



HE NAMED ME  
**MALALA**

**MALALA**  
**YOUTH VOICE**  
STUDENT TOOLKIT



**INTO  
FILM**



national  
schools  
partnership



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# MALALA YOUTH VOICE STUDENT TOOLKIT

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# MALALA YOUTH VOICE STUDENT TOOLKIT

To celebrate the cinema release of the film *He Named Me Malala*, National Schools Partnership and Into Film with Fox Searchlight have launched the Malala Youth Voice competition.

If you're aged between 13 and 19 and you live in the UK, this is your chance to raise your voice to make a difference like Malala. How? By making your own short film!

There's a bunch of brilliant prizes for the best films, including a trip to London for an exclusive film screening, iPads, copies of Malala's inspiring book and a Fox DVD bundle. So get your cameras, smartphones and tablets ready...

This useful toolkit will help you **plan, make, enter** and **promote** your film for the competition.

It's really easy to enter, but do read all the tips and guidance so you'll have the best chance of winning.

## MALALA SAID

*"I raise up my voice, not so I can shout, but so that those without a voice can be heard..."*

*"When the world is silent, even one voice becomes powerful."*

### Get inspired!

First things first, watch the *He Named Me Malala* trailer and some example campaign films at:

[www.nationalschoolspartnership.com/malalacomp](http://www.nationalschoolspartnership.com/malalacomp)

Make sure you read the rules too!

### Get making!

**There are two deadlines for the competition:**

Your film must be entered by **5pm, 13th November 2015**

Public voting for your films closes at **midday, 20th November 2015**

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## COMPETITION INSTRUCTIONS AND PRIZES

### What do you have to do?

Create a short campaign film. It should either:

- add your voice to Malala's and be a champion for education for girls around the world, or...
- promote an issue you are passionate about, whether it's in your school, your local community or a wider global issue. The important thing is that it matters to **you**.

### What are the judges looking for?

- Does your film clearly communicate your campaign message?
- Does your film inspire and motivate others to support the campaign?
- Is your film original and creative?

### How do you enter?

1. Make your short campaign film (it can be anywhere between 6 and 60 seconds)
2. Upload it to Instagram, Vine or YouTube (read page 15 for details)
3. Go to [www.nationalschoolspartnership.com/malalacomp](http://www.nationalschoolspartnership.com/malalacomp) to enter the competition by **5pm, 13th November 2015**. You'll need to provide the Instagram, Vine or YouTube link to your film, along with your parent, guardian or teacher's email address so they can give their consent.
4. Your parent, guardian or teacher will receive a confirmation email to say your entry is live. That's when you need to start promoting your film like crazy! Use **#MalalaYouthVoice** to get your friends, family and members of the public voting for your film.

5. Public voting closes at **midday, 20th November 2015**. The 10 films with the most votes will be shown to a judging panel, and they'll decide upon the winner and runners-up.

## THE LOWDOWN ON THE COMPETITION PRIZES



### If your film comes first, you'll win...

- A trip to London (including a 2 night stay) for a private and exclusive screening at 20th Century Fox HQ in Soho Square
- An iPad Air 2 – 64GB with Wi-Fi
- Copies of Malala's inspiring book for everyone in your class
- A Fox DVD bundle

### If you're one of the two runners-up, you'll win...

- An iPad Air 2 – 64GB with Wi-Fi
- A copy of Malala's inspiring book



# MALALA YOUSAFZAI AND THE MALALA FUND CAMPAIGN

## Who is Malala?

- Malala Yousafzai is a leading campaigner for the millions of girls worldwide who are being denied an education.
- She was born in 1997 in Mingora, in the Swat district of North West Pakistan.
- Her father is a poet and educational advocate who ran her school, which sparked her passion for education.
- In 2009, after the Taliban issued a law banning girls from attending school, she wrote an anonymous blog for the BBC expressing her views on education and life under the threat of the Taliban.
- Malala continued to speak up for her right to attend school and won Pakistan's first National Youth Peace Prize.
- The Taliban voted to kill her and she was shot in the head, aged 15, when travelling home on the bus from school.
- Miraculously, she survived, and she now lives in the UK.
- She set up the Malala Fund to campaign for quality secondary education for all girls.
- In 2014, she was the youngest person to win the Nobel Peace Prize and gave an inspiring speech.
- Malala marked her 18th birthday by opening a school for girls in Syria.
- *He Named Me Malala*, a documentary film about her life, is released in cinemas on 6th November 2015.
- Watch the inspiring trailer here: [www.nationalschoolspartnership.com/malalacomp](http://www.nationalschoolspartnership.com/malalacomp)

