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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.


← → ↻ www.theeleven.org


THE
ELEVEN PRODUCTIONS

HOME ABOUT US OUR WORK CONTACT

WELCOME TO THE ELEVEN PRODUCTION COMPANY!

 The Eleven Productions is a new media production company.

 We are obsessed with telling compelling stories and creating challenging media products.

 We are on a mission to find new and interesting ways to look at the world – and then interact with it.

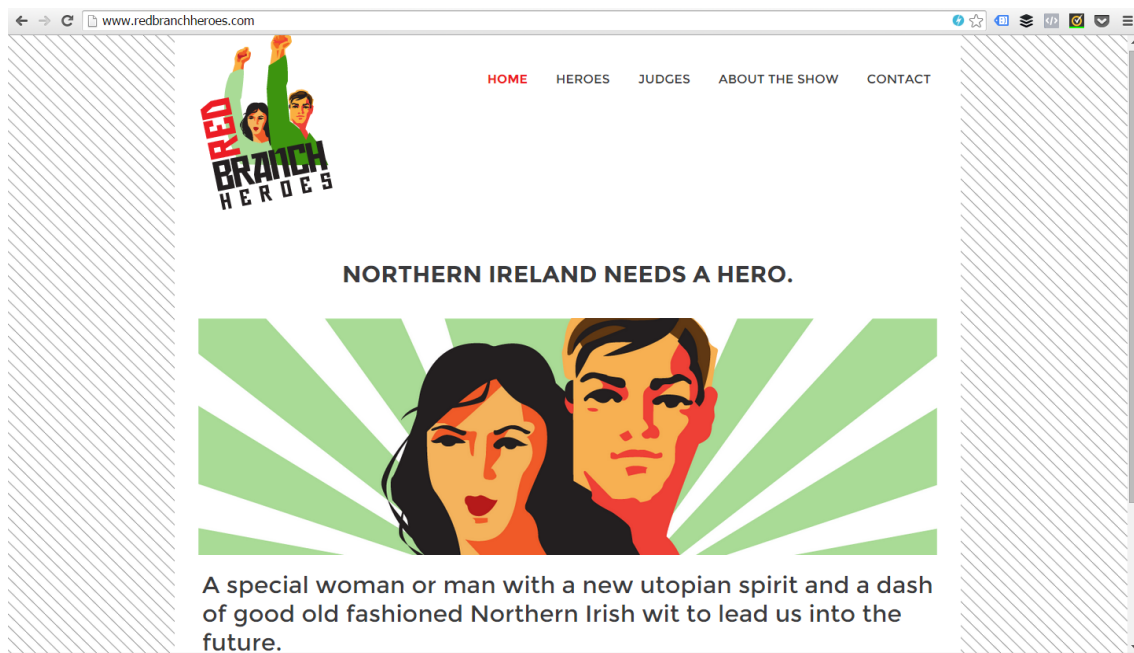
PEOPLE WANTED TO TAKE PART IN A NEW REALITY TV SERIES!

Are you a hero?
Have you got what it takes?
Do you want to be a champion for Northern Ireland – a modern day Cuchulain?
Do you want to be on TV?

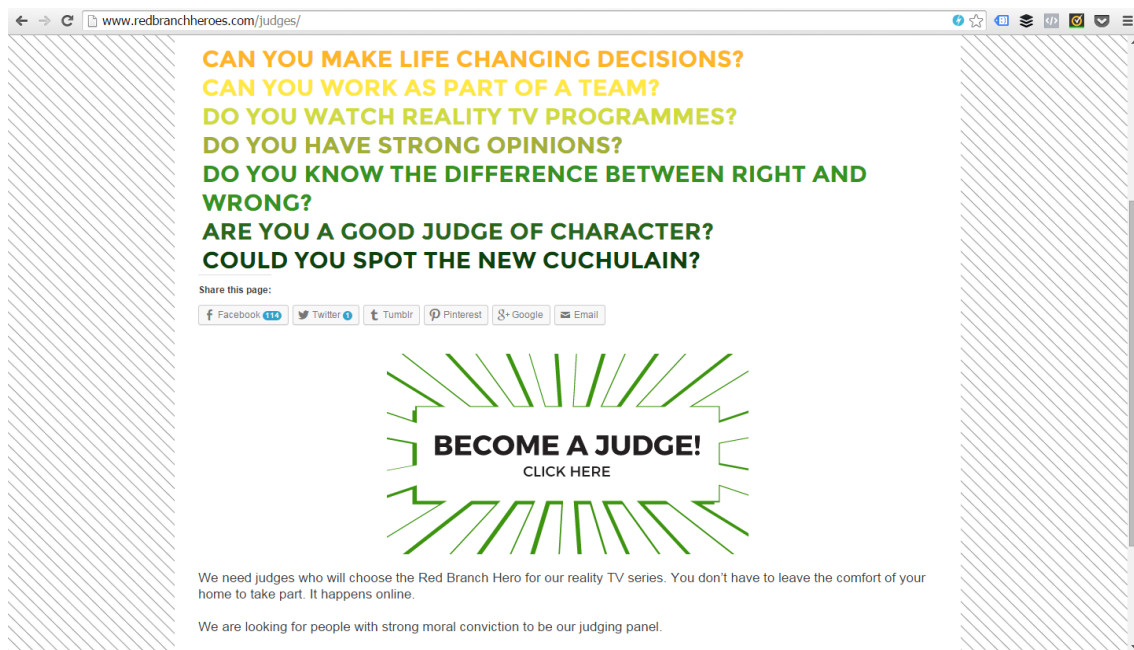
We are looking for exceptional, courageous people from Northern Ireland who are prepared to put themselves on the line for the chance of winning BIG.

CLICK HERE

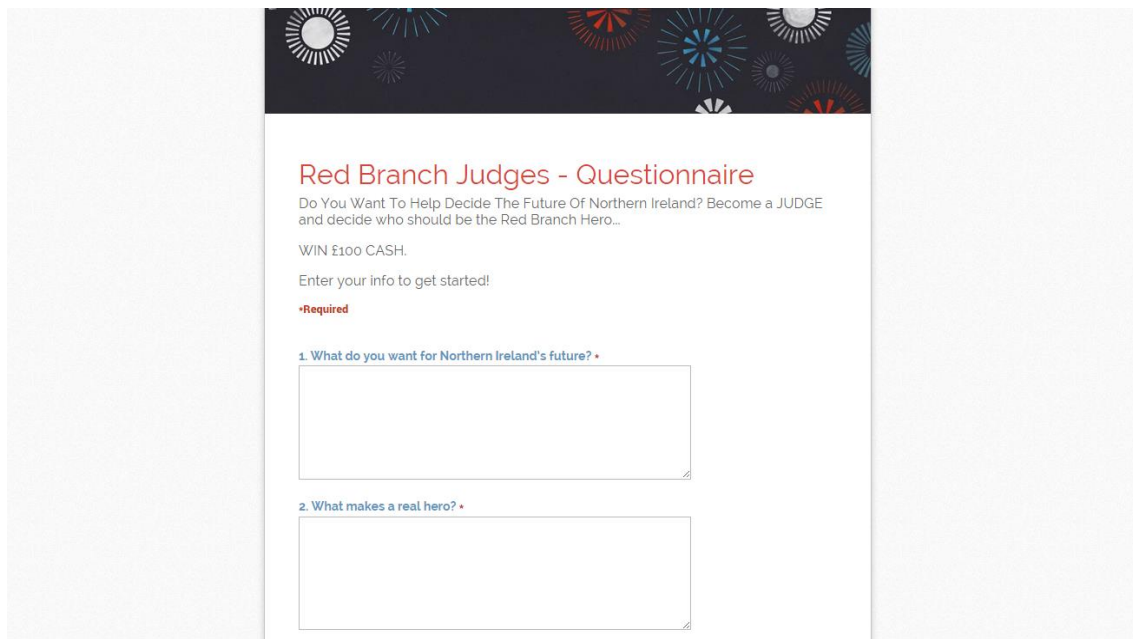
It is possible to join this scheme as either a judge or as a hero applicant.



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.



Red Branch Judges - Questionnaire

Do You Want To Help Decide The Future Of Northern Ireland? Become a JUDGE and decide who should be the Red Branch Hero...

WIN £100 CASH.

Enter your info to get started!

