

NETFLIX

Kobe Turangan

PREL 230

Writing for Public Relations



Who is Your Client?

Netflix



In 2018, research showed that over 279 million people were on a Netflix account, and as Netflix produced more television and movies, their number continues to grow. I decided to choose Netflix as my client because people in this age have moved away from typical cable to online accounts to watch their favorite forms of entertainment. I, too, have strayed away from watching from my home cable, to instead access unlimited movies and shows for only \$12.99 a month. Personally, the convenience of the company works well with my college, fast-paced lifestyle.

I have always been interested in the entertainment industry, but what amazes me is how they brand themselves. Netflix has produced an abundance of “blockbuster” movies in their time, resulting in the organization trending on social media. Films such as, “To All the Boys I’ve Loved Before,” and television series such as “Stranger Things,” Netflix’s viewing time increased immensely, making them one of the fastest-growing media providers.



Netflix first started with Reed Hastings and Marc Randolph coming together to begin offering online movie rentals in 1997. By 1998, they launched their website, netflix.com, to rent movies, allowing members to rent unlimited movies for a monthly price. As modern technology advanced, Netflix adapted. By 2017, the company received its first Oscar. When they released

movies like “The Kissing Booth” and series like “Queer Eye,” and they became the most nominated service, with 112 nominations.

Netflix represents itself quite well in an overall written form. Their media website describes their company in a balanced way, informing the readers of their accomplishments and what they offer as a company. In the entertainment industry, audiences increase and need specific communication tactics to keep them engaged. As a large company with many movies and series, much writing is needed. Had I an actual paid position with Netflix, I believe my writing can benefit their company’s social media outlets. Choosing the organization will allow me to grow my writing ability for media outlets to fit the entertainment industry’s style, while combining my interests of film and digital marketing.

Planning Sheet

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Public Relations Situation

A promotional campaign to attract international audiences, and viewers for Netflix's new season of "Queer Eye," titled, "Queer Eye: We're in Japan!"

Analysis of Key Public

- **Millennials and Generation Z** (those born in the mid-1990s to early 2000s); wants/interests/needs:
 - The comfort of knowing self-care is not detrimental to life
 - Grow an understanding of lifestyle choices in food, fashion, grooming, and culture.
 - Opportunity to grow confidence within themselves.
 - The comfort of knowing how relationships are beneficial in life.
 - Opportunity and comfort in understanding sexuality.
 - Opportunity to understand different political views of others.
 - Opportunity and comfort in expressing their political issues.
 - Opportunity to reduce stress with feel-good entertainment.
 - Opportunity to understand Japanese, or Asian, politics, and culture.
 -
- **Generation Y, Generation X and Baby Boomers** (those born from 1965 to early 1990s); wants/interests/needs:
 - Comfort in knowing self-care is not detrimental to life.
 - The comfort of knowing how relationships are beneficial.
 - Opportunity to understand other political views.
 - Grow an understanding of lifestyle choices in food, fashion, grooming, and culture.
 - Opportunity to understand current generations.
 - Comfort in knowing it is not too late in life to change.
 - Opportunity to understand Japanese, or Asian, politics, and culture.
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- **Asian Audience (Japan)** who may not have been familiar with "Queer Eye;" wants/interest/needs:
 - Opportunity to understand what is gender equality versus inequality
 - Opportunity to understand sexualities
 - Opportunity to understand American political views versus Asian (Japanese)
 - Chance to view and understand American politics and culture
 - The comfort of knowing self-care is not detrimental to life

News Pitch

Premiering on November 1, 2019, Netflix's show, "Queer Eye" launches a new season called, "Queer Eye: We're in Japan!" The show invites teens and adult viewers from America and Japan to watch as the cast celebrate their differences while giving lifestyle makeovers to their contestants.

Benefit Statement

Netflix's "Queer Eye: We're in Japan" can guarantee the members of the key publics that it can provide feel-good entertainment while encouraging self-care, confidence, and an understanding to social issues and cultural differences.

Tone of Message

Through humorous, emotional, and uplifting spirits, the cast, and crew of "Queer Eye: We're in Japan," provide a positive message to the public that it is not detrimental to take time for themselves physically and mentally. The show's goal is to inspire the viewers, that although the cast is caring for one individual, they consider the entire audience to obtain the takeaway messages.