## MALALA SAYS

*"I had two options. One was to remain silent and wait to be killed. The second was to speak up and then be killed. I chose to speak up."*

*"Now it is time to call on them [world leaders] to take action for the rest of the world's children."*

*"Let it be the last time we see a child deprived of education. Let it end with us."*

*"One child, one teacher, one book, one pen can change the world."*

## What is Malala's charity campaign for?

The Malala Fund is all about making sure girls achieve their potential by giving them access to good-quality secondary-school education. It's about inspiring positive change in local communities, and currently the fund supports girls' education projects in six countries.

## Did you know?

- There are over 60 million girls out of school around the world
- The average time the poorest girls spend in education is three years
- Girls have faced violence for trying to go to school in 70 countries across the globe

Find out more: [www.malala.org](http://www.malala.org)

Watch a selection of Malala's inspiring speeches:

[www.youtube.com/user/MalalaFund](http://www.youtube.com/user/MalalaFund)



## CAMPAIGNING

### What is a campaign?

A campaign is an organised activity or set of activities carried out to achieve an aim. It works by:

- raising awareness of an issue you are passionate about
- persuading others to help you bring about change
- influencing behaviour and opinion

### Top tips for campaign success

#### Knowledge is power

In order to run a successful campaign, it's important to know all about the issue you're campaigning for. You must be able to support your argument with lots of facts!

#### Planning is key

It's important to plan your campaign before you launch it. Think about what you want to achieve. You can use the template on the next page to support your planning.

#### Timing is crucial

Time your campaign release so it links up with other activities taking place. This may require some research to make sure you're keeping up with current trends linked to your idea.

#### Know your target audience

There isn't one special recipe that magically works for all campaigns. You'll need to research your target audience and think about the best ways to appeal to this group of people. For example, you might want to reach young people by using social media.

#### Publicity and marketing

A clear message is key to your success. Do you have a catchy strapline to promote your idea? Have you created a memorable brand or logo? Your audience should be able to understand your message straight away. Make sure your messaging is consistent and don't forget to double-check your spelling.

#### Communication

How will you deliver your message to your target audience? Think about all your options. Some methods will need a budget, while some are completely free, such as social media, emails and word of mouth.

