

“For Love, We Can (愛不難)”

Short film production to promote safer sex 2013

April 2014

Background

The Red Ribbon Centre has collaborated with the Hong Kong Lesbian and Gay Film Festival Society (HKLGF) since 2006 in promoting health messages of HIV prevention, safer sex and early testing. Red Ribbon Centre has since sponsored over 30 films, short films and documentaries related to HIV/AIDS for the film festival. In addition, we have co-organised activities including LGBT Book Fair, short film competition, photography competition and art installation exhibition. Through different channels, we hope to effectively promote health messages to the LGBT community.

In view of the record high number of newly reported HIV infection in 2013, it was considered necessary to explore an innovative and gay friendly means to promote HIV prevention. Red Ribbon Centre and HKLGF co-organised to produce a short film called “For Love, We Can (愛不難)” that would echo the feelings of the local gay community while conveying the message of safer sex, early testing and early treatment for HIV.

Aim

To raise the condom use rate, HIV testing rate and treatment seeking behaviour among men who have sex with men (MSM).

Objectives

- To raise awareness on the consequence of HIV infection;
- To promote safer sex;
- To promote early HIV testing and treatment among MSM.

Details of the Campaign

1. Production

Planning of film production began in 2013 and The School of Film and Television, The Hong Kong Academy for Performing Arts (HKAPA) was commissioned for the production. Preparation spanned from September to November 2013 and consisted of research, focus group meetings and field observations in the gay community, which were then translated to the synopsis, followed by script writing and casting. Filming started in December 2013 and entered into post-production phase in January 2014.

The 47-minute film, starring Carlos Chan (陳家樂), Annie Liu (廖安麗) and Yau Kawk-sau (游學修), features a gay couple struggling through family relationships and facing the dread of HIV/AIDS (Fig. 1). Various NGOs, venue owners, peer groups and volunteers of the gay community have contributed to the successful completion of the film.



Fig. 1 Screenshots from "For Love, We Can".

2. Publicity

The film was publicised since February 2014 and various channels were used. One hundred posters (Fig. 2) and 2000 postcards were distributed to 16 gay saunas, 10 clubs, 7 NGOs along with other venues.

A press release was issued by HKLGFF on 18 February 2014, resulting in a wide printing press coverage in the following week. A series of media interviews thus followed, including the RTHK radio show "We are Family (自己人)", television talk shows "Director Ko's Blog (高志森微博)" on ATV and "E+ Focus (觀星台)" on Now TV, and Dim Sum Magazine (點心雜誌).



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或掃描QR碼前往 Facebook 活動專頁登記。
Movie tickets are given out for free, please visit
www.hkigff.hk for further details, or scan the
Facebook QR code to the event page and register.



主辦 Presented by: 協辦 Coorganiser:
本片由香港演藝學院電影電視學院編製
This film is produced by The School of Film and Television,
The Hong Kong Academy for Performing Arts



Fig. 2 Poster of "For Love, We Can" Premiere.

Publicity would not be complete without the use of online interface. The movie trailer was posted on YouTube on 18 February 2014 and has received a hit rate of over 17,000 by April 2014. The premiere was also publicised on our Facebook page "Red Ribbon Mission" and mobile application "1069 試戴樂", along with other online advertisements such as by HKAPA, Broadway Cinematheque, Facebook page and websites of LGBT magazines and venues.

3. Premiere

The premiere was held in Broadway Cinematheque on 6 March 2014 (Fig. 3). It started with a tea reception where the film cast and crew gathered with guests. This was followed by two screenings at 7:10pm and 8:30pm. The theatre was filled to the full house with an audience of over 100 on each screening. Interaction with the audience was possible through Q&A sessions with the actors and actresses, production crew and representatives from the Red Ribbon Centre.

Press interviews were widely covered by newspapers and recordings were available on YouTube. The film received critical acclaim from the audience and further screenings were demanded. As such, two additional screenings were scheduled on 12 April 2014 at 5:10pm and 6:10pm.



Fig. 3 Photo of film cast and crew at the "For Love, We Can" premiere at Broadway Cinematheque, 6 March 2014.

4. Deliverables

After the free screenings, the full version of the film was uploaded to YouTube on 13 April 2014 for public viewing, receiving over 19,000 hit rate within the first week. DVDs were produced for distribution to NGOs and other stakeholders for education purpose.

- Link to movie trailer: <https://www.youtube.com/watch?v=IJAmJLoJpPg>
- Link to full version: <https://www.youtube.com/watch?v=t7GVerR1rHk>

Audio or video clips of media interviews

- RTHK "We are Family (自己人)":
<http://programme.rthk.org.hk/channel/radio/programme.php?d=2014-02-22&p=3433&e=&m=episode>
- ATV "Director Ko's Blog (高志森微博)":
<http://www.hkatv.com/zh-hk/video/9620/%E9%AB%98%E5%BF%97%E6%A3%AE%E5%BE%AE%E5%8D%9A/%E7%AC%AC112%E9%9B%86>
- Now TV "E+ Focus (觀星台)":
<https://hk.celebrity.yahoo.com/video/廖安麗應邀參演短片-141200248.html>