Eleven Productions ask people who have a connection to Northern Ireland to join a scheme that will help choose a hero for their reality TV programme. People are encouraged to go to the company website and register as a judge.
It is possible to join this scheme as either a judge or as a hero applicant.

Applicants will find that Hero recruitment is finished and the website encourages applicants to sign up as judges.

Potential judges are asked to fill out a questionnaire, one that will establish their suitability for the position.
Selected judges are given access to a members only area of the website for judges and production personnel.

Sky, an intern on a work placement from university, welcomes judges to the site. Sky explains the programme’s intentions and the world of the judging website. She tries to explain what judges are expected to do but like many interns and people new to the industry she is sometimes hazy on the exact details.

Sky’s intro video
Judges are given 3 heroes to investigate. Each one has made a different submission and has undertaken a personality test. Judges are asked to give thoughts on each applicant.

**Hero 01**

**Hero 02**

**Hero 03**

Judges are unsure of their responsibilities and begin to ask each other what they should do. The judges try to help each other fill in any blanks left by the production company.
Some debates begin. What does it mean to be a judge? What is a hero and what does it take to be voted a hero?

A further 3 heroes are released.

**Hero 04**

**Hero 05**

**Hero 06**
Sky tells judges a bit about herself in an attempt to put them at ease. She gives away some details of her background. Sky welcomes new members to the group.

Video of Sky

Discussion strands are established about each hero with judges giving their opinions. Judges discuss the pros and cons of each applicant. There are many details to remember and it gets worse as further heroes are released to the judges.

A further 3 heroes are released.

Hero 07

Hero 08

Hero 09

One judge wonders if it wouldn’t be a good idea to have an amalgamation of them all to make the ‘perfect hero’.
Another wonders if Sky herself would make the perfect hero?

Sky welcomes new judges and tries to help everyone remember who is who. She engages the judges in conversations about Northern Ireland referring to local news items and local activities.
Video of Sky

A further 6 heroes are released.

Hero 10

Hero 11

Hero 12

Hero 13

Hero 14

Hero 15

Sky reveals that the producers are in discussion with a major broadcaster to have the project commissioned.
One particular judge – Media Prodigy – takes a shine to Sky and tries to chat her up, taking up the idea that she would make the perfect hero.

This is met with some opposition from other judges. Sky herself breaks with professionalism at this point and sends out a personal email, directed at Media Prodigy, to all the judges by mistake.

Judges are reminded that they must choose a hero – someone they think could be a new Cuchulain – a hero for Northern Ireland. Judges are also reminded about the professionalism that is expected from them. Media Prodigy is not impressed.
Judges are asked to prepare for a vote. There are now 15 heroes to choose from. A number of heroes will be chosen from these votes.

Media Prodigy goes into overdrive and posts pictures of Sky as a hero. Other judges support or ignore these calls.
Quotes made by the heroes are released as additional information for the judges to consider before moving to a preliminary vote.
I’m ready.
I like me.
I’m ready to branch out.

With power comes
great responsibility
(narrator in The Amazing Spiderman)

Friday
I’m in love.
(The Cure)

We always watch Top Gear.
I would love, love, love
to race the Stig.
Voting takes place. Judges are given a deadline for voting and are encouraged to make their final opinions known on the candidates.

Three winners are revealed in video posts made from the applicant’s own phones and computers. This is the first time that judges see what their heroes look like. There are some initial responses to this revelation. Judges are surprised and interested to discover who these people are. Some change their minds about who they want to support.
It is now the judge’s job to investigate these people further. Sky encourages the judges to ask questions of these heroes.

Sky announces that Eleven Productions will interview the heroes and provide videos relating to the questions devised. A series of questions begins to emerge and some of these questions are even answered by the judges themselves keen to subject themselves to the same process.
Media prodigy begins to up the campaign for Sky to become the new hero. Sky tries to deflect him. Some judges speculate that this judge may be some kind of stalker. Media prodigy is hurt by such accusations.