#### Evaluate

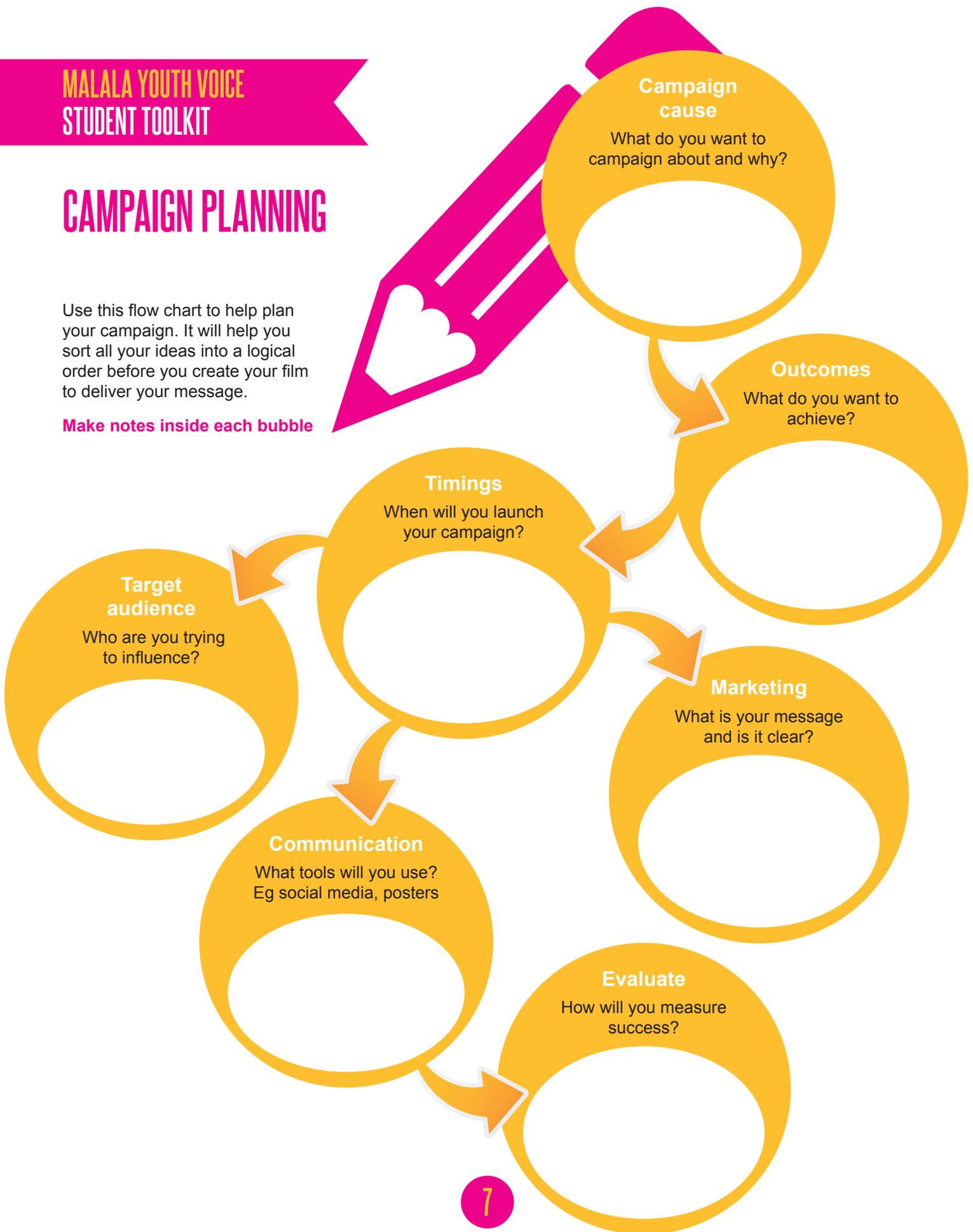
Set clear targets at the beginning of your campaign. You'll then be able to check your progress and evaluate the impact your campaign is having.



# CAMPAIGN PLANNING

Use this flow chart to help plan your campaign. It will help you sort all your ideas into a logical order before you create your film to deliver your message.

**Make notes inside each bubble**



## WRITING AND MAKING SPEECHES

### Ten tips for speech success

1

**Know your topic:** research your subject matter so you know what you want to say. You'll come across as confident and passionate if you can back up your argument with facts.

2

**Plan your speech:** figure out what your opening, main points and conclusion are going to be before you start writing. Jot down all your thoughts, then put them in a clear order so your speech flows in a logical sequence. If the audience loses your train of thought, they'll stop listening. Don't know where to start? Try thinking about your conclusion first.

3

**Know your audience:** make sure the language you use in your speech is appropriate for the people in your audience. You need to think about their age, where they come from, what their existing knowledge is of the subject and so on.

4

**Timing is crucial:** be clear about the length of your speech. It needs to be punchy and hold the audience's attention. Once you've got your first draft written, time it as you read it out loud. Remember your Malala Youth Voice competition film must be between 6 and 60 seconds.

5

**Keep it simple:** use straightforward language and short sentences – they work better for engaging audiences and keeping their interest.

6

**Build emotion into your speech:** a loud and clear voice is great for speeches, but no one likes being shouted at. Remember you'll need to change tone to emphasise key points.

7

**Make only three main points:** having too much to say will confuse your audience. Keep your argument to just three key ideas.

8

**Use props:** tools like PowerPoint can be very useful if you want to use images or videos to help illustrate key elements of your speech. Just don't use too much text. You want the audience to listen to your voice.

9

**Consider ways of engaging with the audience:** how could you get your audience to participate? Think about everything from a simple show of hands to a question-and-answer session using electronic devices.

10

**Create one take-away line:** what one key phrase would you like to stick in your audience's minds after they've heard your speech?