Required

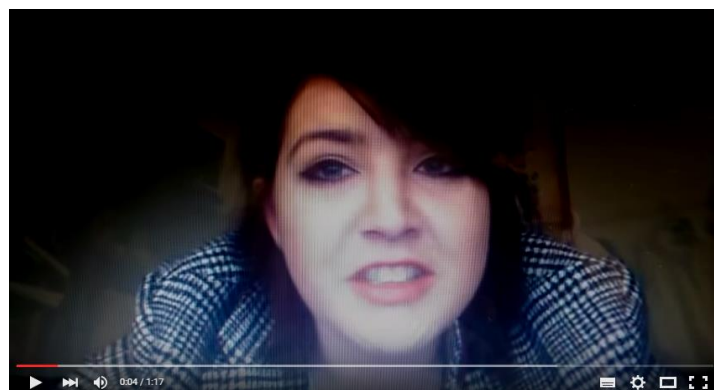
1. What do you want for Northern Ireland's future? *

2. What makes a real hero? *

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.



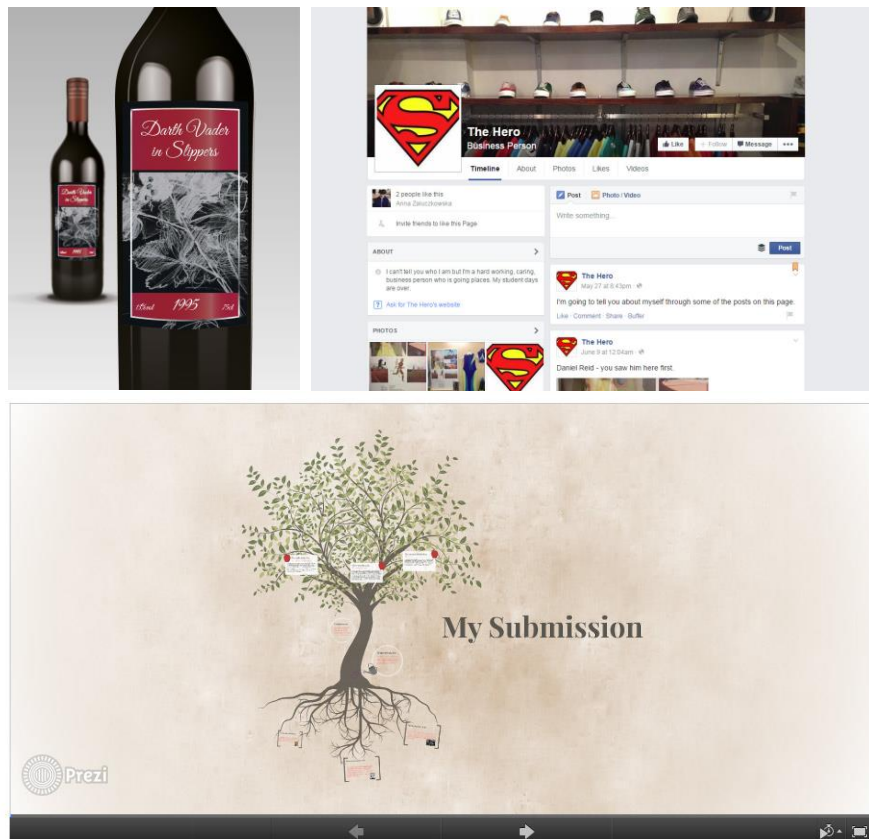
[Sky's intro video](#)

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

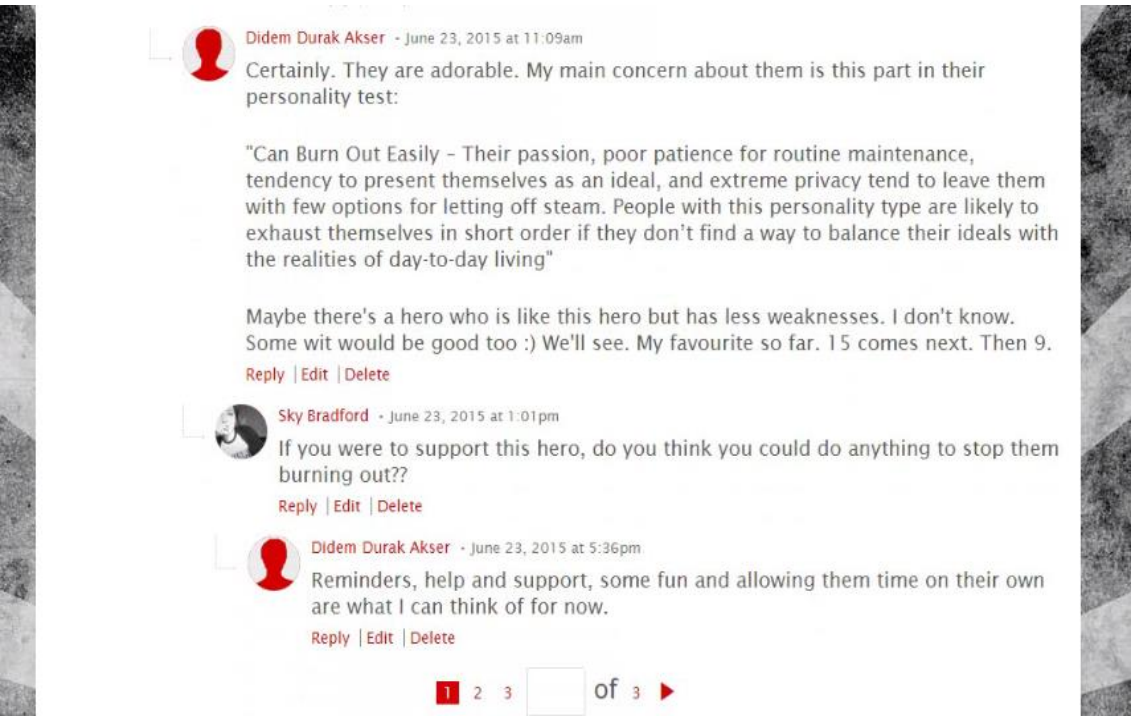
Hero 03



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?

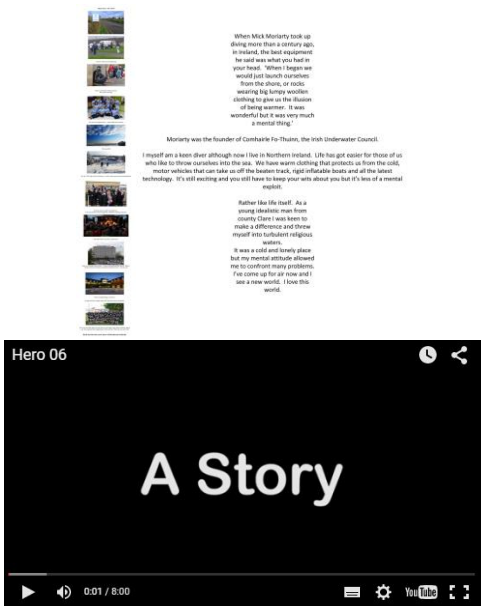


A further 3 heroes are released.