Intended Outcomes

- Increase international audience.
- Bring the two cultures of America and Asia together.
- Allow Netflix to expand "Queer Eye" to other parts of the world.
- Expand the age range of viewers.

Action Statement

By releasing another trailer for "Queer Eye: We're in Japan" on social media websites and cable television, it would maximize outreach in both countries and to all ages.

Readability Range

People between the ages of 15-40 would be able to make this information obtainable to the key publics.

New Season of *Queer Eye* Launches November 1, 2019

LOS GATOS, California (October 6, 2019)—The Emmy Award-winning show *Queer Eye* releases a new season in which five men travel to Japan to conquer the show's toughest missions. Netflix has released the launch date for the fifth season, "Queer Eye: We're in Japan!" The Fab Five bring audiences together with laughter, transparency, and love once again on November 1, 2019.

While exploring the rich culture and cuisine of the country, the Fab Five must conquer the show's toughest missions. In a time when the world stands divided, the show sends the men to leave America to spread the message of self-care and compassion to Japanese men and women. Food and wine specialist Antoni Porowski, interior designer Bobby Berk, grooming guru Jonathan Van Ness, culture expert Karamo Brown, and fashion stylist Tan France bring their skills to Tokyo to improve and better four people's lives.

The show invites teenage and adult viewers from America and Japan to stream "Queer Eye: We're in Japan!" on Netflix to merge the two countries' cultures. International audiences receive access to Netflix's online streaming at monthly costs.

With having released the trailer for "Queer Eye: We're in Japan!" on September 5, 2019, on Instagram and Twitter, the hashtag was trending in both America and Asia media outlets. See the "Queer Eye: We're in Japan!" trailer [here](#).

"In just a year since we launched season one, *Queer Eye* has become a global phenomenon once again, and the Fab Five are truly the ambassadors of self-care and compassion that the world needs now more than ever," said the creator of *Queer Eye* David Collins. "Filming in Japan is a wonderful opportunity for us to work with four deserving heroes that will help showcase the incredible traditions and customs of their country."

The four-episode particular season will also include appearances from special guests such as Japanese model and actress, Kiko Mizuhara, who will be serving the Fab Five's guide through Tokyo. The crew will be visiting Japan's top destinations and tourist attractions. Naomi Watanabe will be featured in an episode too.

David Collins, the original executive producer of the original show, "Queer Eye for the Straight Guy," continues to produce Netflix's reboot of the series. Also remaining in the Japan season, Michael Williams and Rob Eric of Scout Production return, along with David George, Adam Sher, David Eilenberg, and Jordana Hochman for ITV Entertainment.

About Netflix:

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Organizational Feature Story

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Netflix's New Show *Unbelievable* Sparks a Conversation for Sexual Assault Victims

Netflix's latest release *Unbelievable* has sparked a serious conversation between several sexual assault survivors and the general audience on how best to support survivors. Taken place at Netflix's Hollywood headquarters, a panel of leaders from survival groups came together to discuss the awareness of stereotypes placed around what sexual assault victims look like.

The eight-part television series follows the 2015 investigation by reporters Ken Armstrong and T. Christian Miller, "An Unbelievable Story of Rape." Netflix's *Unbelievable*, tells the vivid story of teenager Marie, played by Kaitlyn Denver, who is accused of lying to the police, close friends, and family when she affirms that a masked intruder raped her. *Unbelievable* is available to stream on Netflix.



Started in 1997 in Scotts Valley, California, Marc Randolph and Reed Hastings founded the number one streaming service. Beginning as a movie rental service, it continued on the trend of innovation. By 2007, Netflix introduced its online streaming service, making movies and television shows available to watch on personal devices. As of today, Netflix has surpassed 150 million subscribers worldwide, and over 700 original series.

Netflix has surpassed over 7,100 full-time workers, 6,900 of those working in the company's streaming segment. With these employees, 2018 was the company's most successful



year to date, bringing in record numbers in terms of annual revenue. Netflix currently has eighteen offices across four continents, including headquarters in Los Gatos, California. The Hollywood office is the entertainment hub for the content, legal, marketing, and publicity teams. It is located on the Sunset Bronson

Studio Lot, where a variety of Netflix's content is created.

Becoming one of Netflix's most-viewed series, with the mainly female audience, *Unbelievable* has trended on social media for its humane account. The audience is drawn in from the detectives' decision to doubt Marie's sexual assault. Lead actress, Kaitlyn Denver stated, "I knew going into it, that it was a very relevant story. This type of abuse has been going on for years and years."