# SPEECHWRITING ACTIVITY SHEET

Create a winning campaign speech and use the best bits for your campaign film for the Malala Youth Voice competition.

**Write notes inside each box**

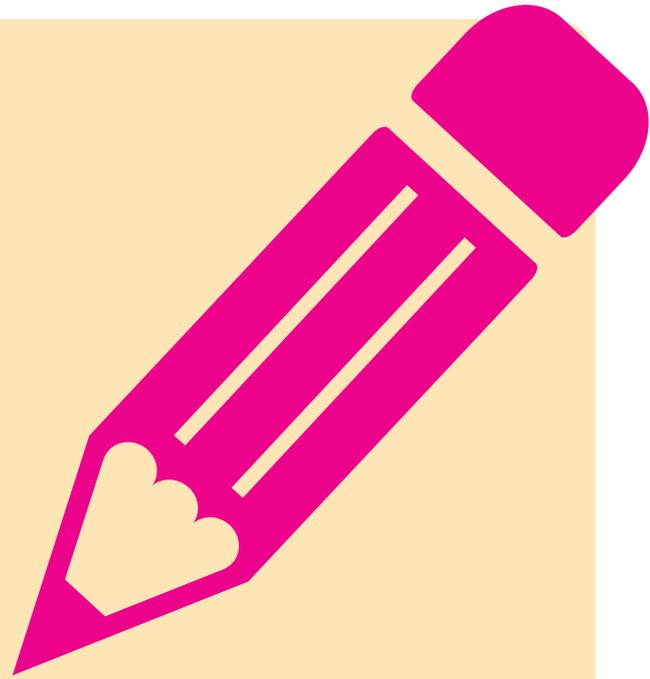
**What's the title of your speech/campaign?**  
Make it short and catchy.

**What's your opening line?**  
Make it a winner – it needs to grab the audience's attention.

**Who are you?**  
Introduce yourself and explain why you're speaking up.

**What are your three main points?**  
**Explain the issue, why your campaign is needed and how it will help.**  
Support your arguments with facts.

**What's your take-away message?**  
Finish with a sentence to spur people into action.



## STRAPLINE-WRITING ACTIVITY SHEET

Create the perfect strapline to use in your Malala Youth Voice campaign film and promote your competition entry on social media

### What is a strapline?

A strapline is a very short sentence that describes your campaign in a nutshell. It needs to be punchy, so your target audience instantly understands and remembers your campaign.

Here are some examples of impactful straplines:

#### Charity straplines

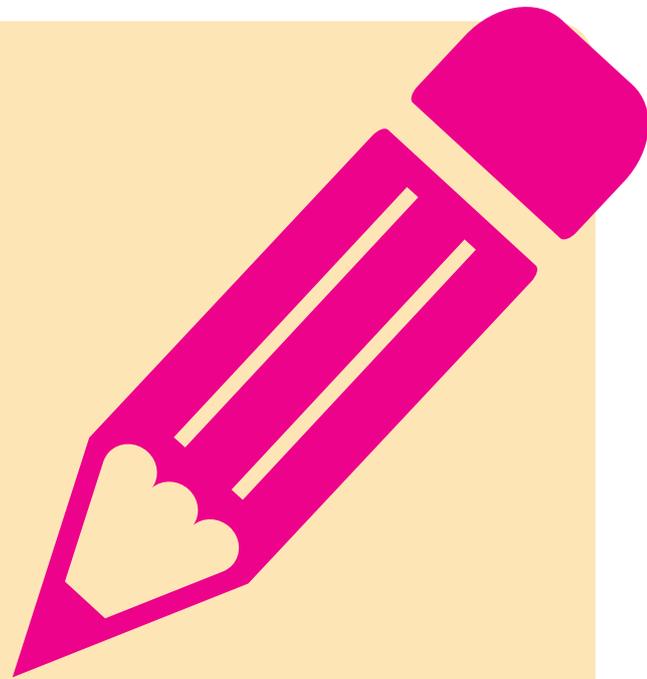
- *One child, one teacher, one book, and one pen can change the world* – Malala Fund
- *No child born to die* – Save the Children
- *For every child in danger* – Unicef
- *Be Humankind* – Oxfam

#### Commercial straplines (they are called slogans in the advertising world)

- *Connecting people* – Nokia
- *Just do it* – Nike
- *Have a break, have a Kit Kat* – Kit Kat
- *Every little helps* – Tesco
- *Beanz meanz Heinz* – Heinz

Can you think of any more well-known straplines or slogans? If not, research some online or ask friends and family.

