

Week Six Assignment

FINAL DRAFT

06/22/2020

Organization: UNICEF

Campaign Name: Protect Children from sexual assault: a children's safety campaign for the December 25th holiday

Reasons for Campaign: Educate people on the significance of protecting children from a sexual assault during the December 25th holiday and informing the public about the consequences of violating those rights. The December holidays are a joyous time for almost everybody if not all. Schedules get hectic and there is increase in all types of child abuse.

Consequences from UNICEF: UNICEF can create a zero tolerance culture where children rights are recognized and protected. Also, there will be a survivor-centered assistance in a timely and predictable manner. Besides, the community will be engaged, and implement allies preventing and responding to children sexual assault (Berkmen & Seçim, 2019).

Campaign Audience: Everyone who is a US citizen at the age of majority and/or emancipated minors.

Campaign Time Frame: Campaign takes place for the three weeks leading up to December 25th

Campaign Components:

Press Release:

Who is the target audience of the press release?: Working professionals in the US who read the newspaper. Teenagers are not a target; they rarely use traditional media to get news. I will have statistics and facts in the press release. Statistics and facts will be vital to determine the problem and evaluate the situation. Besides, the statistics will identify whether the period is the best

for addressing the issue.

What is the purpose?: To inform the public that UNICEF will ensure that any form of sexual assault on children does not occur during the December 25th holiday.

Where and how will it be sent?: It will be emailed to national media outlets, national online newspapers, and national news radio stations.

Why is it needed?: Many people in the US like reading newspapers to obtain information. Utilizing a press release is significant because it will enable the public to realize that there is a campaign against sexual assault on children and, therefore, entirely refrain from such acts (Crane, Albrecht & MoralesRocha, 2017).

When will it be used?: Three weeks before December 25th, the press release will be sent out to make it easy for the media outlets to change it into a news story.

How will you ensure it is a good communication strategy?: It will include severe consequences that one has to face when they commit the crime from UNICEF to get the reader's attention.

How does this specific strategy connect to the organization's overall public relations plan?: It enables the public to realize what the organization has accomplished.

Website:

Who is the target audience of the website?: The educated adults in the US because one has to be informed to be able to access information from the website. Teenagers are not good at websites because they get bored quickly.

From the working class and above.

What is the purpose of having a website versus other mediums?: It enables the audience to refer the information to others with one link, enabling them to get all the necessary information from UNICEF.

Where and how will the campaign website be publicized?: online directories will ensure that many people find the URL; hence it is advisable to take advantage of that.

Why is the website needed?: It will enable the audience to find information about the campaign against sexual assault on children (Crane, Albrecht & MoralesRocha, 2017). The audience can access information during the day or even at night.

When will the website be used?: Three weeks before December 25th, the news will be published on the websites to enable many people to acquire the information before the material day.

How will you ensure the website is a good communication strategy?: By making it enjoyable and easy to access but also offer vital information about the campaign.

How does this specific strategy connect to the organization's overall public relations plan?: As the overall public relations plan is changing, the technology accessible for a website is also changing.

Press Conference:

Who is the target audience of the press conference?: The target audience is journalists. The majority of them have educated adults.

What is the purpose of the press conference versus other mediums?: To

allow the organization to address many journalists at the same time hence an excellent way to publicize public relations information rapidly.

Where and how will the press conference be publicized?: The organization will choose an easily accessible and visually exciting location and ensure that high profile individuals are included to attract the audience.

Why is it needed?: Journalists find an interactive gathering where they can learn more concerning UNICEF and the campaign against sexual assault (Crane, Albrecht & MoralesRocha, 2017).

When will it be used?: It will be used three weeks before December 25th to enable the journalists to acquire enough time to publicize the information.

How will you ensure it is a good communication strategy?: By allowing the journalists to ask as many questions related to the campaign as possible. The representatives will also answer all relevant questions appropriately.

How does this specific strategy connect to the organization's overall public relations plan?: Public relations experts utilize this medium to attract media attention to a remarkable story.

Social Media:

Who is the target audience?: The primary audience involves people of age groups 18-49, from the working class and above (Crane, Albrecht & MoralesRocha, 2017).

What is the purpose of using social media versus other mediums?: This medium allows the organization to know its audience better hence can solve the sexual assault issues easier.

Where will you be posting, and how often?: Facebook is the best because it

is the largest and most used in the world. Posting twice per day will be crucial in improving the organization's reach.

Why is it needed?: Many people like using social media, and it also enables the organization to determine how their audience perceives the campaign against sexual assault.

How will ensure it is a good communication strategy?: By getting a graphic designer to create custom images. Custom images attract the audience.

How does this specific strategy connect to the organization's overall public relations?: Social media enables consumers and brands to interact through several means in real-time.

Blogs:

Who is the target audience?: The primary audience for blogs are people who visit blogger's sites. People have different tastes in the internet and thus those visiting blogger's sites will be captured (Crane, Albrecht & MoralesRocha, 2017).

What is the purpose of using blogs versus other mediums?: This medium helps to build and control target audience identity. It will be easy to convey the campaign's message by making it easily accessible through search terms.

Where and when will you be broadcasting?: Facebook and YouTube ads are the best ways to broadcast blogs. The ads should appear after every three hours to reach a large population.

Why is it needed?: Today, many people like using social media specifically Facebook and you tube. Thus, it will enable the organization to reach the audience and perceives the campaign against sexual assault.

How will you ensure it is a good communication strategy?: By creating a cover photo to attract audience click on the link to access the blog.

How does this specific strategy connect to the organization's overall public relations plan?: The social media is a have to use platform for many people today, and thus the organization will easily convey the campaign message to the audience.

Interview:

Who is the target audience?: Adults regardless of income status. Most teenagers get bored with following interviews.

What is the purpose of using interviews versus other mediums?: They are essential in acquiring detailed information concerning perceptions, personal feelings, and opinions concerning the campaign against sexual assault (Crane, Albrecht & MoralesRocha, 2017).

Where and how will you be having the interviews?: A setting where one can have a focused discussion with the interviewer. The organization will focus on relevant issues concerning the campaign.

Why is the interview needed?: An interview helps to capture immediate individual reactions, perceptions, and feelings of the target group about the campaign's matter. Alongside, it provides the audience with information about the campaign and the organization.

How will you ensure it is a good communication strategy?: By requesting the audience to participate as it reduces boredom. The best points will be people gathered in groups.

How does this specific strategy connect to the organization's overall public relations plan?: Public relations experts can utilize this chance in passing a critical issue but also get opinions from the audience. The feedback will help determine the criticality of the campaign issue.

References

- Crane, B., Albrecht, C., Albrecht, C., & MoralesRocha, V. (2017). Niger and UNICEF: A partnership to end child marriage.
- Berkmen, B., & Seçim, G. (2019). Scale for Measuring Child Sexual Abuse Awareness for Parents: A Scale Development Study. *Current Psychology*, 1-13.