Unbelievable, directed by Lisa Cholodenko, has already been named a critically acclaimed film for its compelling and timely message. The series of episodes provides one of the absolute depictions of rape, along with the aftermath that is not fully known to the general public. The show does not focus on the actions of the attacker, but experiences that Marie went through with the detectives.



Through the years, Netflix takes the audience's mental and physical well-being into consideration when displaying triggering life situations. After the third season of *13 Reasons Why* was released, a suicide hotline number was demonstrated across all of Netflix's branding for the television show. Similarly, this discussion brought up by *Unbelievable* began the social movement to bring sexual assault victims' struggles to light.

Held at Netflix's Hollywood offices, the panel consisted of the foremost organizations in bringing awareness to sexual abuse, including End Violence Against Women International; Peace Over Violence; Rape, Abuse & Incest National Network; Project Sister Family Services; Hollywood Health & Society; and Together We Rise. Each organization also provided licensed counselors for anyone in need of support or guidance during the conference.



Joanne Archambault, the CEO of End Violence Against Women International, mentioned, “What I’m hoping your

series is going to do is make this issue something that the public is talking about.” The conversation used many clips from the series to discuss. When showing Marie’s hospital examination, Peace Over Violence stated, “If you don’t feel physically safe, you’re not going to be able to carry out your daily functions.”

As the problem of sexual abuse is even more relevant in this day in age, *Unbelievable* is said to open up this discussion by bringing awareness to sexual abuse survivors. Netflix promotes counseling through these organizations for anyone in their audience who are going through similar situations as Marie.

“I really think it’s going to have an impact,” said Archambault. “We all need to do a better job understanding what sexual assault looks like, change the misconceptions, change the negative social stigma that’s attached to it.”

“Queer Eye: We’re in Japan” Officially Receives a Premiere Date

The new season of the Emmy award-winning show, *Queer Eye*, is set to premiere on Netflix in early November.

The cast of “Queer Eye: We’re in Japan,” will share the spotlight with Japanese celebrities in the fifth season of the franchise, set to release on November 1, 2019, on Netflix. The season contains four episodes of the Fab Five exploring the culturally rich country of Japan to improve the lives of four people.

The Original Series: *Queer Eye for the Straight Guy*

- Original reality television series titled, *Queer Eye for the Straight Guy*, premiered on the television network, Bravo, in July of 2003.
- Original series was created by David Collins and Michael Williams of Scout Productions.
- NBC purchased Bravo, along with 12 episodes of *Queer Eye for the Straight Guy*.
- The original Fab Five consisted of Ted Allen (Food and Wine Expert), Kyan Douglas (Grooming Expert), Thom Filicia (Interior Design Expert), and Carson Kressley (Fashion Expert).
- In 2004, NBC released a spin-off of the original series, *Queer Eye for the Straight Girl*, but was canceled after one season.
- Won an Emmy Award and GLAAD Media Award for Outstanding Reality Program in 2004.
- Production of *Queer Eye for the Straight Guy* ended in 2006, and the final episode was released on October 30, 2007.

Netflix’s Reboot of *Queer Eye*

- The title was shortened to *Queer Eye*, to broaden the overall scope of people to makeover, or “make-better.”
- Season 1 was initially released on February 7, 2018, on Netflix.
- Michael Williams, Rob Eric, and David Collins of Scout Productions, the original executive producers of the original show “Queer Eye for the Straight Guy,” continues to produce Netflix’s reboot of the series.
- The new Fab Five consists of Antoni Porowski (Food and Wine Expert), Jonathan Van Ness (Grooming Expert), Bobby Berk (Interior Design Expert), and Tan France (Fashion Expert).
- The first eight episodes of the reboot were released on Netflix on February 7, 2018, with the maturity rating of TV-14.

- In contrast to the original series filmed in New York, the reboot's first two seasons were filmed in Atlanta and Georgia.
- The third and fourth seasons were filmed in Kansas and Missouri, released in March and July of 2019.
- Episodes featured contestants being musicians, a mayor, college students, and those in the LGBTQ+ community.
- "Queer Eye: We're in Japan" is the second season where the Fab Five travel internationally, after visiting Australia.

