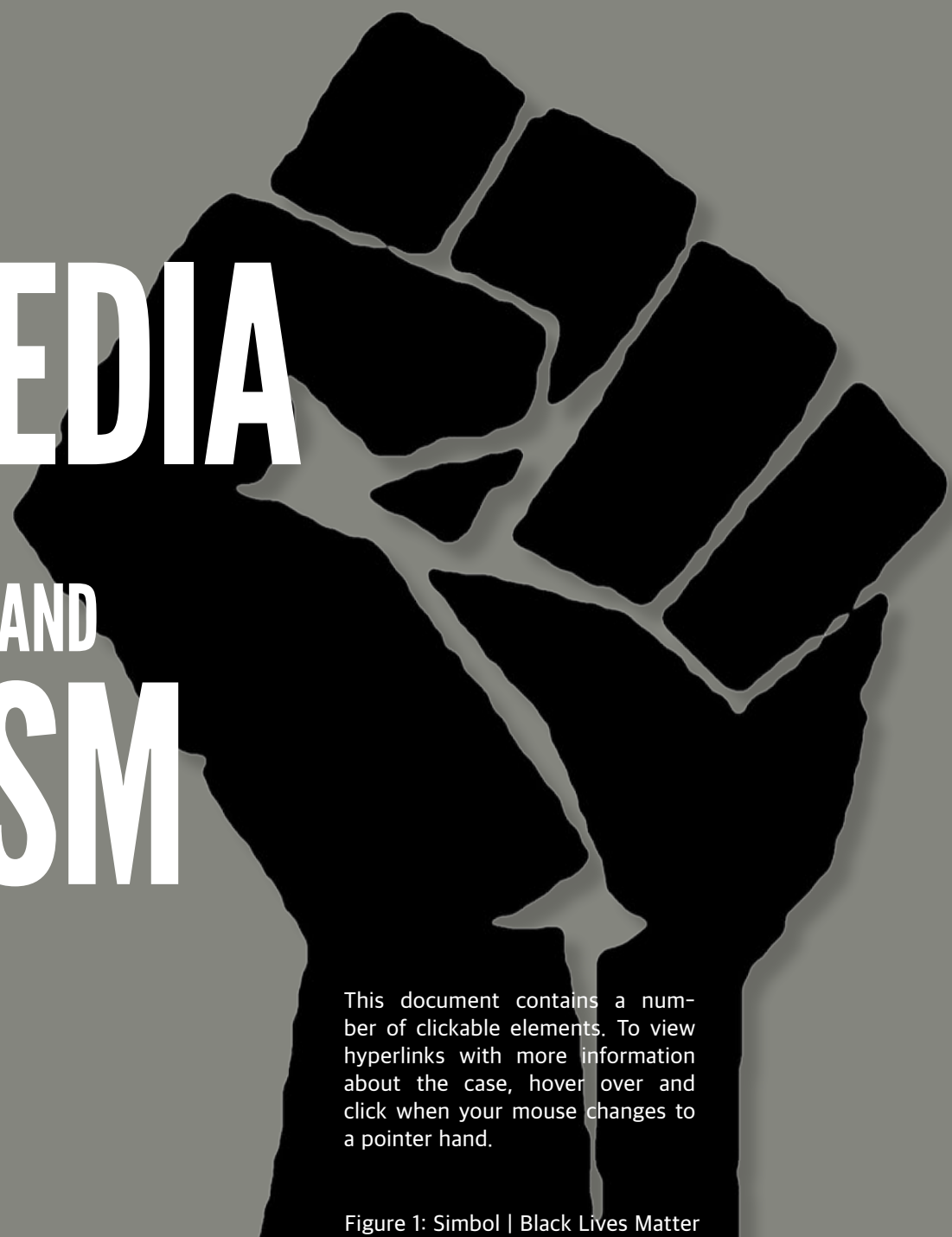


# TRANSMEDIA TV'SERIES AND ACTIVISM



This document contains a number of clickable elements. To view hyperlinks with more information about the case, hover over and click when your mouse changes to a pointer hand.

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# TRANSMEDIA

In contrast to words like intermedial, interdisciplinary, and convergence (which evoke a stable condition), transmedia suggests a deliberate move across media boundaries — It can be related to intertextuality, adaptations, marketing strategies, reading practices, or media networks. Like the terms: transnational, transdisciplinary, transcultural, transgenerational, and transsexual, it implies an ongoing active process that always remains open and is always subject to change. (Kinder, n.d.)

Marsha Kinder

# TRANSMEDIA & TV'SERIES

A unique transformation has taken place in television over the past three decades. Through the integration of traditional media and telecommunications, it has also become possible to market and use films and television shows on other platforms than traditional ones. Multimedia offerings must be considered when evaluating individual films and television programs. Associated social media activities and websites (including webisodes or games) are more and more important for the production and distribution of television drama series. In an era of media convergence, single media outlets like television converge with online media. Television drama series is the main example of transmedia storytelling where stories are told on multiple platforms to attract audiences. According to this article, production companies, networks, and other TV channels are trying to create 360-degree experiences for viewers through transmedia storytelling in a fragmented media market with a fragmented audience by analyzing several transmedia outlets for television drama series. (Martinez-Borda, 2021)



Figure 3: TV Series

# TRANSMEDIA & ACTIVISM

By using multiple forms of media for storytelling and creating community content, transmedia activism is able to create social impact, raise awareness, and influence social change. As a transmedia story for activism, it combines social change (what are you trying to change) with storytelling (what is the narrative theme).

Transmedia activism allows causes to reach the masses making them widely accessible. It gives organizations multiple entry points into the “issue universe”. Additionally, it creates communities and encourages user-generated content. This means people are being influenced by their peers and the media that surrounds them every day. The younger generation is now more aware of causes and is more capable of reacting and participating in issues they believe in, thereby influencing their peers to do the same.

**“Looking at this issue in the simplest of terms, ‘transmedia activism’ is one of the best ways to have people connect to a cause, by exposing them to a variety of media properties over various distribution channels-which opens up avenues for dialogue and provides an audience an educational experience about workable solutions- and then working with the most creative and engaged audience segment to facilitate the creation of their own content that further explains the cause and inspires action around it.” (Srivastava, 2009)**

# RESEARCH FOCUS

HOW TO CREATE A TRANSMEDIA GRASSROOTS MOVEMENT, AND MAKE YOUR AUDIENCE FEEL ATTACHED?

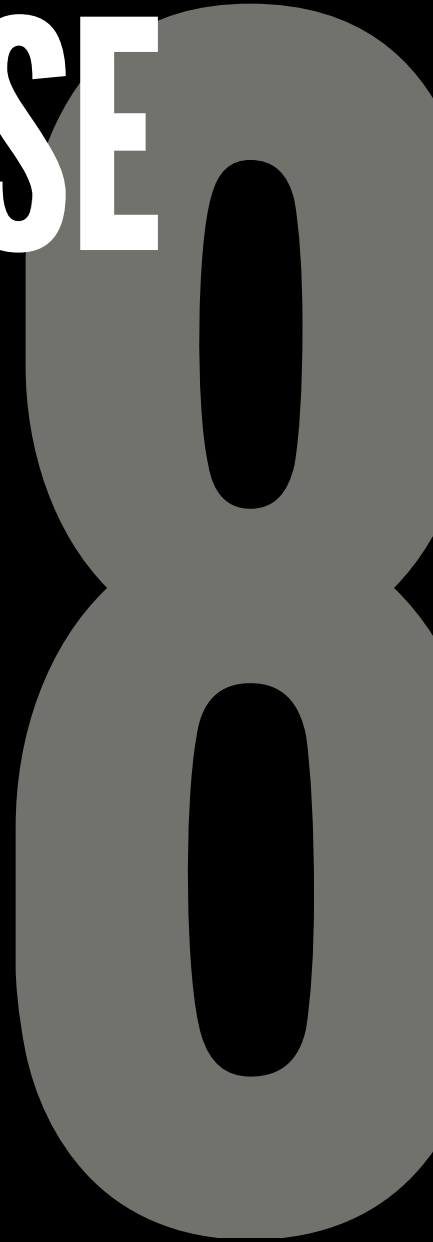


# DESCRIPTION OF CASE

AN INTRODUCTION TO THE TV'SERIES COLIN IN BLACK AND WHITE

ACTORS & PRODUCERS

RECOMONDATIONS



# AN INTRODUCTION TO THE TV'SERIES

The series is played by young actors Jaden Michael and Colin Kaepernick. The series project “Colin in Black & White” is about his youth. It was released on October 29, 2021. This drama series is acclaimed by director Ava DuVernay, “When They See Us”, and Colin Kaepernick himself. It follows Colin and his formative youth and the challenges of his ethnicity, culture, and society. Colin grew up as an adopted child in a sheltered environment. His parents are white, and he is of mixed race. He quickly became enthusiastic about sports and within a short time, he was proving himself to be the best in the field in baseball and American football. As he enters his teenage years, he notices a difference. For the first time, he consciously felt racism. He himself, as the narrator of the series, talks about how American football separates the wheat from the chaff. I want to show how Colin Kaepernick felt racism.

Video 1: Colin In Black & White |  
“The Path is Power”

# ACTORS & PRODUCERS

## COLIN KAEPERNICK | ACTOR & PRODUCER

Colin Kaepernick is 35 years old. Born on November 3, 1987 in Milwaukee, Wisconsin. He is an American football player in the quarterback position. He played for the San Francisco 49ers of the National Football League (NFL) for six years. He is currently a free agent. Kaepernick gained international fame mainly through his initiated protest against racism, in the National Football League. He is also an actor, writer, and director. He is extremely focused on activism.

## JADEN MICHAEL | ACTOR

Jaden Michael is an American model and actor. He is famous for his roles in the films “Wonderstruck” (2017), “Vampires vs. the Bronx” (2020), and “Colin in Black & White” (2021).

He was born on Sunday, October 5, 2003, and he hails from New York City. Trying to establish a career in acting, he juggled castings, recordings, and homeschooling.



Figure 7: Jaden Michael

## AVA DUVERNAY | PRODUCER

Ava DuVernay was born on August 24, 1972, in Long Beach, California. She was encouraged to pursue art and creativity by her aunt Denise when she was a child. She did not pick up a camera until she was thirty-two. Ava DuVernay is also the founder of ARRAY.