Sky lets the judges know that soon they will have to choose one of these heroes to back. After meeting the candidates in Belfast, the producers release videos of their interviews. Much discussion results with new and additional information being provided by the candidates.
Some judges don’t want to make a choice and suggest rebellion – “let’s choose them all” they suggest.

In the end further voting takes place and judges are asked to align themselves to a particular hero. Those who choose Leo are assigned to Leo, those who choose Alice are assigned to Alice and those who choose Mary are assigned to Mary. Those judges who have not made any choice are also assigned to one of these heroes. There is no let up in the judging duties – one judge asks to be released.

Media prodigy attempts to suggest that Sky is in some way superhuman. The idea is not taken up by any of the judges.
The discussion forum is now removed and judges find themselves in a dedicated area relating to their candidate. Here they have access to confidential information about their candidate. The judges are warned that they should not disclose any information to the competing judging teams. They are also warned that if they break these rules they will be removed from the programme. Each team has to plan a campaign for their candidate.
Some of the judges protest about this ruling.

Live interviews with the candidates then take place. Sky encourages judges to ask even more pertinent questions and the interviewer relays these.

Sensitive information is revealed about each applicant.
Alice’s Skype Call

Alice admits to having had an affair.

Leo’s Skype Call

Leo admits to stealing his daughter for a day from his estranged partner.

Mary’s Skype Call

Mary informs us that she helps women get abortions in England and tells us one particularly disturbing story.

Media prodigy breaks the secrecy rule and is removed from the programme and judging site. He protests that Leo is less of a candidate than Sky would be. Other judges are warned not to make the same mistake.
Sky gets the judges to help decide the edits for a short video campaign to ensure their hero is elected. These short promos will be sent out by judges to their contacts and a broader range of the public. Eleven Productions edit the videos for distribution...
Do you want to work with Alice?
Email info@theeleven.org with the name of the Hero you want to align yourself with by Friday 2nd July at 6pm
www.redbranchheroes.com

Alice for Hero

Do you want to work with Leo?
Email info@theeleven.org with the name of the Hero you want to align yourself with by Friday 2nd July at 6pm
www.redbranchheroes.com

Leo for Hero

Do you want to work with Mary?
Email info@theeleven.org with the name of the Hero you want to align yourself with by Friday 2nd July at 6pm
www.redbranchheroes.com

Mary for Hero
Sky keeps the judges on task by encouraging them to send out material to gain votes for their heroes. A voting page is displayed with the percentage votes. At first Alice is winning, then Mary catches up although Leo is never far behind. Slowly Leo begins to gain the majority of the vote although the percentages move up and down.

Media prodigy bursts back onto the scene using Sky’s login to send his messages. He tells the judges that Sky is more than we think she is – that she has indeed accomplished some amazing deeds of her own and he will keep quiet no longer. Sky warns him off but the judges are left
wondering what has happened. Do these two know each other? Are they an item? Is this some sort of set up? Are the judges being duped?

Sky is unhappy and protests her innocence. The Production Company however has decided to terminate her employment. She has compromised the programme and has acted unprofessionally.

Voting continues and is brought to a close.

The judges are in revolt – want to know what is going on. They are confused and concerned.
Sky is angry and despite being cut out of the system returns under a new name Sky Bradshaw (a name she used earlier) to issue threats and curses upon the programme and its producers.

The producers apologise for the outburst but will not change their plan to terminate her employment.

The winner is announced. The winner is Leo. Alice and Mary thank everyone for voting for them. Leo is delighted and promises to act as a good role model and as a Northern Irish Hero.
Leo is the Winner!

Alicen and Mary say goodbye...

The site closes down. Then Sky appears online in a hacked and cut down version of the site. She dams the Red Branch Heroes show and Eleven production company to failure – and worse!
Sky's Final Video

The producers apologise for the close down of the site but suggest they are unable to reinstate it – they are not sure how this has happened and are confused by it.

The commission from the TV Company has been lost...
Red Branch Heroes website

See also the PDF’s:

- Intro & Appendices
- PHD text