Technical Expertise: We will need someone with basic knowledge of sound tech to set up the mics etc. We also need someone with good script-writing abilities in order to give the episodes structure and a unique feel. We need a fairly good editor for all of the audio-visual aspects such as pictures, animations etc. that pop up in the corner (similarly to how they appear on a show such as John Oliver’s) Next, the presenter needs to be not only a good orator, but also have skills in non-verbal communication such as hand gestures in order to give a deeper emotive level.

Where we will advertise: According to Mashable (<https://mashable.com/article/facebook-right-wing-social-network/?europe=true>) Facebook is the most popular social media for right-wing views and so our social media campaigns will be mainly focused on there. Also, right-wing figures such as President Trump have a huge Twitter following so we’ll advertise on there too. In addition, we will take-out old-fashioned print adverts in newspapers as some of these newspapers are fairly right wing already and this may draw people to a slightly stronger view.

How we will sustain an audience: We would keep stories relevant and fast paced in order to give an entertainment value to our news source. In addition, we will continue to reinforce the idea that we tell the truth in order for people to stick with us for the best information.

Format: The format will be video in order to show more hand gestures, video elements and obviously product placement.

Funding: We will seek funding through crowdfunding platforms such as GoFundMe from other likeminded individuals. We will have a low running cost due to uploading videos online being available through free accounts. Later on, we will also sell merchandise and books to our fans. Furthermore, we will work with brands that support similar ideologies with product placements. These brands won’t necessarily be huge global corporations as the controversy of the show could be damaging to their brand. Therefore, we would hope to gain the support of smaller brands, thus adding to the sense of being the ‘underdog’ and ‘by real people, for real people’.

Guests: We would exclusively feature guests that would agree with us such as Ben Shapiro, Alex Jones etc. using either a promotion of their products or favours. Also, we would look at featuring guests of the opposition that we know have weak debating skills so that we can ‘debunk’ everything they say and look correct 24/7.

How to grow an audience: Initially, we will try and create controversy on social media with our views and actions which may take us onto appearances on news platforms such as GMB. From this, we will aim to encourage viewers from disgruntled groups to watch us.

Stories: We will only ever talk about issues that we are against. We will aim to create views but creating arguments and debate. Naturally, people often enjoy watching confrontation and ‘drama’ and so we will deliver that. We will focus on issues important to the right-wing such as migrants, political correctness, and the good old days. We will also constantly undermine and berate the left as a way to legitimise our opinion above theirs.