Throughout her career, Ava DuVernay has written, directed, and produced. In addition to winning Best Director at the Sundance Film Festival, being nominated for a Best Director Golden Globe, directing a film nominated for a Best Picture Oscar, and directing a film with a budget of over \$100 million, she was the first African American woman to achieve those accomplishments. In American box office history, she is the highest-grossing Black woman director. “When They See Us” was nominated for 16 Emmy Awards, making her and Beyoncé the first African American women to receive multiple nominations for directing in Primetime Emmy history. (Alexander, 2020)

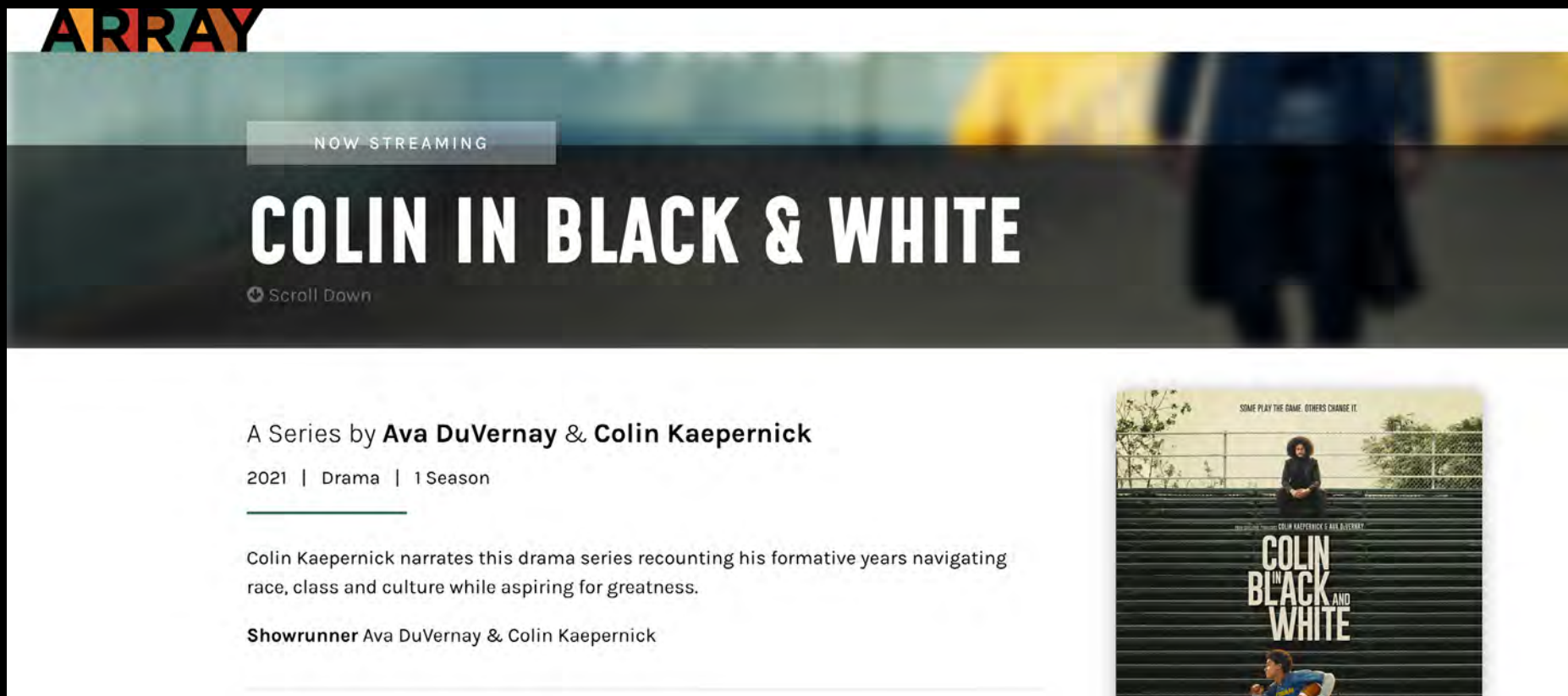


Figure 8: Ava DuVernay

## AVA DUVERNAY | ARRAY

ARRAY was founded in 2011 by filmmaker Ava DuVernay, ARRAY is a multi-platform arts and social impact collective dedicated to narrative change. The organization catalyzes its work through a quartet of mission-driven entities: the film distribution arm ARRAY Releasing, the content company ARRAY Filmworks, the programming and production hub ARRAY Creative Campus, and the non-profit group ARRAY Alliance. (ARRAY 101, 2022)

Figure 9: Website | ARRAY



The screenshot shows the ARRAY website interface for the series 'Colin in Black & White'. At the top left is the ARRAY logo. A 'NOW STREAMING' button is positioned above the title 'COLIN IN BLACK & WHITE'. Below the title is a 'Scroll Down' button with a downward arrow icon. The main content area features the text 'A Series by Ava DuVernay & Colin Kaepernick' followed by '2021 | Drama | 1 Season'. A short synopsis follows: 'Colin Kaepernick narrates this drama series recounting his formative years navigating race, class and culture while aspiring for greatness.' Below this is the text 'Showrunner Ava DuVernay & Colin Kaepernick'. On the right side, there is a promotional image for the series, which includes the tagline 'SOME PLAY THE GAME. OTHERS CHANGE IT.' and the title 'COLIN IN BLACK AND WHITE' over a background of bleachers.

**“In Colin In Black & White, we’re dealing with identity, race, class and culture. The series is an innocent yet powerful story about a young Colin Kaepernick, interwoven with history and social issues. In each episode it was important to center people who have been othered and I believe many people will see themselves in his story.” (Ava DuVernay, ARRAY)**

## AVA DUVERNAY | WHEN THEY SEE US

“When They See Us” is an American four-part miniseries. It’s based on a true story; five innocent black juvenile suspects are arrested for the deliberate rape of a Central Park jogger. This series also shows the discrimination young people of color must deal with.

Video 2: WHEN THEY SEE US



# RECOMONDATIONS

Video 3 & Figure 11: You Don't Know Me



Video 4 & Figure 12: Die Jury



Video 6 & Figure 14: The Hate U Give



Video 5 & Figure 13: Monster

# PLATFORM OVERVIEW

**COLIN KAEPERNICK**

**COLIN IN BLACK AND WHITE**

**KAEPERNICK PUBLISHING**

**KNOW YOUR RIGHTS CAMP**

# COLIN KAEPERNICK

With his social media platforms, he promotes published Books/Series and communities. Communities like: Black lives matter, Nike, Know Your Rights Camp, ore ARRAY. He talks about his life and things that happened to himself and also to other people. People who became victims of racism or discrimination. Already in the 2016 season, Kaepernick was active in July on social media with social commentary on the fatal police shootings of Alton Sterling and Philando Castile, the police shooting of Charles Kinsey, and the acquittal of police in the death of Freddie Gray. (Wikipedia contributors, 2022)

Figure 15: FaceBook | Colin Kaepernick

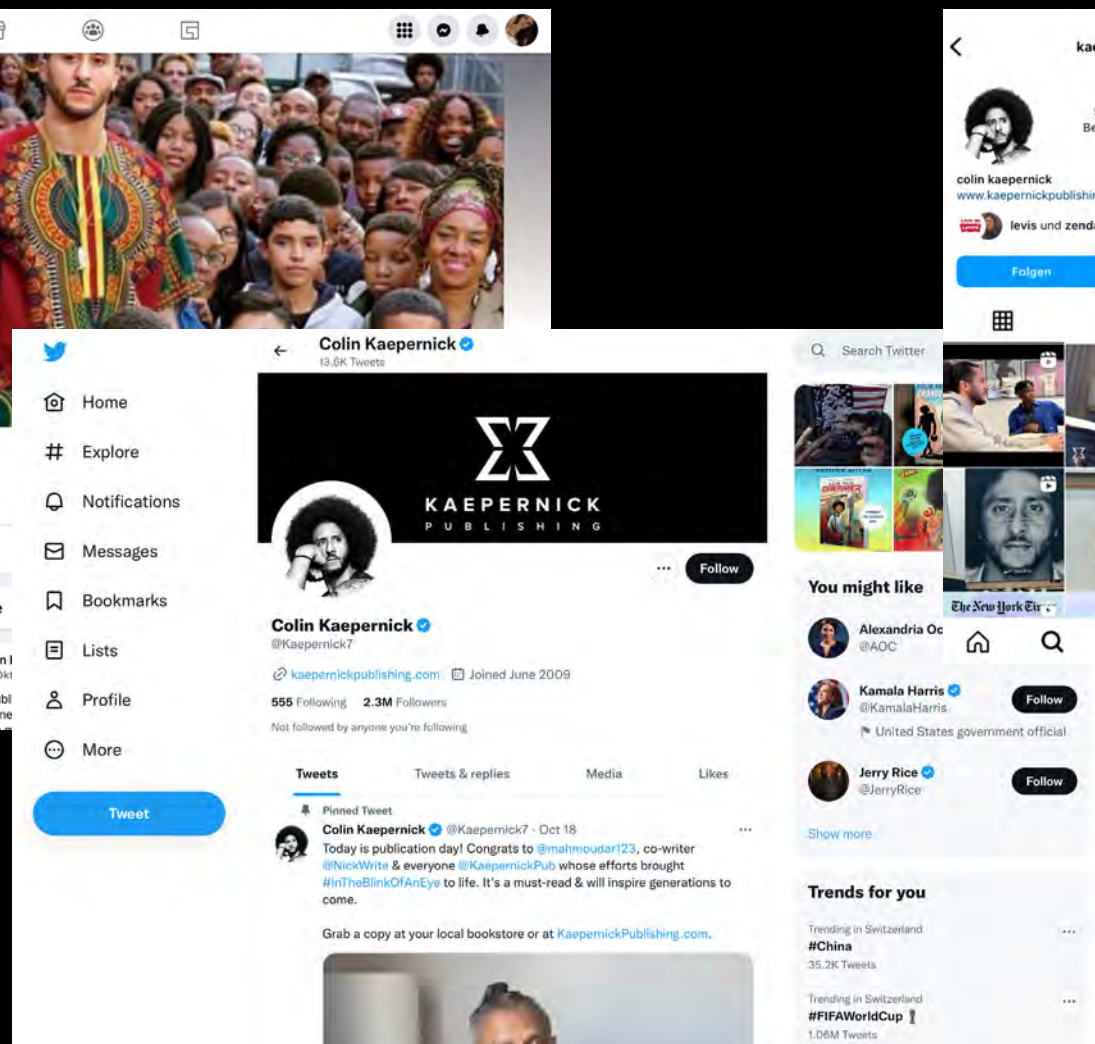
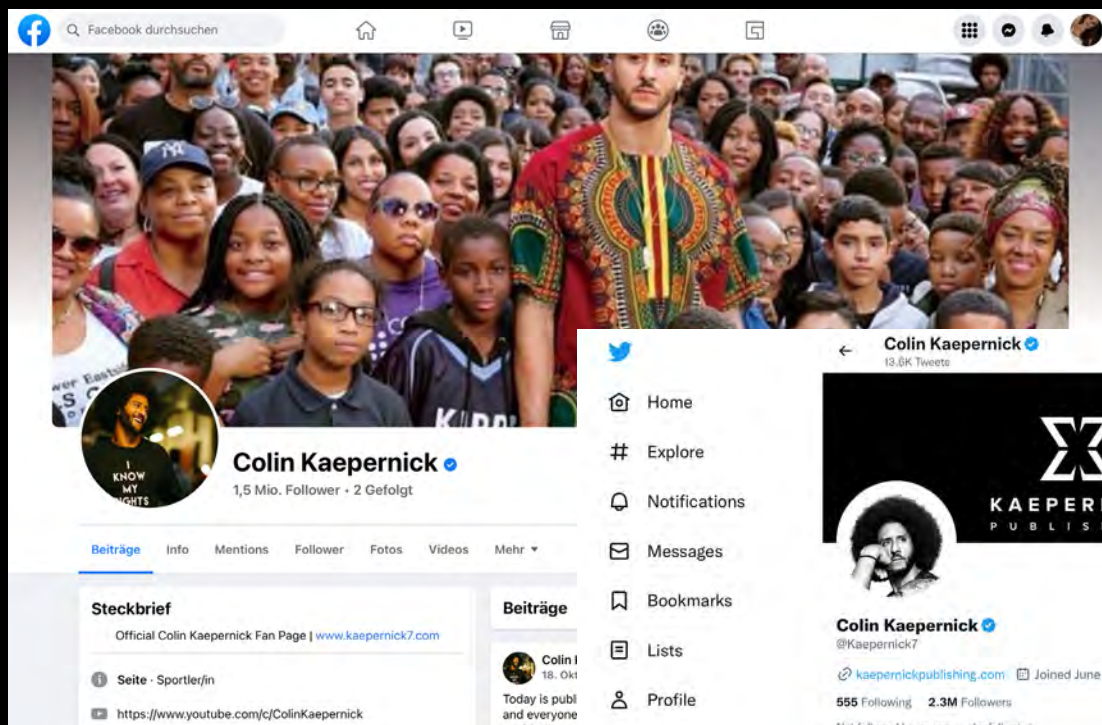