Write your favourites in the box below:



### Here are some tips for creating a memorable campaign strapline:

- Be clear about what you are trying to say.
- Keep it simple, but unique.
- Make sure it's an honest representation of your campaign message and your film.
- Check it will entice the audience, invoke emotion and make them want to stop and listen – you can test it out on your teacher, family and friends first.
- Make sure it's memorable – can you remember the phrase easily

Now you know the rules, it's your turn to try and come up with your own strapline.

Write your best ones in the box below:



## FILMMAKING

To enter the Malala Youth Voice competition, you'll need to create a short campaign film of between 6 and 60 seconds.

Your film can either:

- add your voice to Malala's to help her promote education for all girls around the world or...
- promote an issue that you are passionate about, whether it's in school, your local community or a wider global issue. The important thing is that it matters to **you**.

### The judging criteria:

→ Does your film clearly communicate your campaign message?

→ Does your film inspire and motivate others to support the campaign?

→ Is your film original and creative?

### Don't be afraid to give it a go

The most important thing to remember is that filmmaking doesn't have to be complicated or expensive. You probably already have the know-how and equipment you need to do it!

## Our filmmaking top tips to help you create a winning film

### Plan ahead

It's very tempting to start filming straight away, but step away from that camera! You need to spend time developing your campaign first, working out how best to communicate your message. It will help you create a much stronger film. Here's how to get started...

- Make a campaign flow chart to clarify your ideas.
- Create a storyboard to help visualise how you will communicate your message in the film.
- Share your ideas with friends and ask for their feedback.
- Less is more. A simple story told well can be very effective. A complicated story with little focus could confuse your audience.

### Think about your audience

When you're coming up with ideas, don't forget who your viewers will be. You need to use the right words and the right tone to engage with your audience.

- To be in with a chance of reaching the competition final, you'll need to win the hearts and minds of as many people as possible. Your film should be fitting for a family audience, so it shouldn't contain any swearing, offensive language, drug-taking, smoking or violence. Films with this kind of content could be disqualified from the competition.
- Think about what will make your film appeal to other young people.



## FILMMAKING [CONTINUED]



### You don't need a lot of fancy equipment

Since smartphones and tablets came along, it's now perfectly possible for most people to be filmmakers! There are great filmmaking apps, many of which are completely free to download. Just use whatever equipment you have, or ask if you can borrow from your friends, family or school. The most important things to have are imagination and enthusiasm!

### Sound check

When you're making a film, don't forget that the sound recording is just as important as the video you shoot. Here's what to do to make sure poor-quality sound doesn't spoil your masterpiece...

- Avoid busy or loud areas when filming, especially if you don't have a suitable microphone.
- If at all possible, use an external microphone because the built-in mics on cameras don't always produce quality sound.
- Use headphones to help you identify any issues with your sound recordings.

### Keep your camera as still as possible

Shaky camera work is off-putting for the audience. You'll need to look at ways to keep your camera as still and steady as possible when you're filming.

A good-quality tripod will allow you to pan and tilt the camera (move it horizontally and vertically) and avoid unnecessary camera shakes.

If you don't have a tripod, rest against a wall and keep your arms still during the shoot. Or rest your camera on a flat surface to ensure you achieve a steady shot.

### Music

Think of music as your secret filmmaking weapon! It will help you engage your viewers on an emotional level, so choose well. Sadly, you won't be able to use your favourite pop songs or other copyrighted tracks you like. Instead, use one of the many copyright-free music libraries online such as Incompetech or AudioMicro. They have a variety of music tracks you can use for free.

Or... why not collaborate with the musical talent in your school and ask them if they'd be interested in composing music especially for your project?

### Get permission

If you want to include your friends or family in your film, make sure you have their permission first.

### Keep your film short

The rules of the Malala Youth Voice competition state that your film must be between 6 and 60 seconds (including titles and credits).