The Fab Five:

- A team of five gay professionals in the fields of food and wine, fashion, grooming, interior design, and culture comes together as the "Fab Five" to perform a makeover, or "make-better."
- Food and wine expert, Antoni Porowski, previously worked as a general manager, food consultant, and personal chef in New York City before being cast on the show. Porowski aids the contender in bettering their diet habits and cooking skills.
- Fashion expert and designer, Tan France, found his love for clothing when he worked in his grandfather's denim factory. He secretly enrolled in fashion school, and eventually launched his clothing line before being cast. France gives the contender fashion advice and new wardrobe as needed.
- Jonathan Van Ness, grooming guru, previously worked in a various amount of salons in New York City before launching his *Queer Eye* career. He is in charge of bettering their contestants' personal grooming habits from hair, beards, and skin.
- Interior designer Bobby Berk, moved to New York to launch his career as a contemporary designer. Berk handles the interior makeover of the contestants' home or even business.
- Karamo Brown, the culture expert, handles dilemmas that the contenders face on the show. As an activist for mental health, HIV, and LGBTQ+, he provides counseling services to the contenders throughout the makeover process.

Awards Won by *Queer Eye*

- 2018 and 2019 Primetime Emmy Award in Outstanding Structured Reality Program
- 2018 and 2019 Primetime Emmy Award in Outstanding Casting for a Reality Program
- 2018 and 2019 Primetime Emmy Award in Outstanding Picture Editing for a Structured or Competition Reality Program
- 2019 Primetime Emmy Award in Outstanding Reality Program
- 2019 Primetime Emmy Award in Outstanding Directing for a Reality Program
- 2019 GLAAD Media Award in Outstanding Reality Program

Queer Eye in Japan:

- Japan faces problems such as rapidly aging population, low birth rates, the difficulty of dating, and gender equality, which are all dilemmas *Queer Eye* has dealt with in the past.
- Japanese model and actress, Kiko Mizuhara, who will be serving the Fab Five's guide through Tokyo.
- The crew will be visiting Japan's top destinations and tourist attractions.
- Naomi Watanabe will be featured in an episode

Netflix:

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- One hundred ninety countries enjoy many TV series, documentaries, and feature films across a wide variety of genres and languages.
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News Release:

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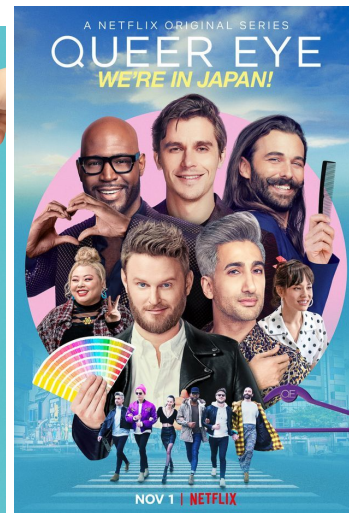
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Queer Eye Graphics/Charts:

- *Queer Eye* **Logo:** Provided or watermark labels on promotion posters, photos, and social media posts.
- *Queer Eye* Official **Poster:** Poster will be available to post on Netflix, social media sites, billboards, street signs, online ads, magazine ads, newspaper ads, and flyers.
- *Queer Eye:* “Queer Eye: We’re in Japan” **Promo Poster:** Poster will be available to post on Netflix, social media sites, billboards, streets, storefronts, online ads, magazine ads, newspaper ads, and flyers.
- “Queer Eye: We’re in Japan” Social Media Promo **Graphic:** This can be used to post on Instagram and Facebook story posts, Twitter posts, and social media ads. It can quickly get the message across to audiences scrolling through their feeds.
- *Queer Eye* View Count in Various Countries Chart: This allows marketing teams to analyze where the show is prevalent and where they can use more promotion.



Queer Eye Videos:

- “Queer Eye: We’re in Japan” **Teaser Trailer:** A teaser trailer can be used to give the audience a concept to be looking forward to, before the official trailer releases.
- “Queer Eye: We’re in Japan” **Official Trailer 1:** By releasing one official trailer, the audience will stay engaged throughout the waiting process until the season premieres.
- “Queer Eye: We’re in Japan” **Official Trailer 2:** By releasing a final trailer, the audience is well aware of what concepts to look forward too. The premiere will be fresh in their minds and will enable them to watch the initial release.
- “Queer Eye: We’re in Japan” **Interview in Japan:** With this Japanese Interview, Japanese audiences will also be in touch with the soon premiere of “Queer Eye: We’re in Japan.”
- “Queer Eye” **Opening Sequence:** This recognizable song and video will reconnect with the audience's memory.
- “Queer Eye: We’re in Japan” **Cast Press Run Interviews:** Going to multiple press interviews can boost promotion to different audiences online.

