



# How a nonprofit created a powerful UGC-driven PSA against police brutality

## Brief

Following the senseless murder of George Floyd, protests spread across the country and eventually the world, in support of police reform. A major nonprofit organization created a public service announcement as an expression of solidarity to the victims of police brutality. To bring this message to light, they sourced user-generated content (UGC) to showcase powerful, deeply moving images of protests and demonstrations of solidarity across the nation. Diversity was a key component of the spot; stunning images of people of different race, age, religion, geography, sexual orientation, and physical ability combine to create one unifying, rallying cry message: “All lives can’t matter, until Black Lives Matter.”

## Results



Ultimately, two pieces of UGC used in the final piece were licensed by Catch&Release.

## Challenge

Given the real-time nature of the spot and need for imagery of actual protestors who were out protesting, so it was difficult to get timely responses. Additionally, due to the sensitivity around the protests themselves, the targeting of protesters by law enforcement and online harassment, it was vital to exercise extreme caution when featuring a recognizable face of a protester.

## Solution

The organization did their own curation using Catch&Release tools, but also tapped Catch&Release curators to help strike a balance between the creative and the clearance logistics. Catch&Release was able to secure medium-frame shots that showed the depth and diversity of the crowds protesting, while still keeping faces anonymous.