

# IF IT BLEEDS



A documentary film by Murphy Boccher

The Leadership Scholars Certificate Program is a two-year selective, interdisciplinary certificate program that prepares Rutgers undergraduate women to be informed, innovative, and socially responsible leaders.

Leadership Scholars design and implement social action projects to expand their understanding of issues and problems and to develop leadership skills.

This project gives Scholars the opportunity to apply the theoretical knowledge they have gained about leadership, advocacy, and social change with the practical and experiential knowledge they have developed about a particular policy issue or problem through the field site placement. It also further develops leadership skills by giving undergraduates the opportunity to *practice* leadership *through* action.

To find out more please visit the Institute for Women's Leadership's website at <http://iwl.rutgers.edu>.



# THE PROJECT

Presenting a 15 minute documentary  
on news media

Picture Credit: Me



# ADDrESSING THE DOC

01

## INTELLECTUAL FOUNDATIONS

My research and  
academia!

03

## INSIGHTS

What I learned, what I  
did wrong, and being a  
better feminist.

02

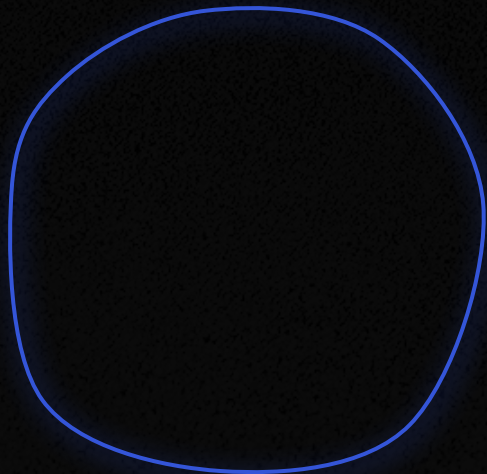
## CONCEPTUAL FOUNDATIONS

The elements that need  
to be discussed.

04

## THE FUTURE

Carrying on this topic.





# INTELLECTUAL FOUNDATIONS

- “Killing Women: The Visual Culture of Gender and Violence” by Annette Burfoot and Susan Lord.
- “Crime, News, and Fear of Crime: Toward an Identification of Audience Effects” by Ted Chiricos, et Al.

Picture Credit: @furkinfademir





# conCEPTS

- The role of media
- The depiction of violence
- Social responsibility
- Feminism

Picture Credits: @Magnus Mueller








## WHAT I Learned

### **Making a documentary is hard.**

That using public B-roll is perfectly okay!

That I cannot address every issue in the media.

That I need to take in consideration my privilege.



## WHAT I'M STILL Learning

### **Making a documentary is hard.**

That not everyone is going to agree with my concept.

That this project doesn't end with me!



# THE FUTURE

My goals:

- Continue this documentary series
- Establish connections with people going on the record with me.
- Having future scholars reach out and see if I can assist them on projects delving into this topic!

Photo Credits: :@cottonbro



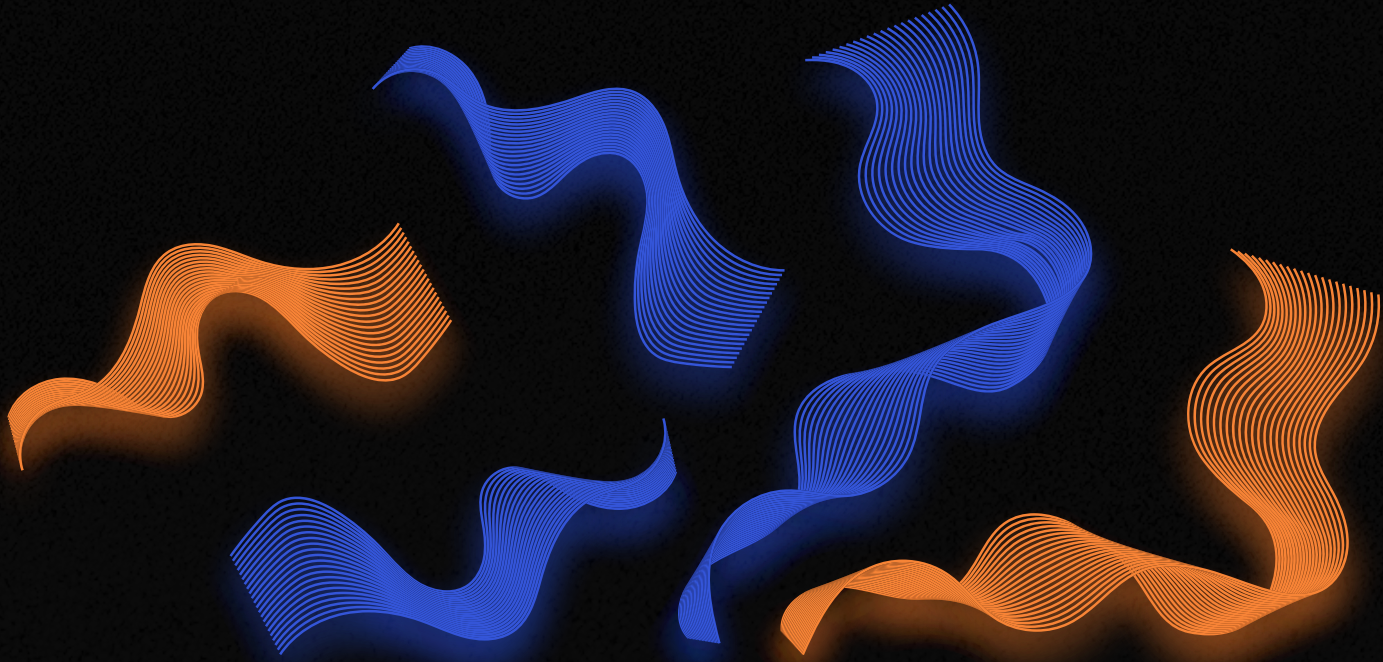




“Get the truth and print it.”

—JOHN KNIGHT

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