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Creative Brief

CHALLENGE

Immigration has began to be stereotyped within recent media. Portrayals of trucks filled with immigrants being dumped off at the border is wildly inaccurate but has been deemed realistic. Because media has taken the humanity out of these stories, people forget to see those attempting to enter the U.S. as the humans that they are.

TARGET AUDIENCE

Level-headed citizens that are not alt-left or alt-right. They seek out personal truths that they find and apply those truths into their daily beliefs and practices. They live throughout the United States and range from 20-55 in age. They are not activists, but are the silent majority. They keep their political views relatively sheltered, but are likely to share a positive post on their Facebook page.

TENSION/PROBLEM

Over the last couple of years, there has been an increase in attention as to what is happening at the border. However, many remain uninformed about what types of people are attempting to enter the states and what their motives truly are. Along with that, the conception is that they are arriving in trucks and jumping off and crossing the border - taking away from the real struggles immigrants face.

PROMISE

By treading lightly on the policies and procedures, we will (1) demonstrate the struggles of immigrants and (2) invite everyday citizens to open their hearts to those seeking life.

INSIGHT

"I struggle to draw a definitive line between my political and personal beliefs."

CREATIVE STRATEGY

From the eyes of various parties (immigrant, harbinger, border patrol), bring light to the difficulties and motives as to why illegal aliens go through what they do. In addition, tug the heart strings that are correlated with facing the hard decisions of helping someone in need or watching them suffer. Find a strong line that leaves people contemplating what they would do when faced with the decision.

Don't disregard the law. The topic is supposed to provoke conversation and open the general public's eyes to the subject; not to be political and rebellious.

TONE/FEEL

- Compelling
- Action driven
- Thought provoking
- Eye opening

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Overview

Border protection, wall construction, immigration, and humanity - all topics of conversation in today's society. While some may stand firm with their views and opinions on laws, policies, and practices; one thing cannot be governed by any law or policy - compassion for those in need. As the increase of illegal immigrants continues to grow, the question has to arise of, "What must he/she/they be going through that they would be willing to potentially lose their life in their pursuit?" What are their motives and how dangerous is the process?

Over the last decades, over 7,000 people have died trying to cross the border. Most causes of death were by exposure to the elements (dehydration, hypothermia, heat exhaustion, etc.). In addition to that, several persons have disappeared and their bodies have yet to be found. Therefore, most attempting to cross cannot make it off their own resources. On rare occasions, these "aliens" may seek out help from U.S. citizens seeking a way to keep their heart beating. We aim to enlighten the audience on the challenges and ask them: "If you were asked to help, knowing it would keep a member of humanity alive - would you do it?"

What has kept organizations and people such as Dr. Warren out of jail has been the grey-area law known as the "Religious Freedom Restoration Act", also known as RFRA. RFRA "ensures that interests in religious freedom are protected." For Warren and others, they have argued that it is a Christians duty "to offer assistance to people in dire need - including immigrants." However, this is a case-by-case subject that is only determined by those attempting to interpret the letter of the law.

As we know, these topic is complex and entails thousands of variables and opinions. In order to show all angles of this message, not just making it one-sided, it is best that we tell the story from various views. Some of the views could be: The immigrant, the U.S. citizen who can help, and lastly border control. So, what might be some factors for their actions? See below.

Border Patrol

- Working for the border patrol, you have one goal: Detain illegal immigrants. There have been several cases of mistreatment of immigrants and due to "prevention through deterrence", border patrolman are easily dismissed from action.
- Many patrolman however, are (1) fulfilling their job responsibilities but (2) are taken back by the struggle of those attempting to enter the States.
- VP of the National Border Patrol Council - Art Del Cueto has said the following:
 - "I think they mean well." *In regards to those looking to help immigrants with resources such as water and housing*
 - "Our agents are briefed frequently and are advised frequently to leave those resources alone...If anybody sees any activities like the ones seen in the videos

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(tampering with water), they need to inform us so we can take the corrective action because it's not acceptable."

Conclusion: Show how patrolman are faced with the everyday challenges of humanity. They capture men, women, and families who arrive with nothing to their name and oftentimes near-death. Patrolman responsibilities are to capture and detain illegal aliens and traffickers - no questions asked. That does not mean however that they don't struggle with gut-wrenching experiences that make them hope to help.

Immigrant

- With travels ranging from hundreds to thousands of miles to encounter themselves at the U.S. border, men, women, children, and families are seeking a better life. Oftentimes to be stopped, detained, or ripped away from their family.
- With thousands being detained a year, ten of thousands successfully cross the border. However, then they are faced with sickness, lack of money, or other circumstances.
- They leave everything behind to make the journey. No U-Haul trucks - nothing. Just a dream and/or hope to seek a better way of life.
- Carrying resources such as gallons of water, food, etc. is nearly impossible for them to do. So they have to rely on the elements and their own strength to make things work.
- The fear of getting caught at the border is just a small fraction of the total journey. Fear of being caught by gangs which kills and/or hold people ransom occurs quite frequently. Encounters with drug traffickers also hinders the process.
- Turning around on the journey becomes very hard if injury, lack of alimentation, or sickness takes place. They are stuck and are forced to suffer.

Conclusion: Depict how hard the journey really is. This is not an hour process - this requires months, if not years, of preparation. The journey in the desert can last days, and when it comes near to an end - they are on life's last breaths. Show just how much a bottle of water could mean. Even more than that - how much an open heart and compassion toward them could mean for their life and their future.

U.S. Citizen

- "The government has decided to respond by essentially criminalizing the act of giving someone who's dying of thirst a gallon of water.. if giving water to someone dying of thirst is illegal, what humanity is left in the law of this country?" - Catherine Gaffney.
- "We have always had an understanding here with both the U.S. Attorney's Office and the Border Patrol and also the wilderness area managers that we are a neutral party.. we don't smuggle people, we don't violate the law — what we do is we help to save lives and they've recognized that for years." - Dr. Warren
- Being a predominantly Christian country, especially those states near the border, most us the phrase "What would Jesus do?" and "looking after their fellow man" is one of those things they feel compelled to do.

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- Outside of Christianity, humans are driven to help those in need. Oftentimes however, prejudice gets in the way.

Conclusion: Many hope to help those in need, but oftentimes give monies/resources to organizations and foundations to do so on their part. There is an increase though in reach-out and volunteering for causes. Show how everyday citizens and their principles/desires could be challenged. When they are challenged, show how they choose humanity over the rest of the clutter. They are not raging against the law, they are simply seeking to help those in need.