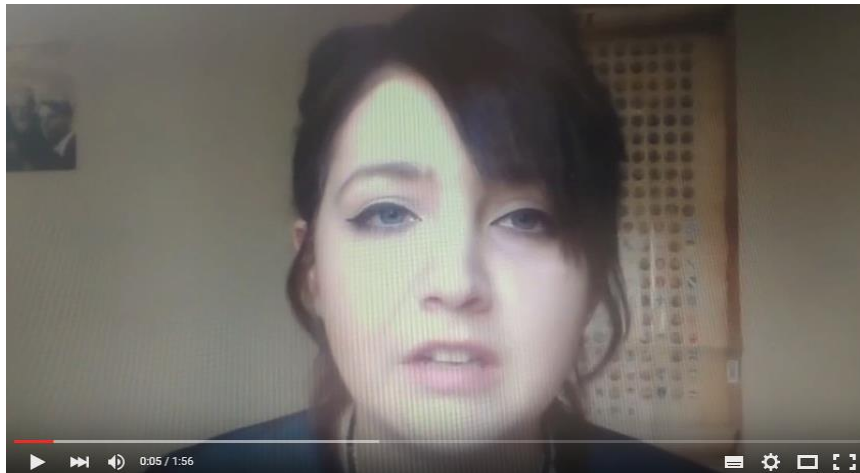
[Hero 04](#)

[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](#)

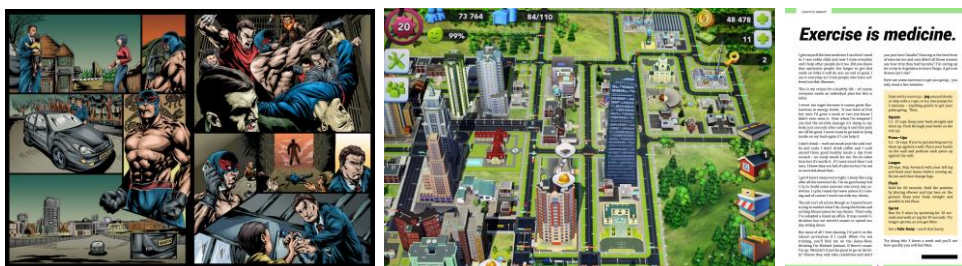
Discussion strands are established about each hero with judges giving their opinions. Judges discuss the pros and cons of each applicant. There are many details to remember and it gets worse as further heroes are released to the judges.

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'.



keeping in mind all these heroes personality types and attributes is hard!

Posted by Millymolly on June 25, 2015 at 11:30pm in Questions

I'm having a bit of difficulty remembering which hero is which, and am beginning to wonder whether we should have an amalgamation of them all to make the "perfect" hero, if there is such a thing ?

Another wonders if Sky herself would make the perfect hero?



Media_Prodigy_90 · June 25, 2015 at 3:35pm

I've noticed a few people saying this... but YOU should be the hero Sky!

Much better then the current SKY TV I watch all day.

[Reply](#) | [Edit](#) | [Delete](#)



Sky Bradford · June 25, 2015 at 6:04pm

Ohhhh, I am certainly no hero! Sky TV lol, how do you think of these things....

[Reply](#) | [Edit](#) | [Delete](#)



Media_Prodigy_90 · June 25, 2015 at 6:10pm

I guess beauty inspires creativity... Sky's the limit on my creativity!!!

[Reply](#) | [Edit](#) | [Delete](#)

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.



Murray Moss · June 22, 2015 at 8:16pm

I like 15. But having a psychological profile similar to GWBush puts me off!

How would NI react to having a hero not originally from the country? Could we deal with that? Or maybe it would be an advantage? Someone all communities could get behind.

I'm older myself but think I might want to choose someone younger. Feel the need for young people to show me the way! Am I too indecisive to be a judge?!

[Reply](#) | [Edit](#) | [Delete](#)



Sky Bradford · June 22, 2015 at 8:59pm

Haha! Good point Murray! No, no-one like Bush! Hmmm someone from outside the country might be able to represent in a non-biased way I suppose. Interesting perspective! As long as they can identify strongly with Northern Ireland I guess!

[Reply](#) | [Edit](#) | [Delete](#)

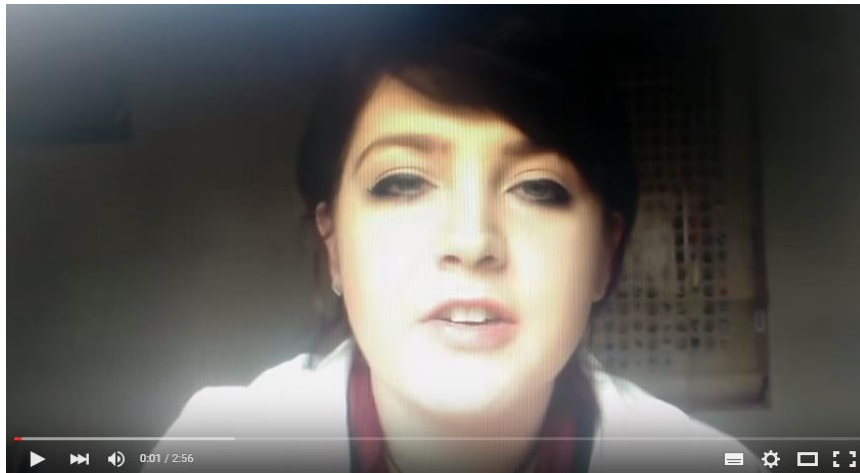


Sky Bradford · June 22, 2015 at 5:37pm

I read with great interest that you are seeking to find the new heroes of Northern Ireland. I believe that you have found one in me.

I am an Oncologist and I have dedicated my life to the people of Derry and Northern Ireland. Through long hours, dedication and hard work I have brought light and joy to many young lives. The testimonials of my patients are included below.

[Read more here](#)



Video of Sky

A further 6 heroes are released.

Hero 10

Hero 11

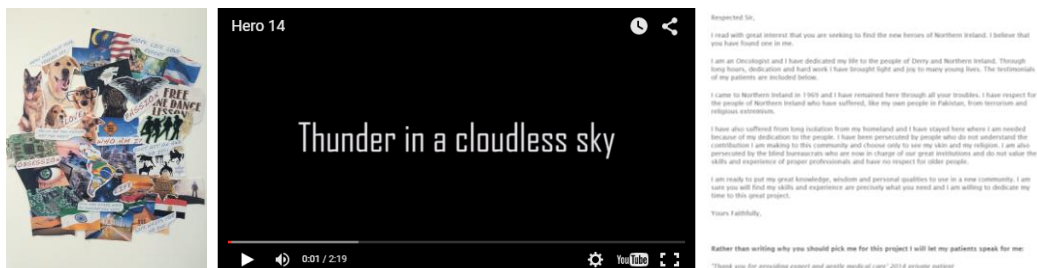
Hero 12



Hero 13

Hero 14

Hero 15



Sky reveals that the producers are in discussion with a major broadcaster to have the project commissioned.



Exciting news!

Hey judges! Great news, I've got for y'all! So I've just been given permission to inform you that Eleven Productions has been in talkies with a well known TV Channel who are interested in picking up this reality TV programme! Unfortunately that's...

[Read more...](#)

Started by [Sky Bradford](#) in [Off Topic](#)

[8 Replies](#) · Reply by [Media_Prodigy_90](#) Jun 25

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.



What's going on?

Posted by [Mister Nosey](#) on June 25, 2015 at 7:16pm in [Questions](#)

i just got this email - what's the deal? GET A ROOM!