Queer Eye Audio:

- “Queer Eye: We’re in Japan” **Interview Podcast:** Podcasts are becoming a significant trend within the modern age, especially with millennials, the central public. Having a promotion session within podcasts is an outlet to reach many.
- **Radio Interview with the Cast:** The “Queer Eye: We’re in Japan” cast is known to be entertaining to many audiences. With a radio interview, many can listen while they drive to work, school, etc.
- **Director Interview:** Some audiences may also find it entertaining to hear from the directors themselves.

Queer Eye Misc. Media:

- Social Media Handles allows audiences to follow *Queer Eye*'s updates on the season premiere.
 - **Instagram**
 - **Twitter**
 - **Facebook**
 - The Fab Five Instagram
- **Watch *Queer Eye* on Netflix**
- **Countdown to “Queer Eye: We’re in Japan” Premire**

Appeal Letter

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The Pad Project



[Date]

Dear [Netflix Subscriber],

A PERIOD SHOULD END A SENTENCE, NOT A GIRL'S EDUCATION.

In 2012, teacher, Melissa Berton and a group of students started "The Pad Project" after learning about the stigma surrounding periods in other countries. In the small town of Kathikhere, India, many girls first experiencing puberty, due to the lack of acceptance of menstruation, dropped out of school. Fundraising to document their journey, a group of students also raised money to send over a pad-making machine to the small town of Kathikhere.

Thanks to you, Netflix' documentary, Period. End of Sentence just won the Oscar for best documentary short subject at the 2019 Academy Awards. On behalf of Netflix and The Pad Project, we wanted to thank you for support. Without your subscription to Netflix to watch the film, The Pad Project would not have the success and attention it has today.

Today, we, The Pad Project with the help of Netflix, set out our new Yearly Campaign for 2020. Our goal is to build 50 more pad-making machines for villages in need by raising \$600,000 by December of 2020, and we cannot do it alone.

We are reaching out to you because you have already demonstrated your compassion for young girls struggling in a third world and developing countries, like those in India. Would you be willing to support The Pad Project even further?

To get involved, we ask to first simply, spread awareness. Tell your friends about The Pad Project both in person and online. Tag, or mention, our campaign in posts and in your other writings to help us gain a worldwide awareness. Also, by streaming our Netflix documentary, Period. End of Sentence, through hosting a screening, you help us get the word out.

You, [Netflix Subscriber], can help aid these communities of young girls keep their education by donating to The Pad Project. By donating, you can help girls, like those in Kathikhere, India, receive a pad-making machine, which costs \$12,000 to create. Would you be able to contribute with a tax-deductible donation to The Pad Project, Inc.?

Please join us by making your generous gift on our online donation form. Menstruation should not be a reason for a girl to lose her education. A period should end a sentence, not a girl's education. With your support, we can make a difference in these young women's lives.

Thank you for your continued support.

Sincerely,

Kobe Turangan
PR Specialist
Netflix with The Pad Project

P.S., On our website, you'll find dozens of more stories of girls in need of menstruation care, just like those in Kathikhere. You can learn where your generosity makes things possible by checking out our non-profit website.

Flyer

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Broadcast Script

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Date: October 14, 2019

Title: "Start Your Free Trial on Netflix Today"

Name of Broadcaster: The Torch

Length: (:30)

"Start Your Free Trial on Netflix Today"

Music/Sounds: "Netflix Intro"

(PLAY "NETFLIX INTRO")

Are you tired of waiting every week for your favorite TV shows to air? Are you over the long commercial breaks? Are you bored with the same old reruns of "Friends?" With the world's number one streaming service, Netflix can make all of these problems disappear. Welcome to the future of entertainment, where thousands of shows and movies are available to watch.

With Netflix, you can stream and binge-watch the shows and movies you love whenever and wherever you want for as low as \$8.99 a month. Netflix has already surpassed one hundred fifty million subscribers, and you could be next! Visit netflix.com to start your free trial today. Happy binge-ing!

(PLAY "NETFLIX INTRO")

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