Figure 16: Twitter | Colin Kaepernick

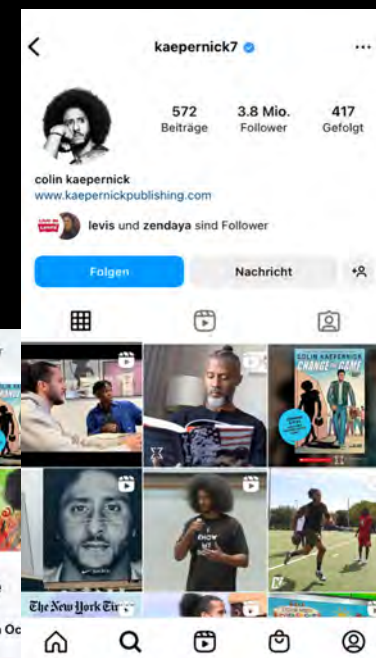


Figure 17: Instagram | Colin Kaepernick

# COLIN IN BLACK AND WHITE

Producers: Colin Kaepernick and Ava DuVernay.  
Colin in black and white is available on Netflix. It was released on October 29, 2021.

It is as they say on the headline of their Instagram page: You don't know Kaepernick until you know Colin. In the series, you really get to know him. He, as a teenager and nowadays. On the Instagram page, the focus is on promotion and activism. They put the emotionally hitting scenes in focus. Every scene is covered with a front picture. On the front picture is a comment from Colin. (Netflix, 2021)

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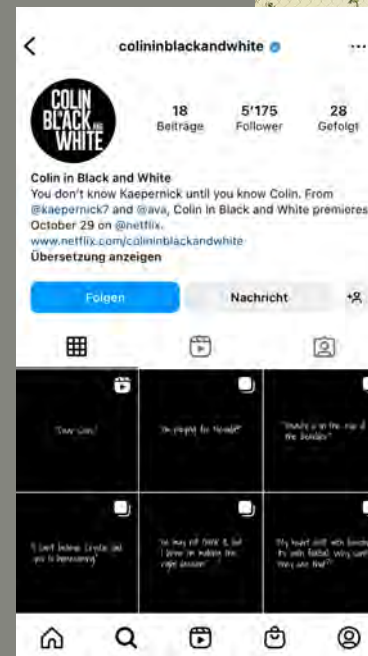


Figure 18: Instagram | Colin In Black And White

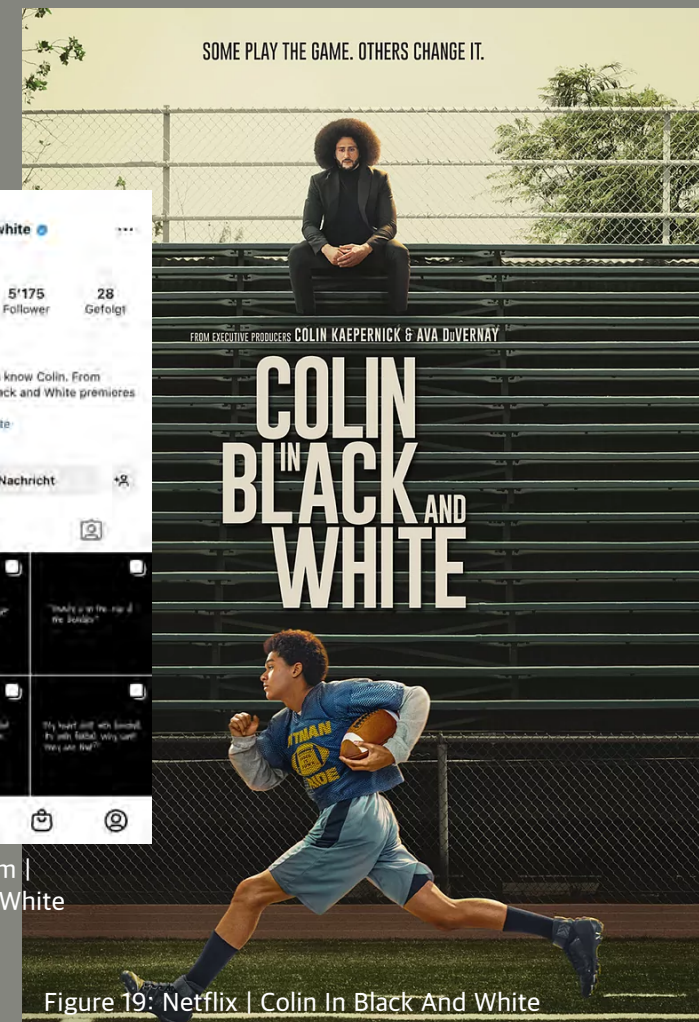


Figure 19: Netflix | Colin In Black And White

“The system isn’t broken, it was built this way.”  
(Colin Kaepernick)

“Why am I seen as a thug?”  
(Colin Kaepernick)

“The Acceptable Negro is a white man’s creation.”  
(Colin Kaepernick)

“Beauty is in the eye of the beholder.”  
(Colin Kaepernick)

“Trust your power. Love your blackness. You will know who you are.”  
(Colin Kaepernick)



# KAEPERNICK PUBLISHING

This Website is founded by Colin Kaepernick in 2019. Kaepernick Publishing strives to elevate a new generation of writers with diverse views and voices through the creation of powerful works of all genres that can build a better and more just world. (Kaepernick, n.d.)