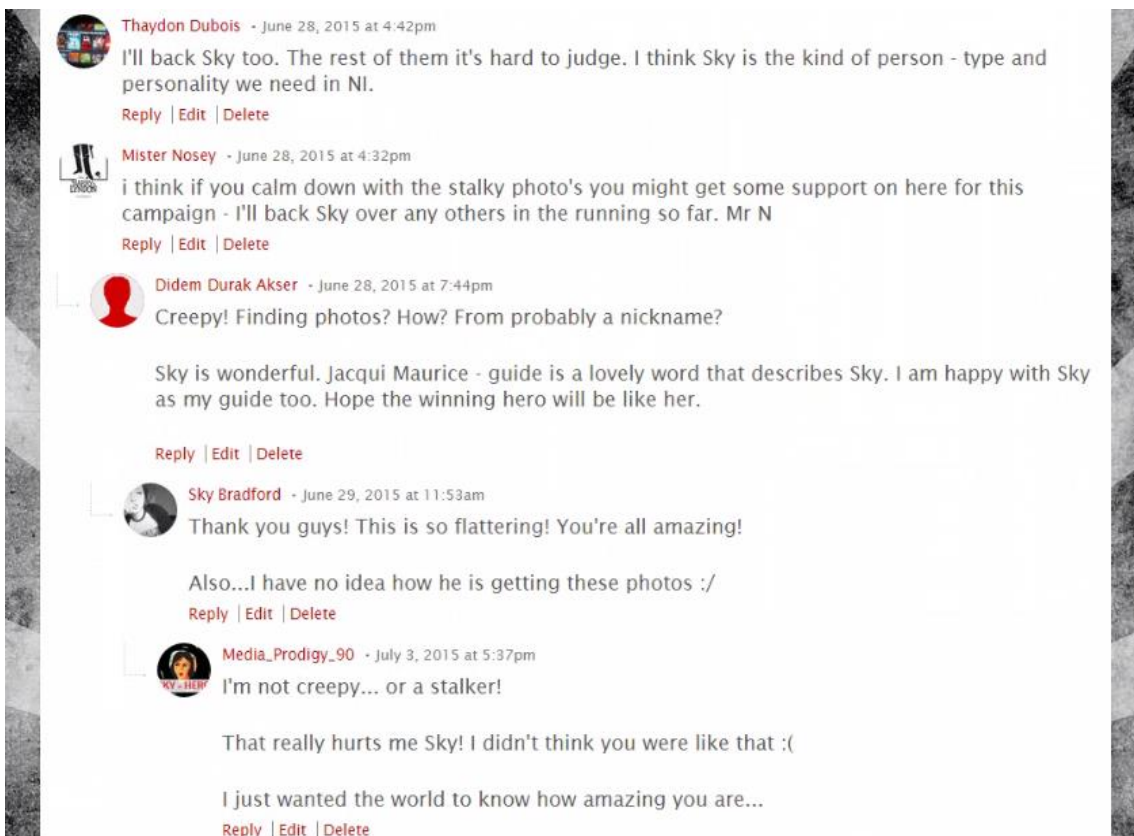
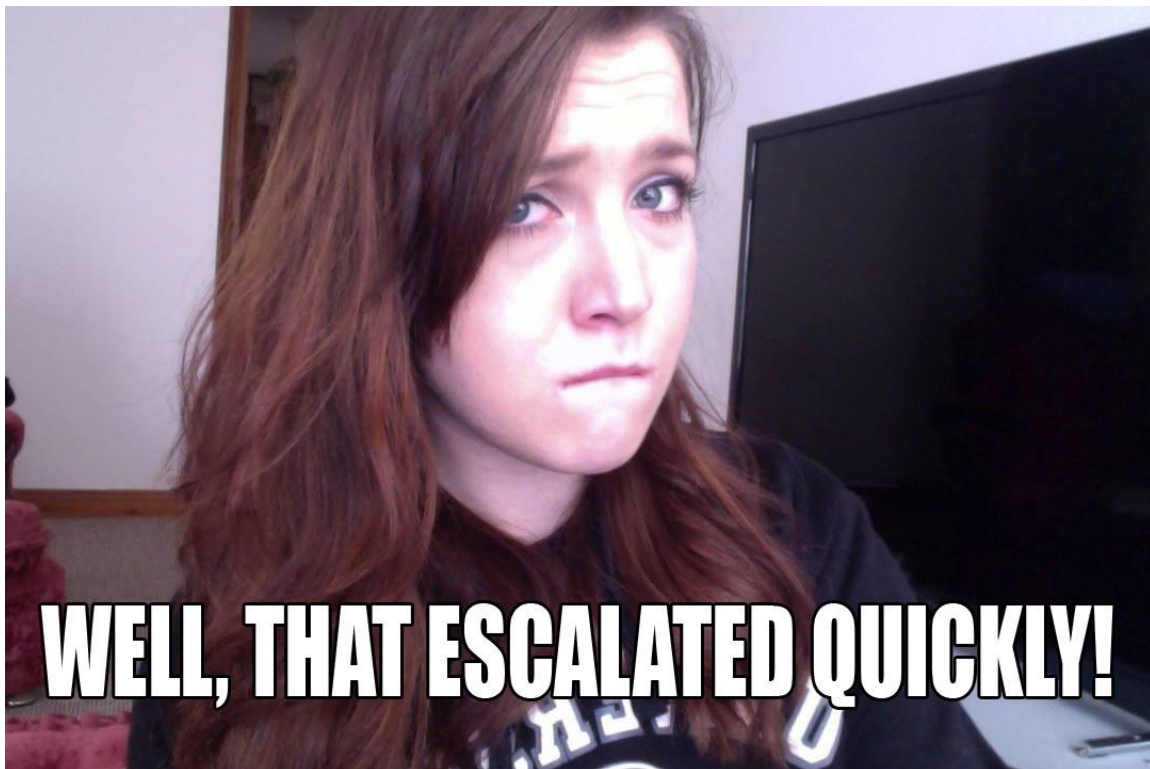
Keep it professional
Inboxx

Hey, look Media_Prodigy_90... I get the feeling that a lot of your comments are being directed at me and it's making me a little uncomfortable. Could you, for the sake of this project please refrain from being so flattering... borderline flirtatious... Receiving nice comments is great and all but I think you're going slightly over the top and I have to ask you to tone it down. It doesn't look good.

Cheers, Sky.

Visit Red Branch Heroes at: http://redbranchjudges.ning.com/?xg_source=msg_mes_network

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.



Media_Prodigy_90 · June 27, 2015 at 12:56pm

You know it makes sense!



[Reply](#) | [Edit](#) | [Delete](#)



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.**

www.redbranchheroes.com



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

www.redbranchheroes.com



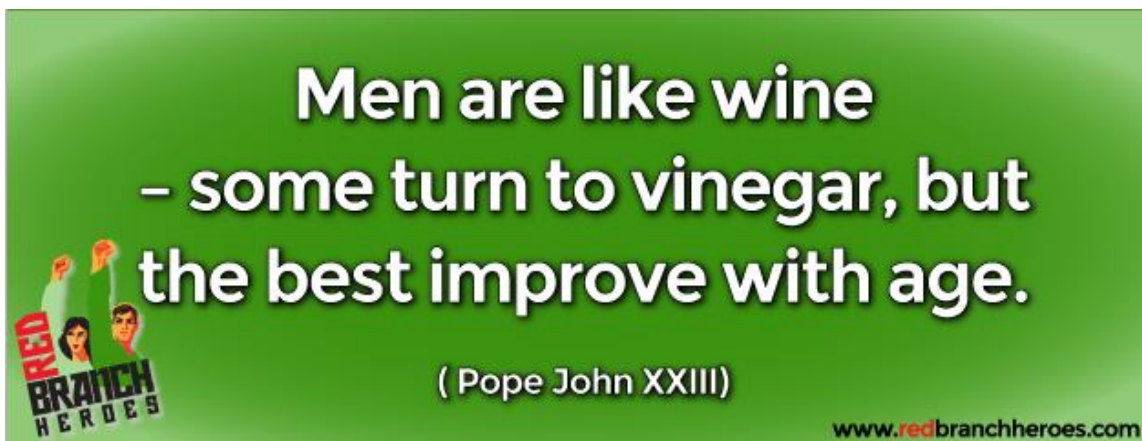
**Friday
I'm in love.**
(The Cure)

www.redbranchheroes.com

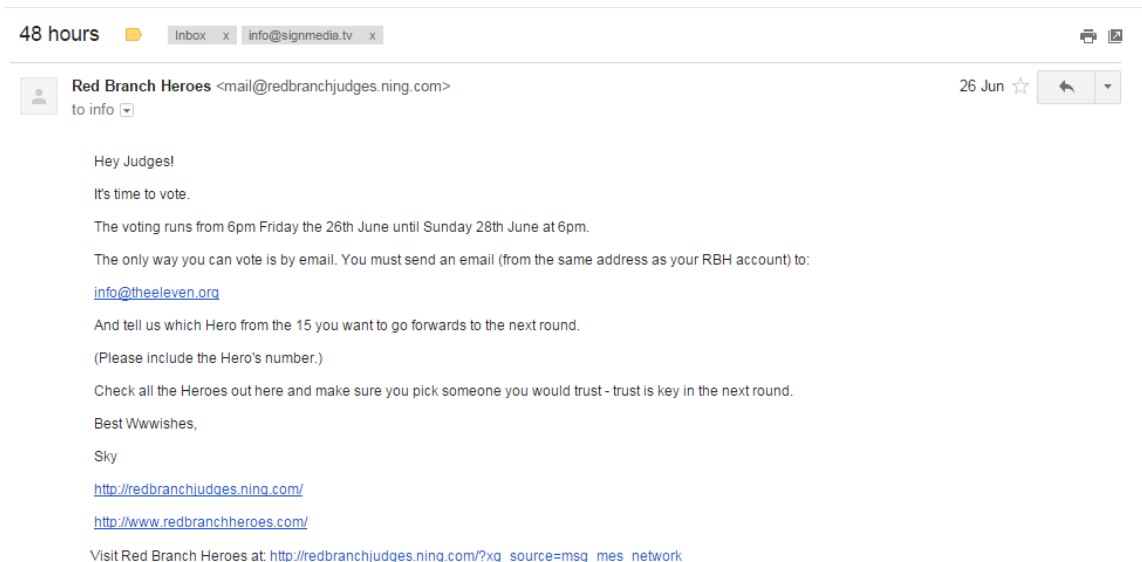


**We always watch Top Gear.
I would love, love, love
to race the Stig.**

www.redbranchheroes.com



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.