### Editing and finishing

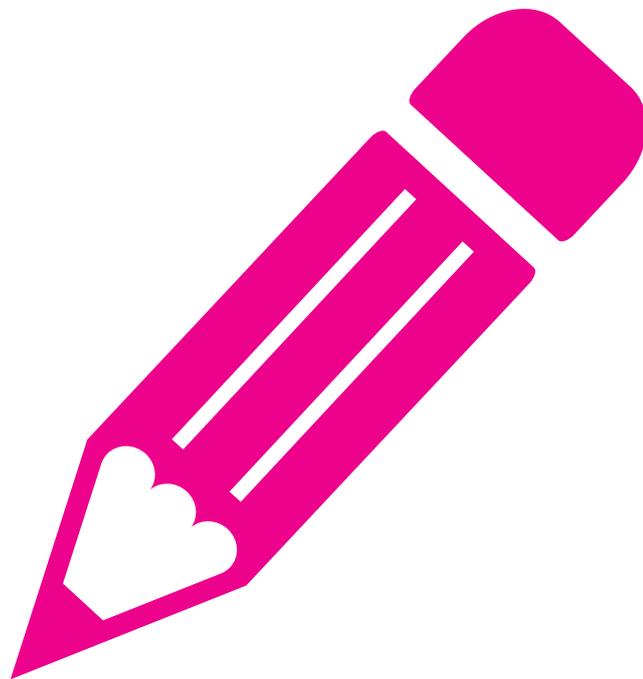
After you have filmed and shot your film, there is one important element left to do: editing. Don't be scared to cut parts of your film out if you feel they're not working. If you're unsure, the audience probably will be too! You will find helpful guides to editing at [www.intofilm.org/filmmaking](http://www.intofilm.org/filmmaking)



# STORYBOARD TEMPLATE

All good filmmakers create storyboards before they start shooting. A storyboard (a visual plan with drawings and descriptions) will help you develop your ideas and work out what you're going to film for each shot. It's also your checklist when you're shooting, so you can make sure you've filmed all the shots you need.

If you'd like more guidance on creating a storyboard, visit Into Film's useful web page: [www.filmclub.org/behind-the-scenes/details/317/how-to-storyboard-your-film](http://www.filmclub.org/behind-the-scenes/details/317/how-to-storyboard-your-film)



Use the template below to create your storyboard. Don't worry about your drawing skills – stick figures are just fine!

SHOT 1 DURATION  
LOCATION

SHOT TYPE / CAMERA MOVEMENT

ACTION

PROPS / EQUIPMENT

SOUND / DIALOGUE

SHOT 2 DURATION  
LOCATION

SHOT TYPE / CAMERA MOVEMENT

ACTION

PROPS / EQUIPMENT

SOUND / DIALOGUE



# STORYBOARD TEMPLATE [CONTINUED]

SHOT 3 DURATION  
LOCATION



SHOT TYPE / CAMERA MOVEMENT

ACTION

PROPS / EQUIPMENT

SOUND / DIALOGUE

SHOT 4 DURATION  
LOCATION



SHOT TYPE / CAMERA MOVEMENT

ACTION

PROPS / EQUIPMENT

SOUND / DIALOGUE

SHOT 5 DURATION  
LOCATION



SHOT TYPE / CAMERA MOVEMENT

ACTION

PROPS / EQUIPMENT

SOUND / DIALOGUE



## SOCIAL MEDIA

Social media is very popular with campaigners because it's a free and immediate way to gather support for good causes. This guide will help you to use social networks successfully – and safely – during the Malala Youth Voice competition!

### STEP-BY-STEP GUIDE TO UPLOADING AND PROMOTING YOUR FILM

#### Step 1:

**Upload your campaign film to one of three social media platforms**

If you don't already use Vine, Instagram or YouTube, you'll need to choose one and set up a profile.

**Remember:** you must be aged 13 or over in order to open a social media account. This competition is not open to young people under the age of 13.

#### Which site is best?

They're all good. Choose the one that suits the length of your film best! Don't forget to use **#malalayouthvoice** when you upload your film to your chosen platform.