Figure 21: Website | Kaepernick Publishing

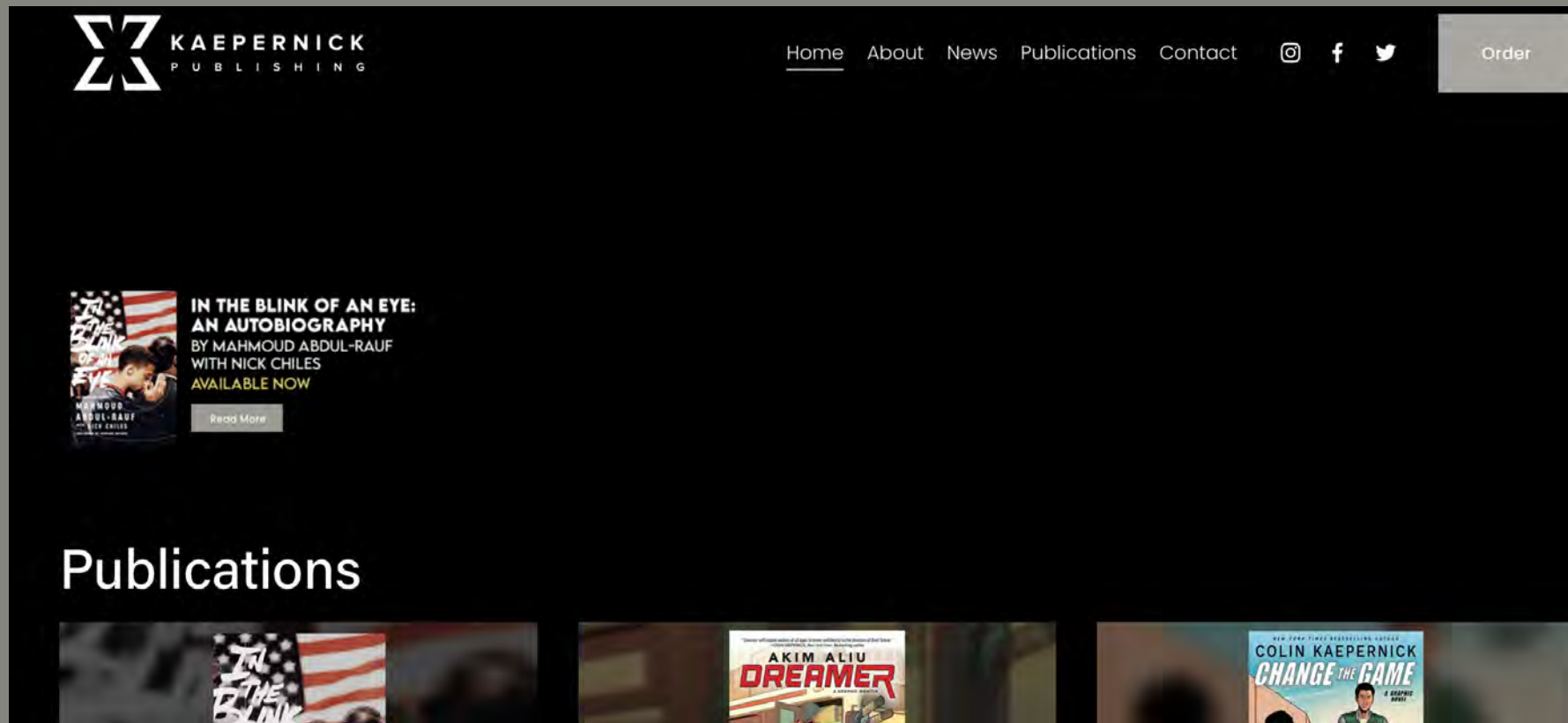


Figure 23: FaceBook | Kaepernick Publishing



Figure 22: Instagram | Kaepernick Publishing



Figure 24: Twitter | Kaepernick Publishing

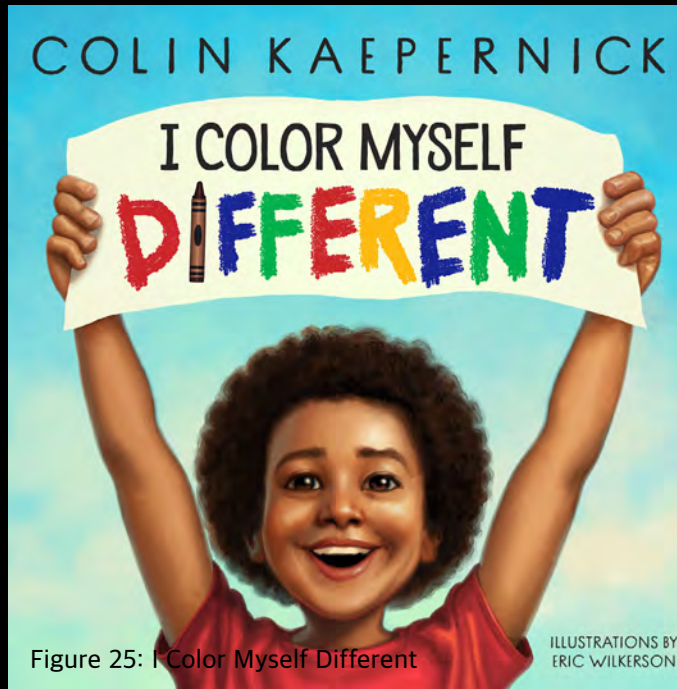


Figure 25: I Color Myself Different

## FIRST BOOK, “I COLOR MYSELF DIFFERENT”

Written by Colin Kaepernick. Released April 2022.

Kaepernick was given a simple school assignment when he was five years old: draw a picture of yourself and your family. A radical act of self-love and a deep understanding of one’s inherent value allows young Colin to embrace and celebrate his Black identity. (Kaepernick, n.d.)

**“This story is deeply personal to me, and inspired by real events in my life. I hope that it honors the courage and bravery of young people everywhere by encouraging them to live with authenticity and purpose,” said Kaepernick. “I’m excited for Kaepernick Publishing to be collaborating with Scholastic on books with Black and Brown voices at the forefront. I hope that our books will inspire readers to walk through the world with confidence, strength, and truth in all they do.” (Colin Kaepernick, Kaepernick Publishing)**



Figure 26: Change The Game

## “CHANGE THE GAME”

Written by Colin Kaepernick and Eve L. Ewing,  
Illustrated by Orlando Caicedo

Scholastic Graphix

Publication Date: March 7, 2023

Ages: 12 & Up

**“Change the Game is an inspiring high school graphic novel memoir for readers 12 and up from celebrated athlete and activist Colin Kaepernick. A high school senior at a crossroads in life and heavily scouted by colleges and Major League Baseball (MLB), Colin has a bright future ahead of him as a highly touted prospect. Everyone, from his parents to his teachers and coaches, is in agreement on his future. Everyone but him.”**  
**(Colin Kaepernick, Kaepernick Publishing)**

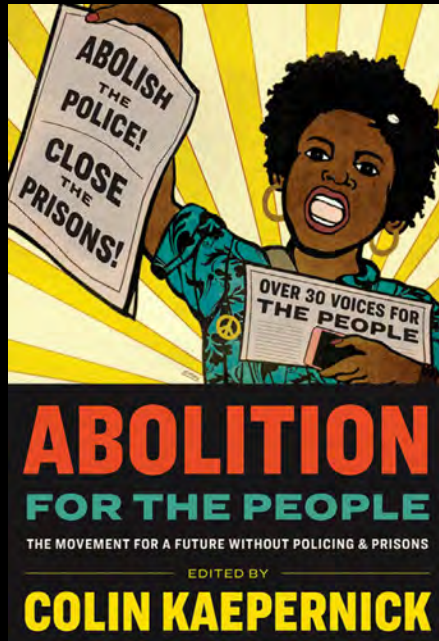


Figure 27: Abolition For The People

## “ABOLITION FOR THE PEOPLE”

Edited by Colin Kaepernick  
 Publication Date: October 12, 2021.  
 It’s a book about the Movement for a Future without Policing & Prisons.

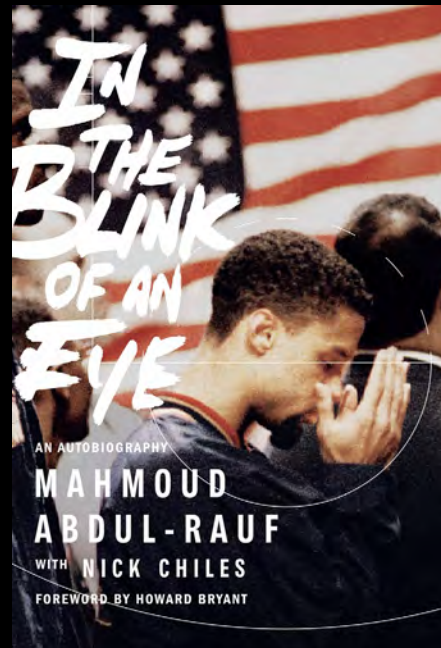


Figure 28: In The Blink Of An Eye

## “IN THE BLINK OF AN EYE”

By Mahmoud Abdul-Rauf with Nick Chiles  
 Publication Date: October 18, 2022.  
 In the Blink of an Eye is an Autobiography that is captured to the attention of sports fans and general audiences alike. (Kaepernick, n.d.)



Figure 29: Dreamer

## “DREAMER”

Coming February 7, 2023  
 Written by Akim Aliu with Greg Anderson Elyse  
 Illustrated by Karen De La Vega

# KNOW YOUR RIGHTS CAMP

Know Your Rights Camp is founded by Colin Kaepernick. The mission is to advance the liberation and well-being of Black and Brown communities through education, self-empowerment, mass-mobilization and the creation of new systems that elevate the next generation of change leaders. There are camps in Las Vegas, Atlanta, Baltimore, Miami, Amsterdam, New Orleans, Chicago, New York City, and Oakland. (Kaepernick, n.d.)

