

Save Home Fires

Press Release

Save Home Fires

www.savehomefires.com
#savehomefires

Campaign Launched

11th May 2016

A campaign poster with a green and purple border. At the top, the words "SAVE HOME FIRES" are written in large, black, sans-serif font. The word "SAVE" is flanked by two stylized flames, each containing a corn cob. Below the title, the text reads: "ARE YOU A FAN OF THE HIT ITV SHOW HOME FIRES? ON THE 11TH MAY THE SHOW WAS CANCELLED". A decorative banner of colorful triangles follows. Below that, it says: "HELP US SAVE THE SHOW BY SIGNING OUR HUGE PETITION HERE: www.change.org/p/itv-itv-must-recommission-homefires". Further down, it says: "FOLLOW THE CAMPAIGN AND SHARE YOUR OWN THOUGHTS WITH US BY USING #savehomefires ON TWITTER AND ACROSS ALL SOCIAL MEDIA PLATFORMS!". At the bottom right, a cartoon pigeon is holding a sign that says "BRING BACK HOME FIRES!". The bottom of the poster features a row of small, colorful icons and the text "COPYRIGHT JESSICA TAYLOR 2016 @LOADOFLOBODDS".

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Campaign to save the TV show Home Fires
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Home Fires fans turn up the heat with campaign single and website!

As the petition to save the hit drama 'Home Fires' reaches over 31,000 signatures fans up their game with the release of a new campaign single and website. The song 'Homies - Call to Arms', composed and recorded by fan Geraldine Pointing, has been written with the same wit and creativity that's been the trademark of the whole campaign. The single, along with the new website designed by Jessica Taylor, at www.savehomefires.com, reflects the same indomitable spirit as the feisty women at the heart of this female-led drama.

These latest additions are yet another example of the original and innovative campaigning by fans to save the TV drama 'Home Fires'. The campaign was launched on 11th May 2016 when news broke on Twitter that 'Home Fires' had been cancelled, a decision that has enraged and distressed thousands of loyal viewers. Like so many that day, viewer Kerryn Groves was left in utter shock at the decision to cancel such a successful show, leaving some pretty major cliffhangers unresolved, so much so she started an online petition, which now stands at over 31,000 signatures. From then on a movement was born, the #savehomefires movement – an eclectic, determined bunch of women and men of all ages and backgrounds, brought together through the love of 'their' show. In a short time the campaign has had an incredible impact receiving support from the The Women's Institute, many of whose members are active campaigners, from notable celebrities, had mainstream media attention and repeatedly trended on Twitter during weekly Twitterstorms including at No 4 and also on another occasion for 5 hours straight.

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This deep and unwavering support for the show not only reflects the commitment to the series but also a growing frustration that women's histories are being constantly overlooked. The almost blanket dismissal of such a powerful, and successful, female-led drama is yet another example of women's contribution to society being hushed-up, ignored or undervalued. Focusing on the Home Front provided a new perspective on the lives of people during WW2 that is still relatively under-explored. The show consistently won its time slot, keeping a consolidated audience of between 5.5 to 6 million viewers across the 12 episodes of both series, surely a dream for any network.

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For some, the campaign has brought them to Twitter for the first time. Overcoming their initial reluctance to join the Twittersphere, these fans are now seasoned pros demonstrating the same 'can do' attitude the show was championing.

Quotes

Simon Block (Writer and Creator)

"As the creator and writer of the show I am naturally biased in favour of HOME FIRES continuing. But whether or not it deserved to should be judged on more objective criteria than what those working on it may or may not want. The golden rule of television is that successful shows are re-commissioned because success is hard to come by – especially in drama, where the stakes are often higher than with cheaper reality shows. In television terms, a successful drama series is one that finds and keeps a sizeable audience, and consistently secures a bigger audience share in the time slot it goes out in than other dramas it's up against. It will be a drama that sells well abroad and makes money for its parent network. So, by those criteria, was HOME FIRES a "successful" drama series for ITV? The facts are these. HOME FIRES consistently got and kept a consolidated audience of between 5.5 and 6 million viewers across the 12 episodes of its two series – a very respectable number in the current climate and for the very competitive Sunday night 9pm drama slot ('consolidated' means those watching on the night it went out + the following week on catchup). Despite modest marketing, HOME FIRES won 9 out of 12 of its Sunday night 9pm slots across two series, receiving more viewers and a larger audience share than the 3 very different BBC1 dramas pitted against it, all of which received more marketing than HOME FIRES, across BBC television and radio networks, in the public domain (billboards, Tube advertising etc.) and in the press (where HOME FIRES was often pejoratively denigrated as a "soap", presumably because it portrayed the domestic lives of ordinary women). The 2 slots HOME FIRES 'lost' were against the non-drama BAFTA AWARDS in 2015 & 2016, traditionally one of BBC1's strongest nights of the year. Even then, HOME FIRES only lost out by very little. HOME FIRES has sold well across the world, sold well on DVD, and made money for ITV. It is very popular in the US, and PBS – the American network that broadcast the show – very much wanted to buy a third series. In addition, HOME FIRES won 2 Royal Television Society Awards for its music and was nominated for a third for its acting (Claire Rushbrook). Those are the facts, the stats of the show, if you like. I'll leave it to others to look at those and decide whether or not HOME FIRES should be judged "a success", and so whether or not they believe it deserved to be cancelled."

Julie Summers (Author of 'Jambusters')

"The energy and enthusiasm of fans for Home Fires is matched only by their frustration, sadness and at times barely concealed fury at ITV's decision to drop the show after just two series...Why cut a strong, women-led drama which had such a great following?"

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Kerryn Groves (Petition Starter)

“Social media is often used in negative ways but this campaign has been truly uplifting and positive as it has created friendships amongst strangers and allowed a lovely relationship between cast+crew and the viewers to grow. The WI have also been great in their support of us and have been asking their members to support our campaign. Each day the petition grows, inspiring people to get behind the campaign and truly come together as a virtual community fighting to save an obviously much loved drama.”

Jessica Taylor (Campaign Website Designer and Illustrator)

“For those of who may say it's just a TV show, there are far more important things to worry about, with all due respect they're missing the point. It is often through shifts in cultural attitudes that we can effect greater social change. When all people are presented with are photoshopped cookie cutter ideas of female identity, that is what people, particularly young girls, will think that they're expected to be.”

Geraldine Pointing (Campaign Song Writer and Performer)

“Many have written letters and emails and tweeted until their mobile or computer is red hot. I have also done all of these things, but I am, above all, a singer/songwriter and this song, for me, is the best way I can express how strongly I feel about the present situation for ‘Home Fires’.”

Janet Penica, Pennsylvania, USA (Petition Signer)

“I would really hate to see this series go off the air. We need a good story about WWII. The costumes are wonderful, not to mention the hairstyles. The development of the characters and the storyline leave me wanting more. This was my Downton Abbey fix.”

Fiona Stanley, Greater Manchester, UK (Petition Signer)

“It's a fabulous series showing how the WW2 was fought on the home front and how women helped and supported each other. There are wonderfully strong women and we need to remember that it wasn't just the men that fought. Women gave their husbands and sons. We should honor that generation, they gave SO much.”

Evelyn Cronce, New Mexico, USA (Petition Signer)

“Home Fires presents a positive image of the role of women and women's organizations during a crisis. These characters are not hiding in their homes, crying on the shoulders of their men. They are not poor, helpless creatures. Our young women need strong, capable role models like the women portrayed in Home Fires”

Press Enquiries

For all press enquiries please contact Kerryn Groves kezzagroves@aol.com or Jessica Taylor jesst862002@yahoo.co.uk