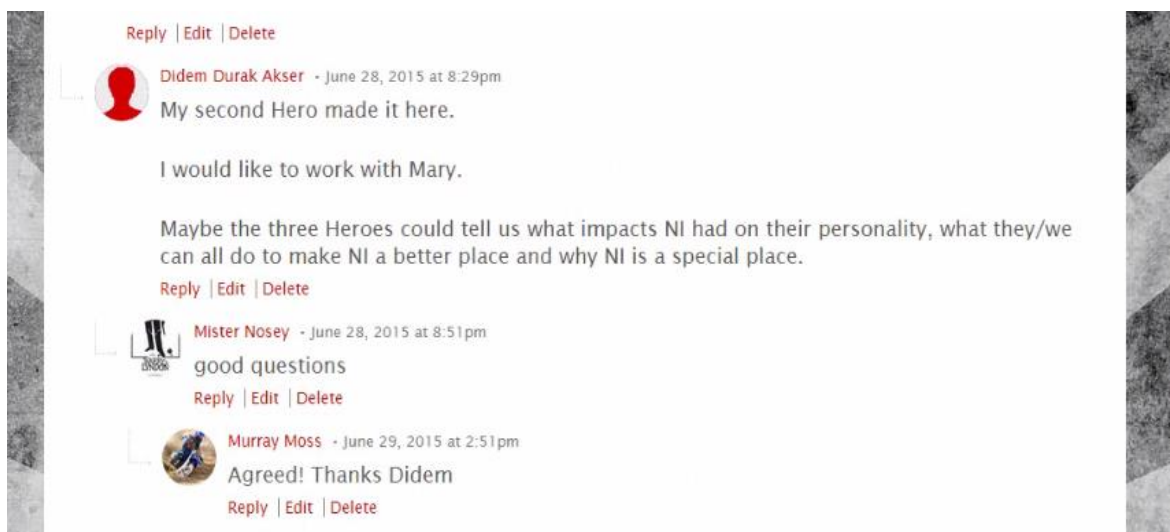
[Alice](#)

[Leo](#)

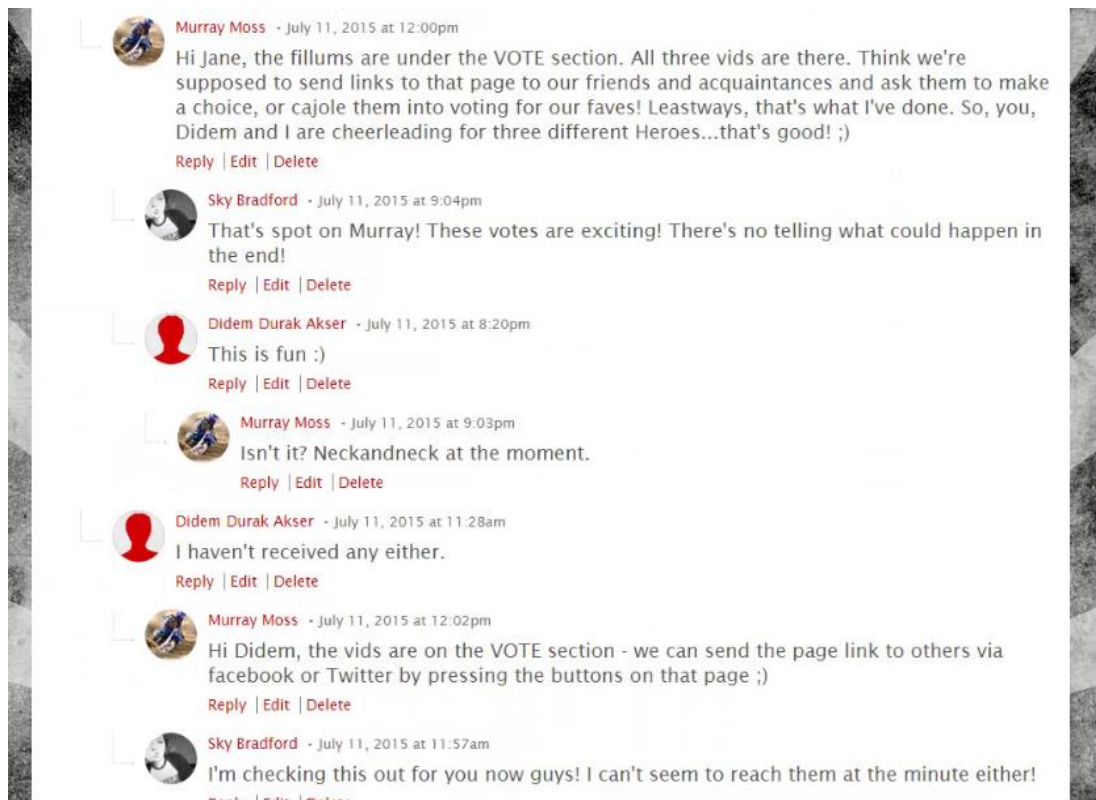
[Mary](#)



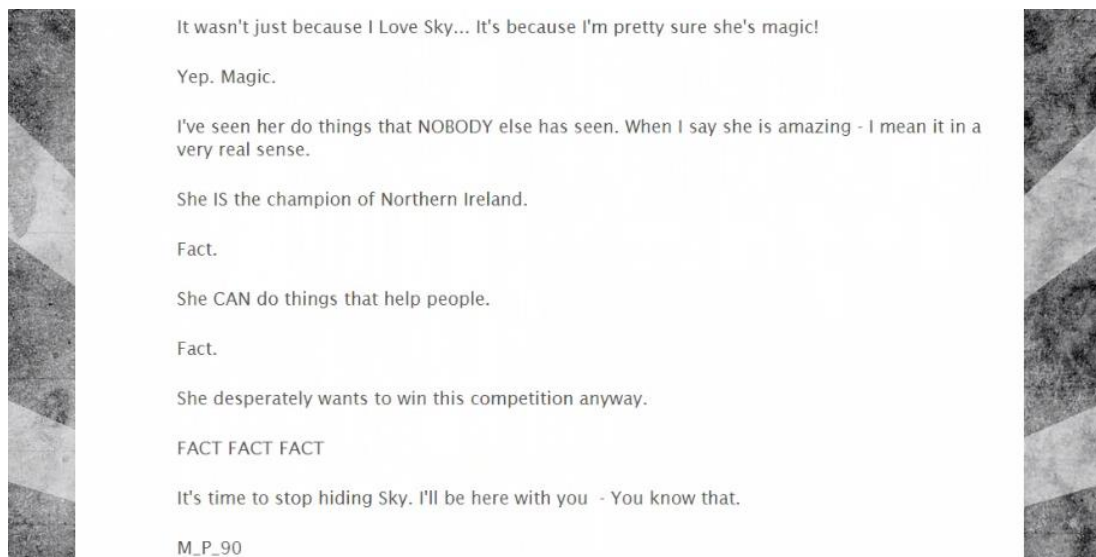
It is now the judge's job to investigate these people further. Sky encourages the judges to ask questions of these heroes.



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.



Who do you choose Now?