Figure 30: Website | Know Your Rights Camp

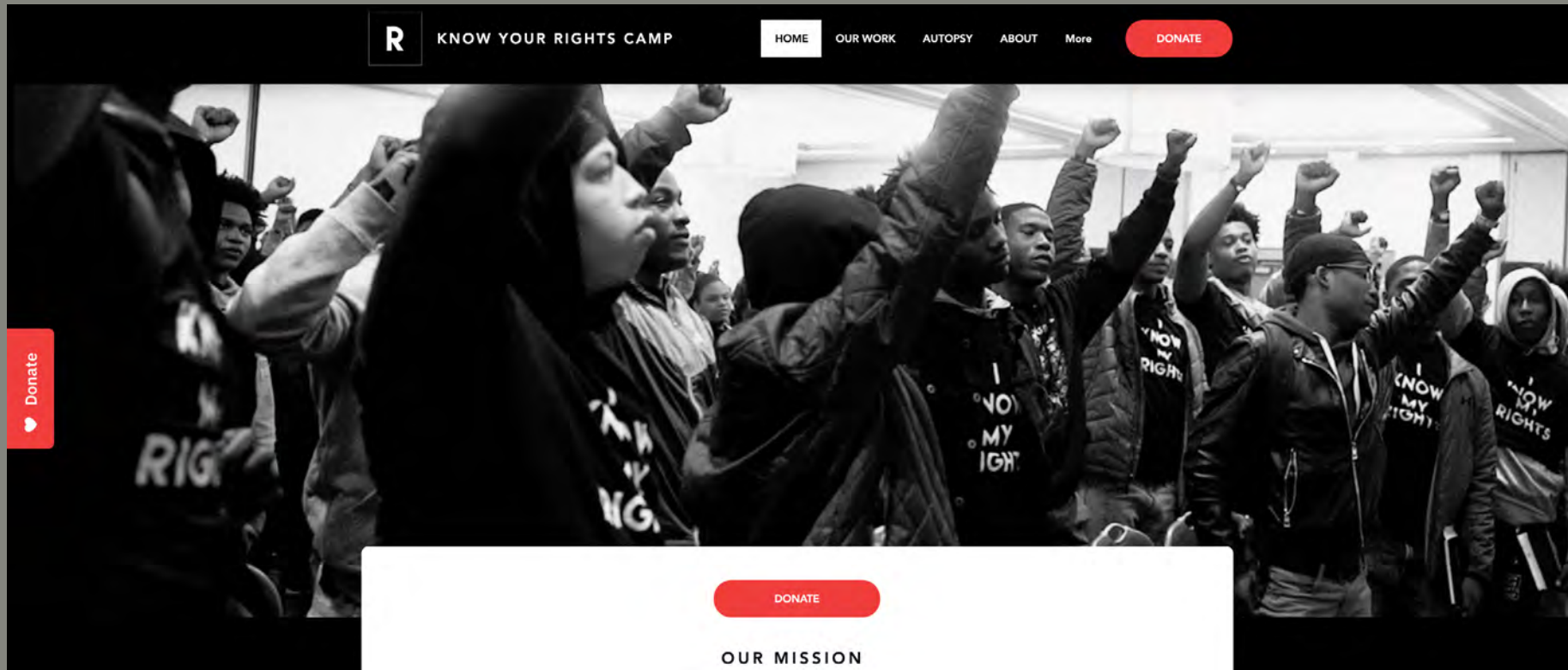


Figure 31: FaceBook | Know Your Rights Camp



Figure 32: Twitter | Know Your Rights Camp

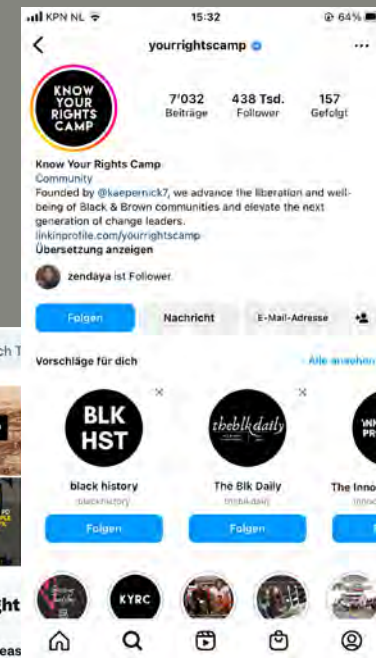


Figure 33: Instagram | Know Your Rights Camp

# ACTIVISM

COLIN IN BLACK AND WHITE

VISUAL IDENTITY | KNEELING

NIKE | #TRUETO7

BLACK LIVES MATTER

KNOW YOUR RIGHTS CAMP

KAEPERNICK PUBLISHING

2019

# COLIN IN BLACK AND WHITE

Physical violence and discrimination are clear in the Series. The expulsion from the basketball team or when Colin is stopped while driving with his parents are such examples.

The discrimination should be perceived as wrong and outrageous. In those moments of racist incidents, the watcher shall also feel attacked. Everyone should sympathize with his feelings about these racist incidents as if he were experiencing them firsthand. The series offers so many examples where you can feel the hurt inside Michael's performance, that you just can't resist it.

**“American promise equal opportunity to everyone, no matter who you are. You can go to a good school, get a great job, live in a great house. But none of that is possible without that white man’s stamp of approval.”  
(Colin Kaepernick, Netflix 2021)**

### **SEASON 1: EPISODE 3 “ROAD TRIP” (29:50 – 30:60)**

Colin swims in the pool with his teammates. A hotel guard comes to the pool area and stands next to Colin. He sits as a teenager, half-naked, in front of a very formally dressed man who is looking down at him. It’s a clear scene of inferiority toward Colin. The hotel guard says to Colin: “Can I talk to you.” Colin sits on the pool edge and looks up at the guard. He congratulates Colin on winning the championship and wishes him lots of fun swimming. After a short smile, he finally says: “Glad to see you’re one of the good ones.” Colin stops him and asks: “One often the good ones. What does that mean?” The hotel employee says it was a compliment. Colin replies: “It’s not a compliment.” The hotel employee then leaves the swimming pool and says: “Maybe you aren’t one of the good ones.”



**“Over the years, there have been some very popular TV shows starring Black people. These shows share archetypal Black characters, including social outcasts who assimilate or conform. Like Carlton Banks, or Steve Urkel. White people love these dudes. From the way they dress, the way they talk, even the way they dance. It’s all so non-threatening. These characters have come to be known by the term “Acceptable Negro.” The Acceptable Negro is a Black character who inhabits white characteristics. Who makes white people feel comfortable? The Acceptable Negro is a white man’s creation. The thing is, white people, don’t get to decide who’s acceptable to us.**

**Steve Urkel, Steve Biko, Marcus Garvey, Huey Newton, Ida B. Wells, Toni Morrison, Fannie Lou Hamer, Assata Shakur, Patrice Lumumba, Kwame Nkrumah, James Baldwin.**

**You know, some of the good ones.” (Colin Kaepernick, Netflix 2021)**

# VISUAL IDENTITY KNEELING

Racism in sports is not unknown. Many athletes are affected and are now also committed to it. Sports can be a powerful tool to promote social cohesion. Fair play, mutual respect, and tolerance are essential in sports. But sometimes it's also an area where racism and discrimination can flourish. That's exactly what Colin Kaepernick did. By sharing his stories and his actions. He sacrificed his football career to protest racism and police violence. On September 1, 2016, in San Francisco, quarterback Colin Kaepernick knelt while the American national anthem played. It was a huge scandal. Many white fans were disappointed. They accused him of disrespecting the U.S. Fla. A Sports moment that wrote history. (Dickerson 2021, pp. 329-357) (McNeal 2017, p. 145)

**“I DON'T honor a country where black people are oppressed.” (Colin Kaepernick)**

Video 8: Colin Kaepernick explains why he won't stand during National Anthem

**“I’m not going to stand up to show pride in a flag for a country that oppresses black people and people of color, this is bigger than football and it would be selfish... to look the other way. There are bodies in the street and people getting paid leave and getting away with murder.**

**I didn’t have the knowledge, wisdom, or language to fight back. I couldn’t rebel because I didn’t know how. But now? Now I know how. And I will.” (Colin Kaepernick, Dickerson 2021)**

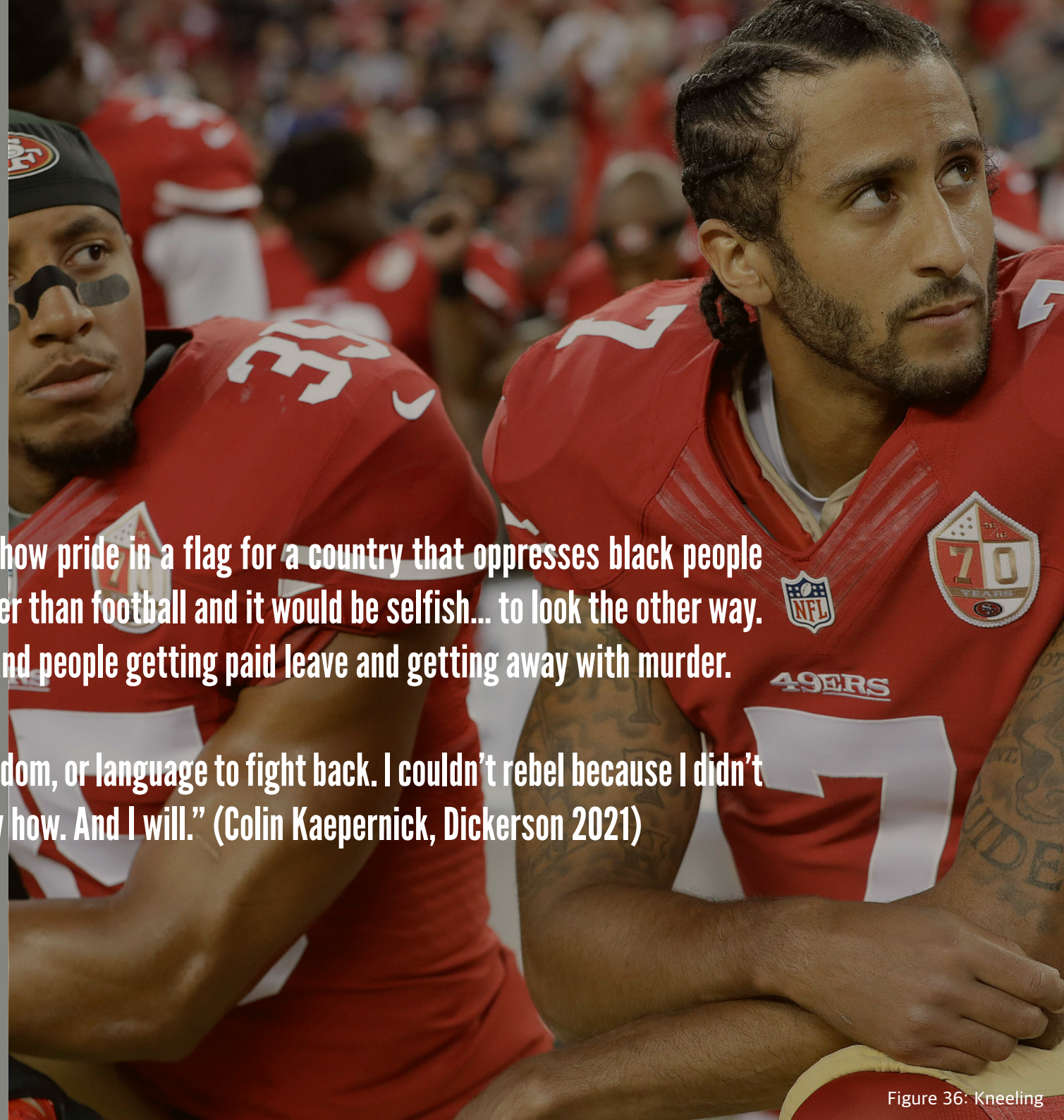


Figure 36: Kneeling

Before he showed the famous gesture for the first time, he sat alone on a bench on the sidelines during the anthem. A reporter from “SB Nation” posted a picture of Kaepernick’s silent protest on Twitter during preparation for the 2016 season. No one noticed the protest until the reporter posted it on Twitter. The quarterback was the only one sitting during the anthem. (Watson, n.d.)