#### For films up to 6 seconds long, choose Vine

Vine is a video-sharing platform where you can capture and share 6-second-long looping video clips and share them on Facebook, Twitter and more.  
<https://vine.co>

#### For films up to 15 seconds long, choose Instagram

Instagram is a social network that allows you to upload and share videos of up to 15 seconds on Facebook, Twitter, Tumblr and Flickr.  
<https://instagram.com>

#### For films up to 60 seconds long, choose YouTube

YouTube allows you to upload and share videos of up to 15 minutes by default. The platform has millions of users around the world, uploading more than 35 hours of video every minute of every day!

[www.youtube.com](http://www.youtube.com)

Once you have chosen which platform is best for your campaign film, register for an account and upload your film. Make sure your film is set as a public video. If you need help, you'll find it via the links below...

#### Vine

<https://support.twitter.com/articles/20170317>

#### Instagram

<https://help.instagram.com/442610612501386/>

#### YouTube

<https://support.google.com/youtube/answer/57407?hl=en-GB>

#### Step 2:

#### Enter your film in the competition

Once you've uploaded your film to Vine, Instagram or YouTube, copy its 'share' link and visit [www.nationalschoolspartnership.com/malalacomp](http://www.nationalschoolspartnership.com/malalacomp) to enter the competition.

You'll be asked for your parent or guardian or teacher's email address because they'll need to give their consent for you to enter. As soon as they've confirmed it's okay for you to enter, your video will 'go live' on the competition website.

**Don't forget the deadline for receiving your entry is 5pm, 13th November 2015.**



## SOCIAL MEDIA [CONTINUED]

### Step 3:

#### Promote your entry

Once you've successfully entered the competition, all you need to do is promote your entry to as many people as you possibly can to make your voice heard using **#malalayouthvoice** and get the public to vote for your film.

Voting closes at **midday, 20th November 2015**. After that, the official judging panel will watch the 10 videos with the most votes and pick one winner and two runners-up.

### Ten tips for social media success

1

**Make sure your film sounds good.** People can forgive most bad video quality if the content is good. But if they can't hear it, they'll click away.

2

**Make sure your headline and description get people's attention.** Be snappy, be silly, but be clear about what the content is. Use your strapline. Tag your video with the right things. Include the competition hashtag **#MalalaYouthVoice**, but research other hashtags and keywords to include any that are relevant to your content.

3

**Use images.** When you're sharing your film on a social media site, include a good image of yourself – or the pre-prepared sharing image you can download from [www.nationalschoolspartnership.com/malalacomp](http://www.nationalschoolspartnership.com/malalacomp) – as well as the link to your film. Visuals make people click more!

4

**Tell your friends and family.** They're your ready-made fan base. Use them. They want you to succeed!

5

**Start with Facebook and Twitter.** People have to use a Twitter or Facebook account to vote for entries on the microsite, which means they are very useful networks to promote your entry on. You should use the network you uploaded your film to as your followers could already be enjoying your film!

6

**Don't stop there!** Use every platform you can think of – WhatsApp, Snapchat etc as well as email, text, posters, stickers and word of mouth.

7

**Once is not enough.** Tell people more than once every few days to vote for you. Not everyone is online all the time and lots of people will have missed your first post.

8

**Don't spam people, though!** That'll really annoy them. In the same way it annoys you when people spam you.

9

**Post what you like about some of the other videos.** Show you care, not only about winning, but also about important issues.

10

**Be nice.** That's a rule for life, but also a rule for a campaign.

## SOCIAL MEDIA SAFETY TIPS



**During the competition, we want to make sure you use social media networking safely.**

**Because social media platforms have such a large amount of users that are unknown to us, we must be careful when promoting ourselves.**

**Here's some helpful advice...**

- Never share your phone number, address, date of birth, or pictures of your home, workplace or school.
- Pick a username that does not include personal information about you.
- Be careful which photos and videos you share on social media sites because, once you've put them online, other people may be able to see and download them.
- If you want to share photos or videos of other people online, make sure you have their permission first.
- Use the privacy and security settings on social media sites so that only friends and family can see information you wish to remain private.
- If you think someone is trying to access your information or befriend you and you are uncomfortable about this, close down that account and tell your teacher/parent/guardian.
- Make sure you log out of accounts when you're finished using them and shut down old accounts that are no longer in use.
- Treat others online as you want them to treat you, and as you would in real life.