Alice



Leo



Mary

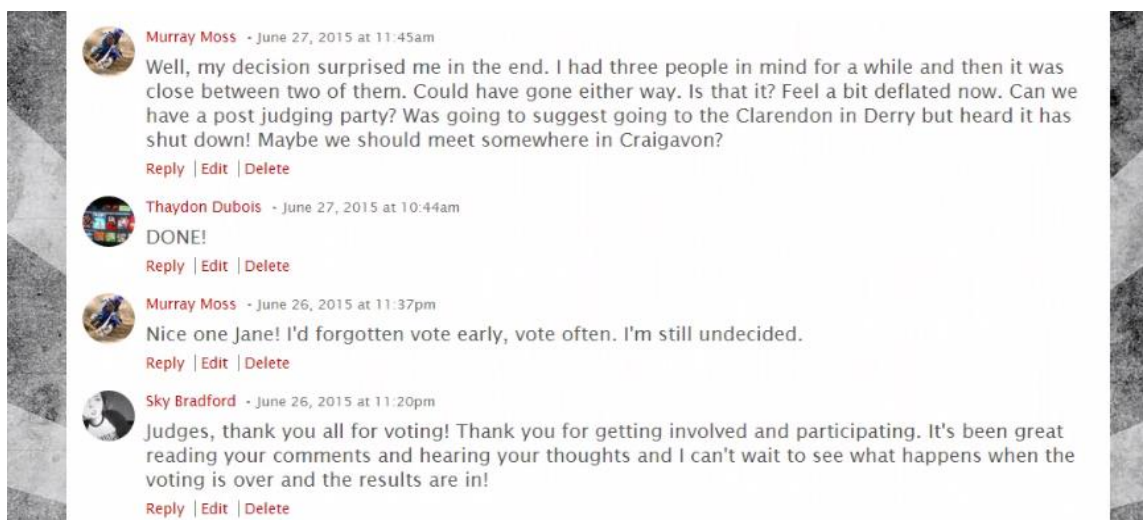
Some judges don't want to make a choice and suggest rebellion – "let's choose them all" they suggest.

[Alice](#)

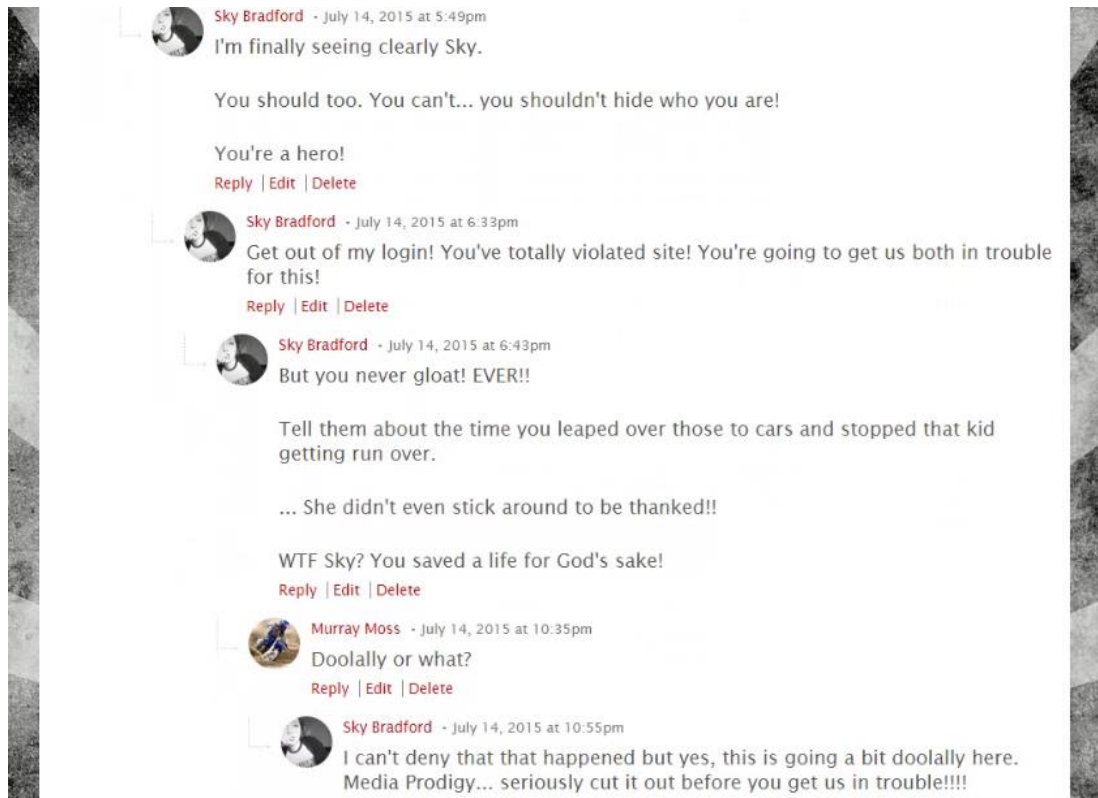
[Leo](#)

[Mary](#)

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.

Here is all the footage we have from Leo.



And a top secret profile from Eleven Productions [here](#).

Watch and read.

DO NOT SHARE THIS MATERIAL. YOU WILL BE EJECTED!

The next step is to work out how we can best tell Leo's story to the general public. This might be more tricky than it at first seems.

We're hoping to have a live call to discuss this with Leo on Tuesday evening TBC.

What do you think?

[Alice's Group Area](#)

[Leo's Group Area](#)

[Mary's Group Area](#)

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.



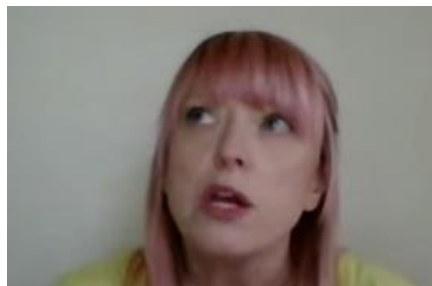
Alice's Skype Call

Alice admits to having had an affair.



Leo's Skype Call

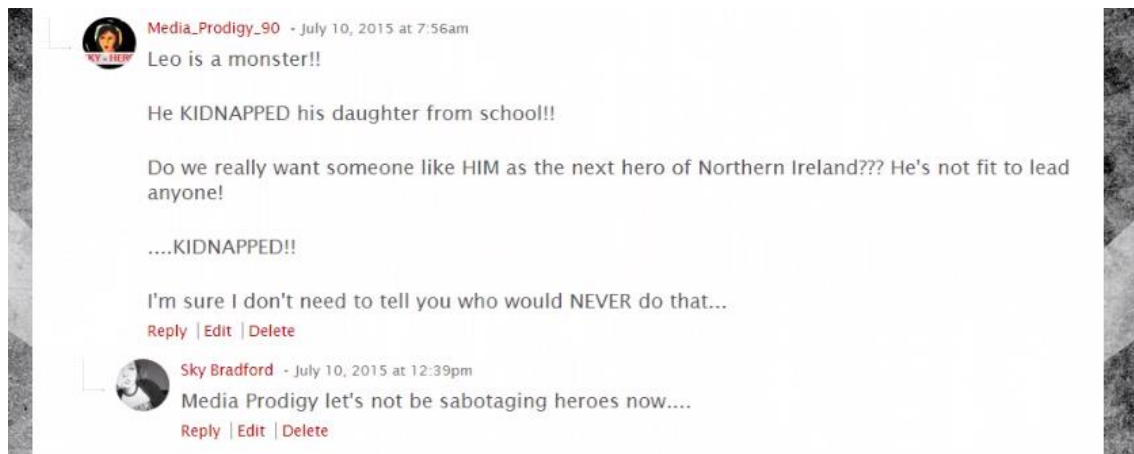
Leo admits to stealing his daughter for a day from his estranged partner.



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

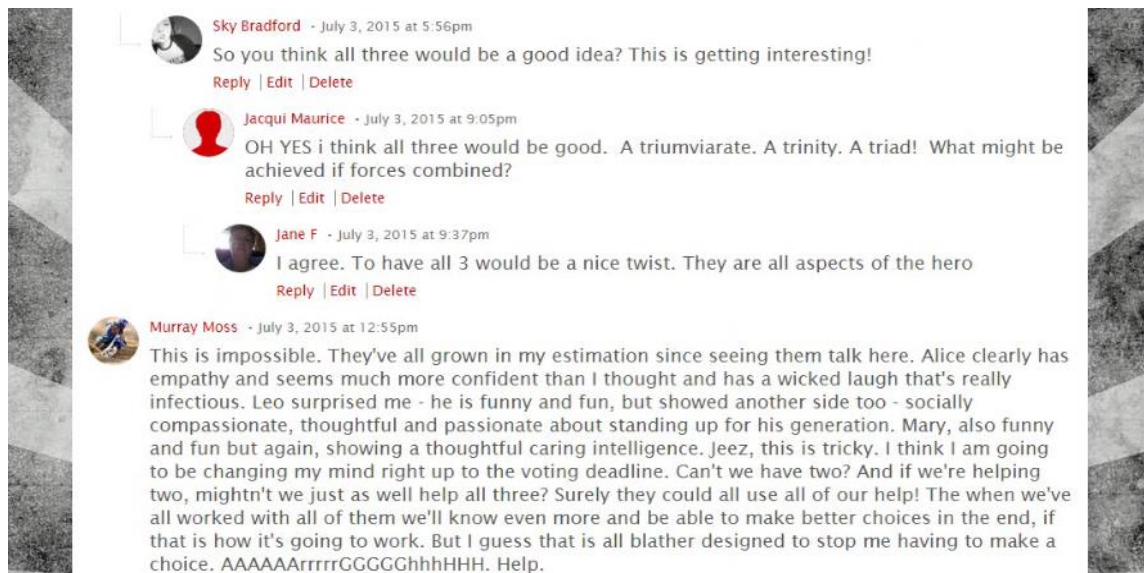
Mary ?