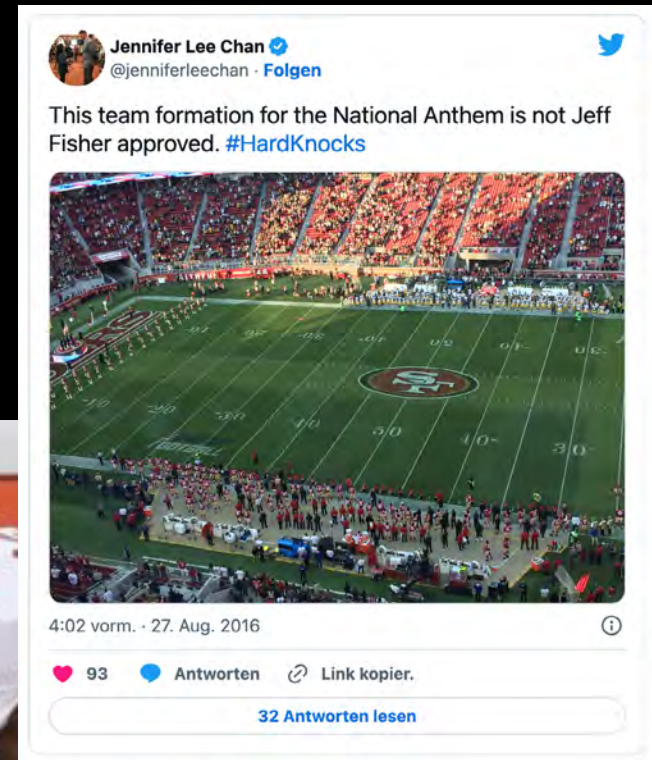


Figure 38: Twitter | Kneeling

Video 9: How Colin Kaepernick went from football star to civil rights icon | Nightline

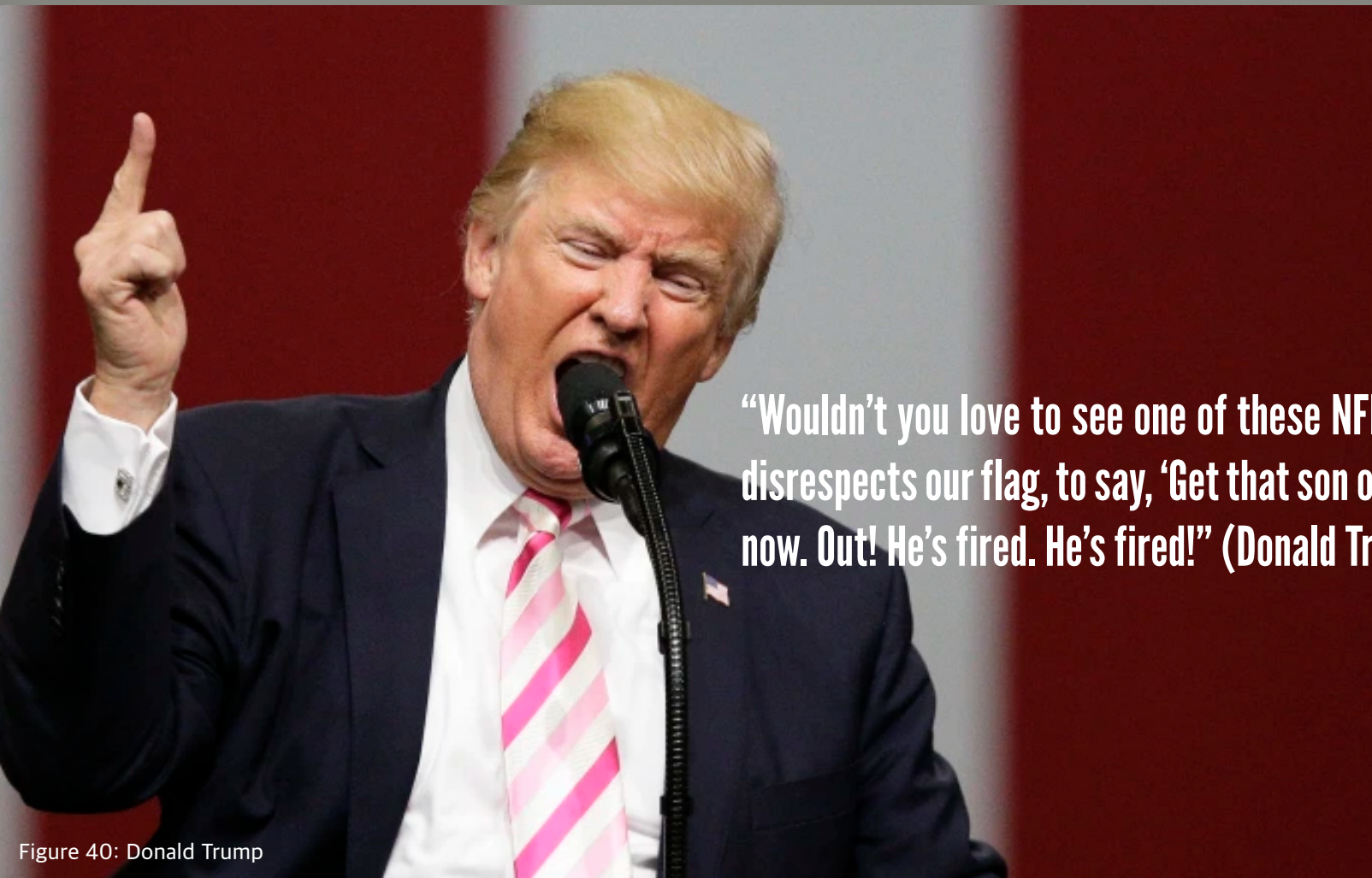
Figure 37: Kneeling

In other words, this is how the most famous symbol for the fight against police violence came into existence. The symbol of a whole movement.



## DONALD TRUMP

During a speech in Alabama on Friday night, Donald Trump attacked NFL players who had kneeled in protest of the national anthem. He was challenging the league's owners to release any players who participated in the movement, which was started last year by San Francisco 49ers quarterback Colin Kaepernick. (Graham, 2018)



Video 10: Trump attacks NFL anthem protesters

**“Wouldn’t you love to see one of these NFL owners, when somebody disrespects our flag, to say, ‘Get that son of a bitch off the field right now. Out! He’s fired. He’s fired!’” (Donald Trump)**

# NIKE

Kaepernick no longer needed the NFL stage to reach a large audience with his concerns. Nike hired him as its advertising face the same year. Buyers/Customers burned shoes and clothes made by the manufacturer as a result of violent reactions. This only hurt Nike for a short time. A little later the value of the US company rose to a record high.

Video 11: Colin Kaepernick Nike Commercial

38

Believe in something, even if it means sacrificing everything.

Just do it.

**IF YOU EVER DREAMED OF PLAYING FOR MILLIONS AROUND THE WORLD,**

**NOW IS YOUR CHANCE.**

Play inside, play for the world.



Figure 42: Nike

Believe in something.  
Even if it means sacrificing everything.

 Just do it.

## #TrueTo7

The number 7 is Colin's number. TrueTo7 is a hashtag originally launched by the Nike campaign. It means to stand behind Colin Kaepernick and the activism he produces. This hashtag is used on social media platforms.

Nike created a whole collection with amazing marketing. The pictures they made are strong-minded and impressive. They stand for activism against racism and Colin Kaepernick. (Jenkins, n.d.)