Email info@theeleven.org with the name of the Hero you want to align yourself with by Friday 2nd July at 6pm

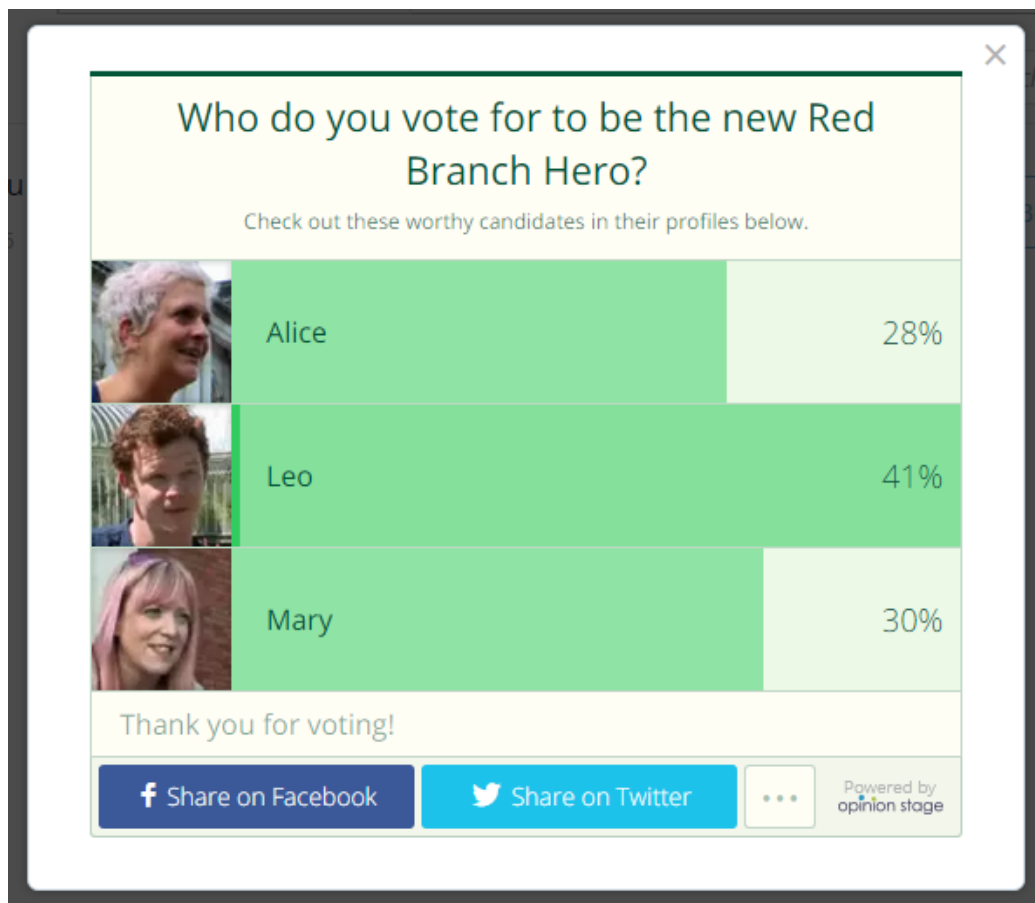
www.redbranchheroes.com



[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?

Replies

 **Sky Bradford** · July 14, 2015 at 2:01pm
BOO!! Mother Judges!

Can't block out a prodigy! >:)

Look I can be Sky too... "I'm so cool, I'm so popular and pretty... I don't care about my relationship or my boyfriend... just my job... blah blah blaaaaah"

Yes, that's right judges... i'm actually Sky's Boyfriend :0


A fact, that for some reason, she refused speak about! RUDE!

And to think I used to love getting on planes because they brought closer to the beautiful Sky...


Enjoy your vote...


M_P_90 (otherwise known as Connor - But Sky would never let YOU know that)

Here - looks like the prodigy has a face after all. Shock Horror!



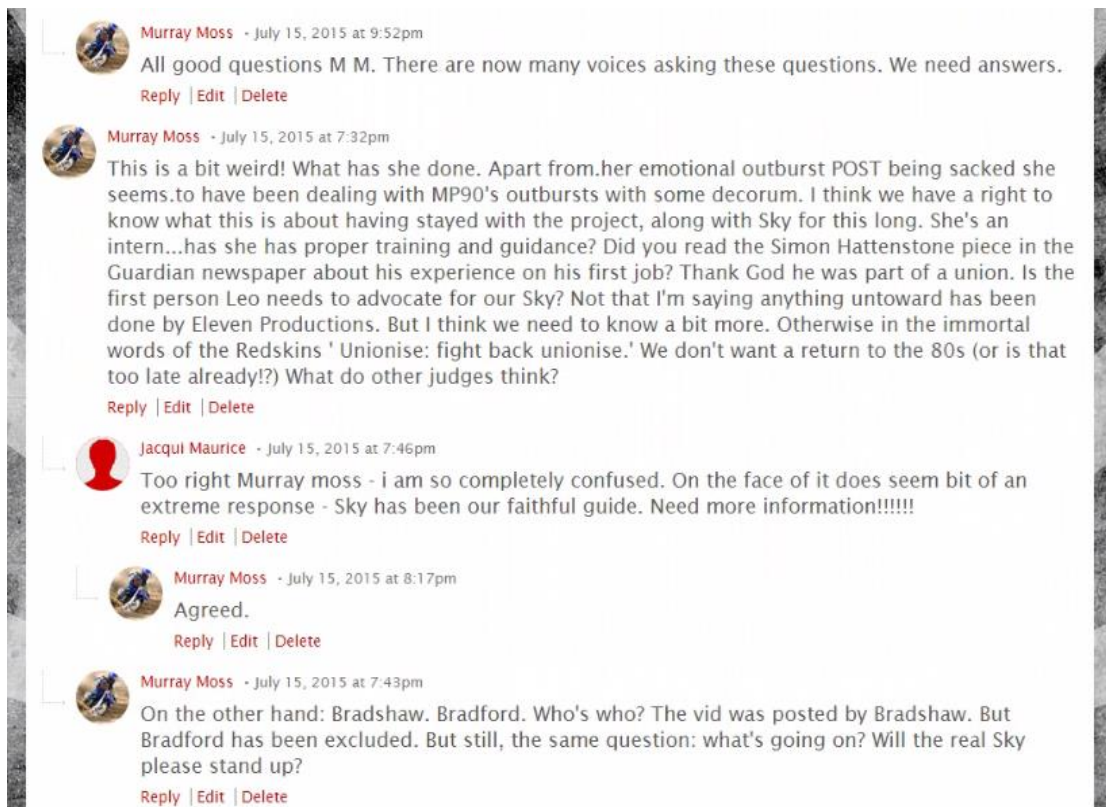
Sky is unhappy and protests her innocence. The Production Company however has decided to terminate her employment. She has compromised the programme and has acted unprofessionally.

 **Continuing RBH**
Sadly we have had to terminate the employment of Sky Bradford. Her lack of professional behaviour suggests that its time for us to look for a new intern to join the company for the next phase of operation. We are sure that you'd like to join us in...
[Read more...](#)
Started by **RB Judges IT Support** in **Questions**
20 Replies · Reply by **Didem Durak Akser** Jul 16

 **Beware !**
[Read more...](#)
Started by **S K Y B R A D S H A W** in **Introduce Yourself**
1 Reply · Reply by **RB Judges IT Support** Jul 15

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.



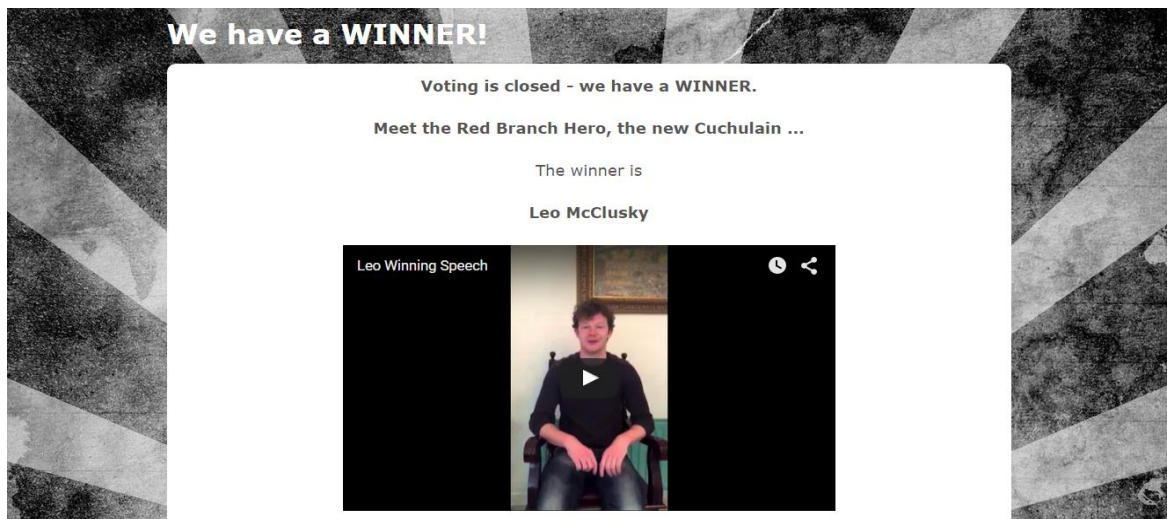
Sky is angry and despite being cut out of the system returns under a new name Sky Bradshaw (a name she used earlier) to issue threats and curses upon the programme and its producers.



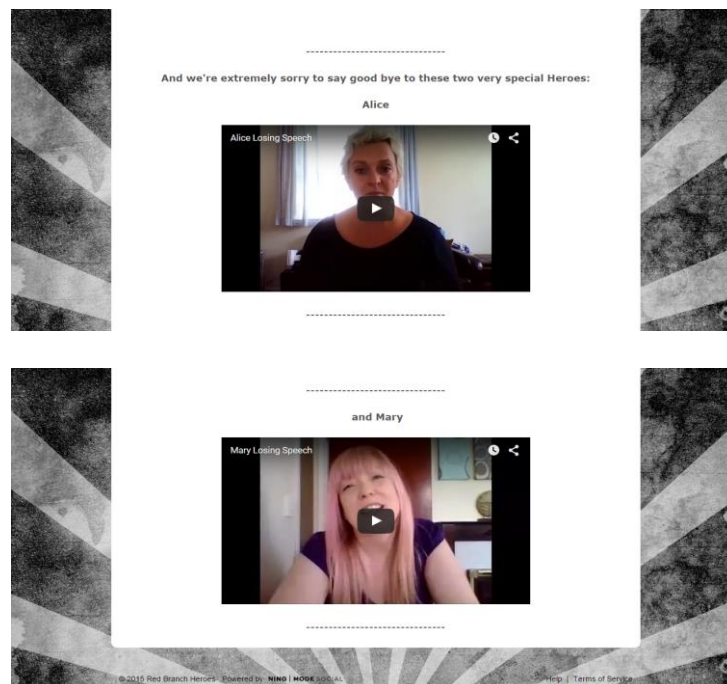
[Sky's Video](#)

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.

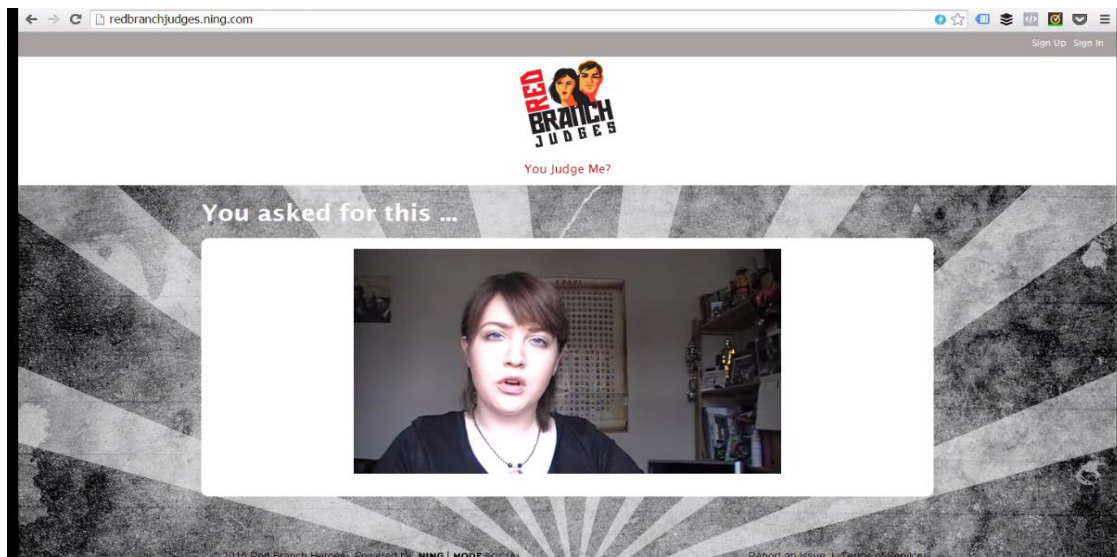


[Leo is the Winner!](#)



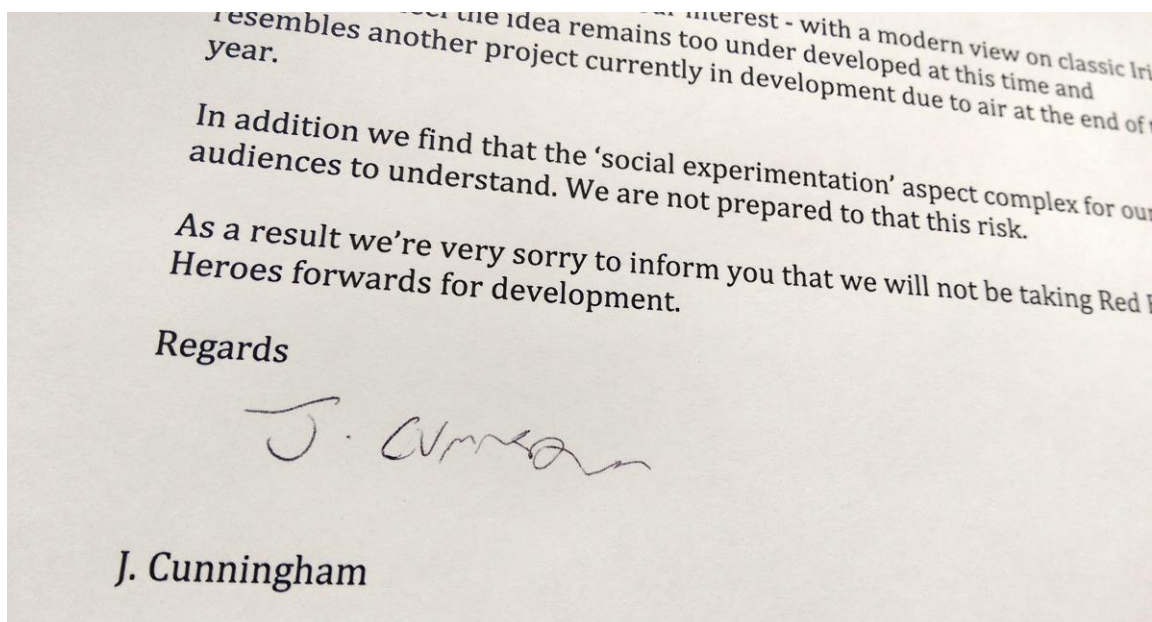
[Alice](#) and [Mary](#) say goodbye...

The site closes down. Then Sky appears online in a hacked and cut down version of the site. She damns 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