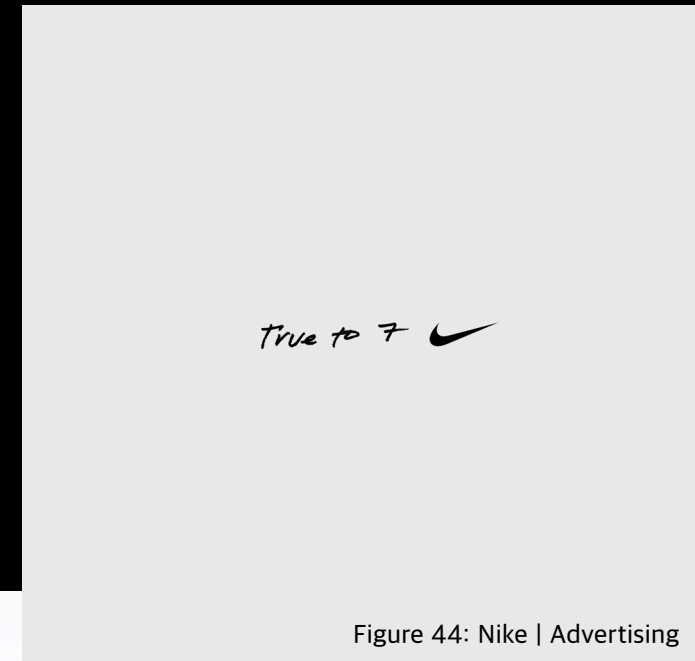


Figure 44: Nike | Advertising

Colin Kaepernick Nike launch



Figure 45: Nike | Advertising



Figure 46: Nike | Advertising

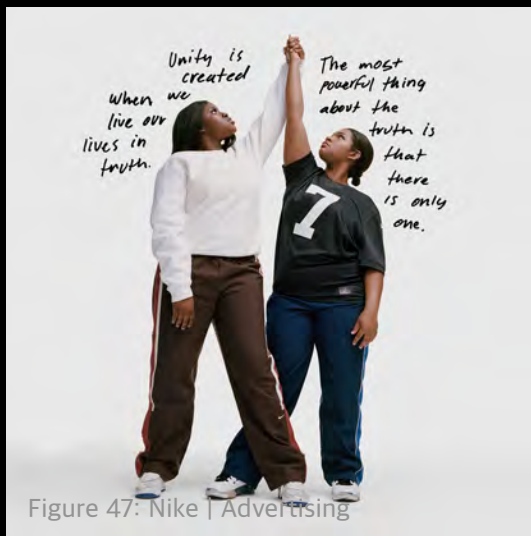


Figure 47: Nike | Advertising



Figure 49: Nike | Advertising

Figure 48: Nike | Advertising



Figure 52: Nike | Advertising



Figure 50: Nike | Advertising

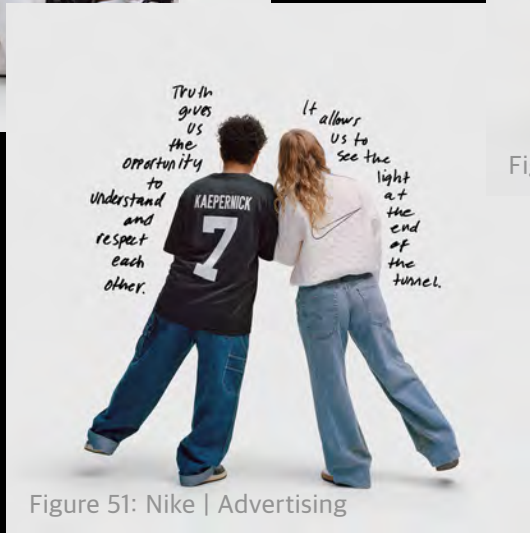


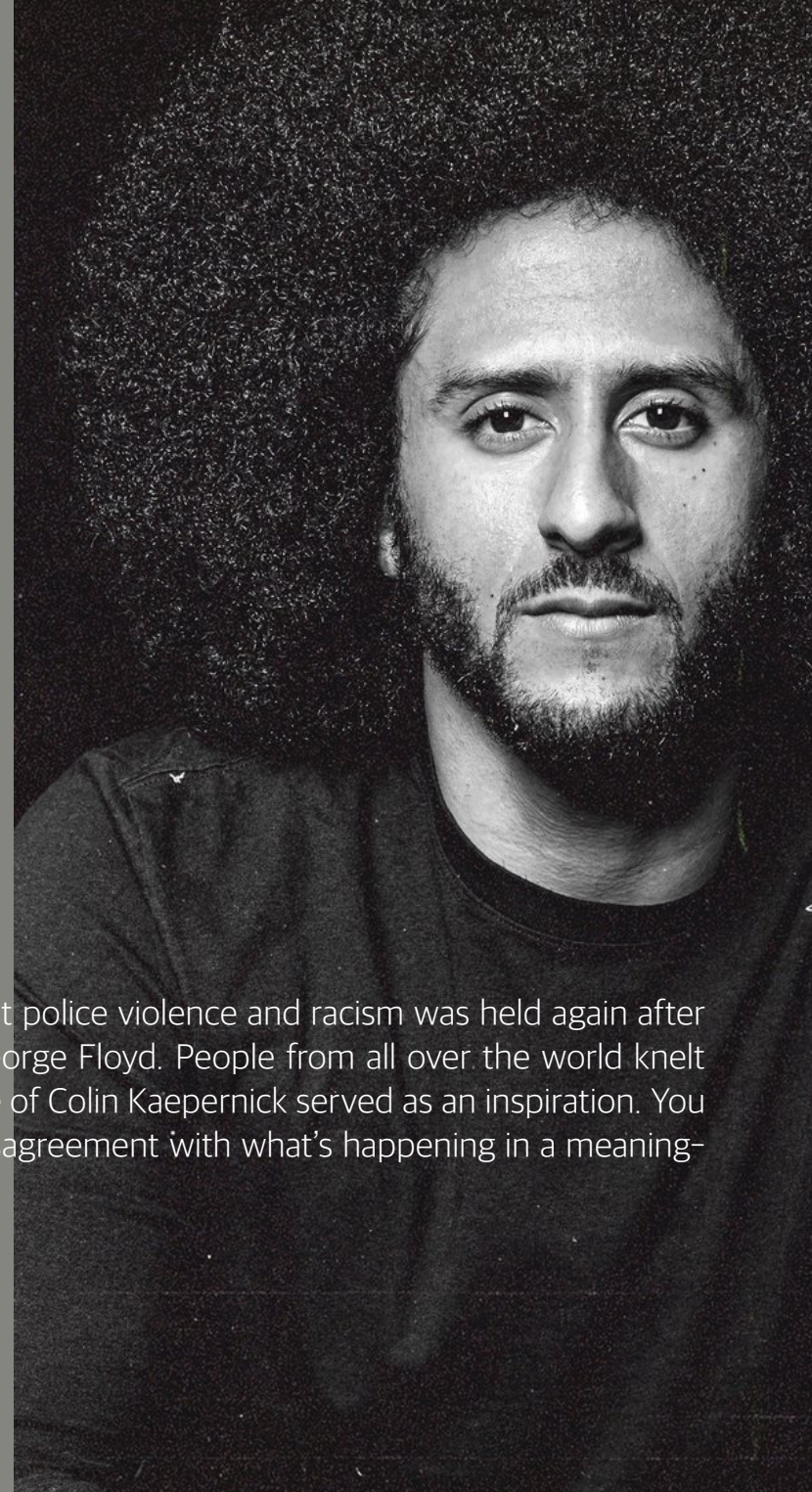
Figure 51: Nike | Advertising

# BLACK LIVES MATTER



Video 12: Co-founder of Black Lives Matter movement discusses Kaepernick, NFL protests

Figure 1: Simbol | Black Lives Matter



A large demonstration against police violence and racism was held again after the April 2020 murder of George Floyd. People from all over the world knelt to make a mark. The example of Colin Kaepernick served as an inspiration. You can use it to express your disagreement with what's happening in a meaningful, but peaceful way.

“

**WHEN CIVILITY  
LEADS TO DEATH,  
REVOLTING IS  
THE ONLY LOGICAL  
REACTION.**

—

**COLIN KAEPERNICK**

SPEAKS OUT ABOUT THE  
GEORGE FLOYD KILLING



## TIGER WOODS

In the late 1990s, the “United States Census Bureau” considered the idea of adding a “multiracial” category to the 2000 census forms. Quarterback Colin Kaepernick is a mixed race, like golf legend Tiger Woods. Both have dealt with the topic of race since the beginning of their careers. In 1997, Woods refused to be called black and used his self-invented word “Cablinasian” to indicate his racial mixture. (Loison, Nathalie, 2020)

Video 13: Young Tiger Woods Speaks on Racism in Golf

Figure 54: Tiger Woods

# KNOW YOUR RIGHTS CAMP



Video 14: Know Your Rights Camp

## KNOW YOUR RIGHTS 10 POINTS

1. YOU HAVE THE RIGHT TO BE FREE
2. YOU HAVE THE RIGHT TO BE HEALTHY
3. YOU HAVE THE RIGHT TO BE BRILLIANT
4. YOU HAVE THE RIGHT TO BE SAFE
5. YOU HAVE THE RIGHT TO BE LOVED
6. YOU HAVE THE RIGHT TO BE COURAGEOUS
7. YOU HAVE THE RIGHT TO BE ALIVE
8. YOU HAVE THE RIGHT TO BE TRUSTED
9. YOU HAVE THE RIGHT TO BE EDUCATED
10. YOU HAVE THE RIGHT TO KNOW YOUR RIGHTS

Figure 55: Know Your Rights Camp

## BEN & JERRY'S

Ben & Jerry's wanted to honor Colin Kaepernick and his campaign "Know Your Rights Camp" with a special flavor. Colin's activism in pursuit of racial justice and his portion of "Change the Whirled" are honored in this vegan flavor "Caramel Non-Dairy Frozen Dessert with Fudge Chips, Graham Cracker Swirls & Chocolate Cookie Swirls". (Ben & Jerry's, n.d.)



## BEN & JERRY'S

A mural painted by artist and activist Brandan "BMike" Odums in collaboration with KYRC, and Ben & Jerry's in Tampa on Thursday, Feb. 4, 2021. (Duffy, 2021)

BMike



Figure 57: Mural | Ben & Jerry's

## IMPOSSIBLE FOODS

“Know Your Rights Camp” by Colin Kaepernick is part of a new food tech startup “social good” program. It’s in cooperation with “Impossible Foods” to support food security and social justice by feeding one million people. More than 750,000 people have already gained food security because of “Impossible Foods.” since the pandemic began.



Figure 58: Know Your Rights Camp | Impossible

# KAEPERNICK PUBLISHING

For Colin Kaepernick, writing is another form of activism. The activism has signed a multi-project deal with Audible, who will publish the audio version of his upcoming memoirs. (Noel, 2023)

Audible | Kaepernick Publishing



**“I am excited that through this groundbreaking partnership between Kaepernick Publishing and Audible, we can elevate Black and Brown voices who can empower future generations.” (Colin Kaepernick)**

# REVIEW

QUESTION

W OF TRANSMEDIA STORYTELLING MODEL BY ROBERT PRATTEN

AWARDS & HONORS

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# QUESTION

## HOW TO CREATE A TRANSMEDIA GRASSROOTS MOVEMENT, AND MAKE YOUR AUDIENCE FEEL ATTACHED?

Colin Kaepernick's goal is to advance the liberation and well-being of Black and Brown communities through education, self-empowerment, mass-mobilization, and the creation of new systems that elevate the next generation of change leaders.

It started with a visual kneel of one person. A person who created a whole grassroots movement by sharing many stories on multiple platforms, in different timelines, and for multiple target groups. The audience can visit every platform, watch the series, buy books, visit live presentations, go to the camps, or listen to different medias. The audience doesn't need to visit every platform to become part of the community or to receive the message. They can start their journey of activism and change by reading and being inspired by the stories which are shared. Everyone can become a part of the community and also have a voice to speak.

The Serie’s “Colin In Black And White” and Colin Kaepernick himself will be studied and analysed by using the 3 C’s of Transmedia Storytelling model by Robert Pratten, which can be seen in Figure 61.

In his assessment of transmedia storytelling, Robert Pratten (2015) points out that the classic definition focuses too much on “how” and little on “why” since it focuses more on the creation than the consumption of transmedia content. It is recommended that Pratten (2015) places the audience at the heart of the definition, which allows for a more focused approach to the work. He then describes transmedia storytelling as “taking the audience on an emotional journey that goes from moment to moment”. (Pratten, 2015)

It is important for Colin Kaepernick’s audience to find and appreciate content that is similar in thought, personal, and aligned with their values. It is important to share these emotions at the right moments.



Figure 61: 3 C's of Transmedia Storytelling Model

## CHARACTERS

Engagement through story

The characters are real. They are spread all over the world and are being created by the grassroots movement. With emotional stories and contact with the characters they feel attached and involved.

With personal stories written and shared by different people from around the world, there is a real sense of intimacy and relatability among the characters. They are speaking of factual topics and real-time issues the world is currently facing. Campaigns that are based on stories and messages that are relatable to the audience are much more authentic and compelling. The characters' personal characteristics engage the audience, increasing the likelihood of further sharing and engagement.

## CONVENIENCE

Right content and the right time

Its variety of platforms, campaigns, and narratives make Coline Kaepernick convenient. With a variety of platforms, the audience can receive content at the right time. This modern miniseries enables them to view Coline's story and think about the topic. It is up to the audience to determine when and what type of content is most suitable for them.

When discovering the campaigns, the audience is presented with a variety of options, which provides a sense of freedom and personalization. Viewing one or two platforms will however enable the audience to discern the campaign's overall goal. The audience can decide to make a monetary donation to the cause through "Know Your Rights Camp" or spread the goal by sharing the message and promoting activism themselves.

## COMMUNITY

Fans feel connected to each other

As a result of Colin Kaepernick's actions, he has created a community of like-minded individuals who are passionate about the topic of self-expression and race equality. Thousands of brown and black people have been empowered by this community of like-minded people to speak out for their rights and the rights of colored people around the world. Further, the campaign and its various partners have created communities around the world that benefit and improve the lives of many in need.



# AWARDS & HONORS

# CONCLUSION

**“We need to talk about racism and pay attention to this issue. If you want to fight racism, you have to advocate change and that starts with yourself.” (Shayna Jucker)**

I'm glad that “Colin In Black And White” caught my attention. It was the start of an interesting research about an incredible person. It is a perfect entry point for young people. My work is about TV series and activism, but I have to say that the TV series became the launch pad for a much bigger topic. Colin Kaepernick as the defining force of my project guided me through this important topic.

Video 15: Apple | Think different

**“Nonprofits and creators of social change media have a challenge in making their content “sticky” and, in a crowded field with limited funding or distribution channels, it takes significant resources and expertise to create audience awareness and inspire action. There is a real and distinct opportunity for activists to raise awareness and influence action by distributing content through a (transmedia) multiplatform approach, particularly in which people participate in media creation.” (Srivastava, 2009)**



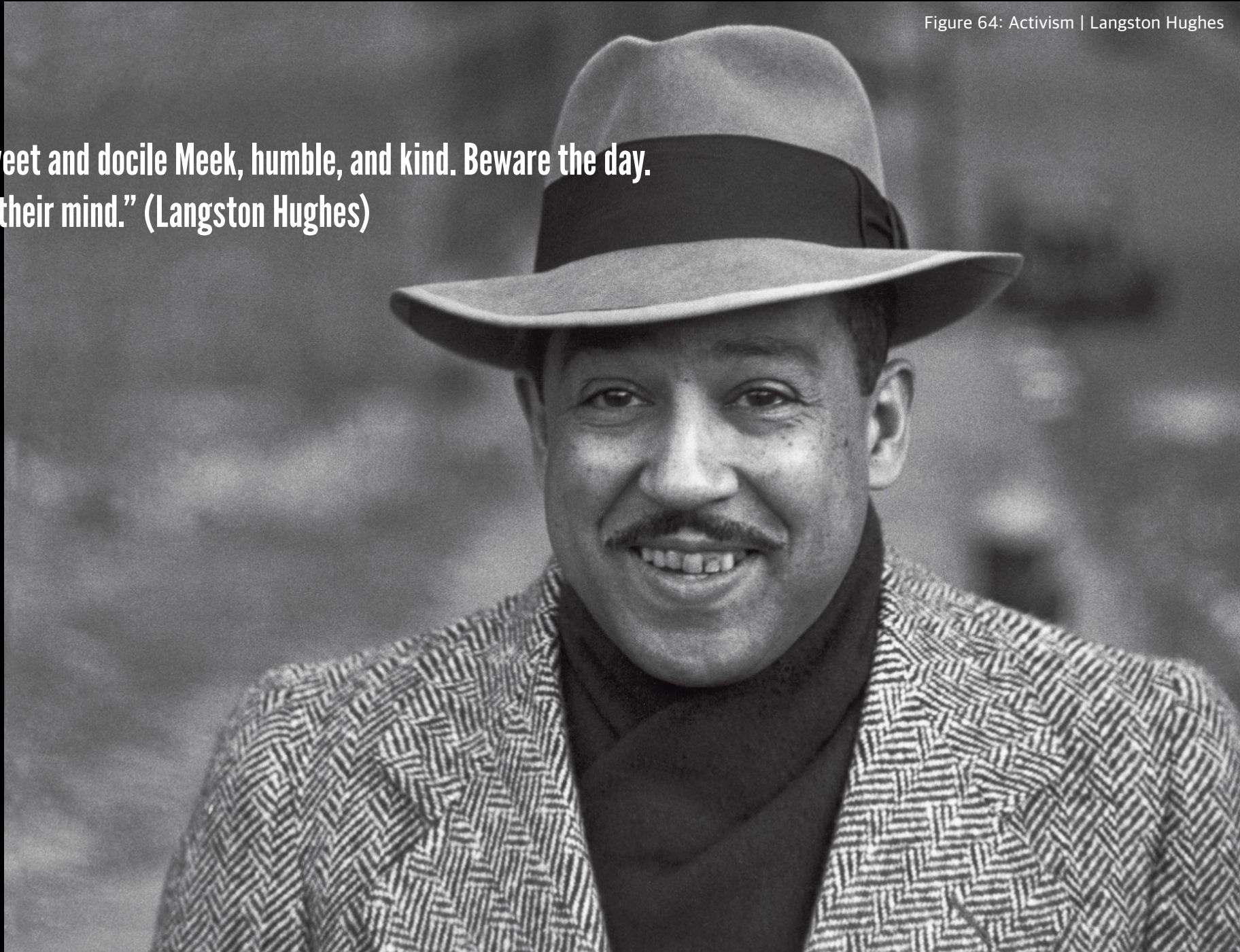
“Colin in Black and White” is a successful miniseries. It attaches an enormous audience over Netflix. It’s certainly a huge break in the atmosphere, but you inevitably listen as a spectator because this man has something to say. This series sends a clear message. The message of how a little innocent boy is at the mercy of racism. Even at a later age, he keeps encountering racist situations.

Colin Kaepernick is a very fascinating person and with his strength of belief, his standing up for rights and equality, his communities (Kaepernick Publishing and Know Your Rights Club), and the symbol he made on the football field in 2016, he created something so powerful and important. He created a grassroots movement in the transmedia storytelling world. People started contributing their own videos of hope and inspiration. It created a supportive community and powerful influences with social media channels, websites, videos, books, and merchandise/promotions.

According to many statements, we live in a “modern” world. For me, modern means enlightened and technically well-developed. Technically we are certainly doing well, but unfortunately not as enlightened as we should be. In a world like today, we might think that racism would no longer exist. We have enough examples and stories from the past to prove that racism should never have existed. You can’t change the past, but the now and the future are in our hands. Anything that could make a small difference is worthwhile. I’ve made my decision, how about you?

Figure 64: Activism | Langston Hughes

**“Negroes. Sweet and docile Meek, humble, and kind. Beware the day.  
They change their mind.” (Langston Hughes)**



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Figure 58: Know Your Rights Camp | Impossible

[https://mms.businesswire.com/media/20200709005260/en/804158/5/IF-x-KYRC-PR-Image\\_rev.jpg?download=1&\\_gl=1\\*znm90q\\*\\_ga\\*OTA2NjU2NjQ0LjE2NzI5NDExNDU\\*\\_ga\\_ZQWF70T3FK\\*MTY3Mjk0MTE0NS4xLjEuMTY3Mjk0MTE5My4wLjAuMA.. \(2\)](https://mms.businesswire.com/media/20200709005260/en/804158/5/IF-x-KYRC-PR-Image_rev.jpg?download=1&_gl=1*znm90q*_ga*OTA2NjU2NjQ0LjE2NzI5NDExNDU*_ga_ZQWF70T3FK*MTY3Mjk0MTE0NS4xLjEuMTY3Mjk0MTE5My4wLjAuMA.. (2))

Figure 59: Activism | Writing

[https://cdn.shopify.com/s/files/1/0027/5664/0879/articles/CKGhana\\_2048x.png?v=1581599337](https://cdn.shopify.com/s/files/1/0027/5664/0879/articles/CKGhana_2048x.png?v=1581599337)

Figure 60: Activism | Grassroots

[https://cdnuploads.aa.com.tr/uploads/Contents/2020/06/11/thumbs\\_b\\_c\\_1ff0a2bf973cc83a6caa5db4a17b25a8.jpg?v=103740](https://cdnuploads.aa.com.tr/uploads/Contents/2020/06/11/thumbs_b_c_1ff0a2bf973cc83a6caa5db4a17b25a8.jpg?v=103740)

Figure 61: 3 C's of Transmedia Storytelling Model

[https://img.scoop.it/Hkv2qf3OiAvWnWYyb\\_k8koXXXL4j3HpexhjNOf\\_P3YmryPKwJ94QGRtDb3Sbc6KY](https://img.scoop.it/Hkv2qf3OiAvWnWYyb_k8koXXXL4j3HpexhjNOf_P3YmryPKwJ94QGRtDb3Sbc6KY)

Figure 62: Activism | Grassroots

[https://static.scientificamerican.com/sciam/cache/file/A3ABFE9A-D622-4A9A-9661751DAA9E6F71\\_source.jpg?w=1220&h=490](https://static.scientificamerican.com/sciam/cache/file/A3ABFE9A-D622-4A9A-9661751DAA9E6F71_source.jpg?w=1220&h=490)

Figure 63: Activism | George Floyd

<https://api.time.com/wp-content/uploads/2022/05/minneapolis-police-1130772.jpg>

Figure 64: Activism | Langston Hughes

[https://www.kinfolk.com/wp-content/uploads/2019/02/Archive\\_LangstonHughes\\_01-e1613035941319-2000x2613.jpg](https://www.kinfolk.com/wp-content/uploads/2019/02/Archive_LangstonHughes_01-e1613035941319-2000x2613.jpg)