

Campaign proposal



Campaign goal and objective

Aim and goal are the first important directions when launching a campaign plan. It also serves as a standpoint where the destination should arrive.

The aims of our target campaign include the following: a. To develop the secure internet usage of generation Z and their self disciplined nature by means of thorough communication campaigns and media propaganda. b. To create a cognitive change relating to government policy in filtering the internet as a means of protecting children when it comes to safety internet surfing. c. To persuade target audiences to partake and to support EFA

The goal is essentially a set of statements that focuses on negating the problem. (Austin, E. W Πnkleton, B. E, 2006, p31). The goal of EFA: “Generation Z” safely surfing the internet campaign includes the following: a. To gain media coverage especially major newspapers, free community publications and online media space b. To gain public support from public sphere and relevant communities such as: Adolescent & Family Counselling, Anglicare, Australian Camp Connect Association and many more.

Campaign Objectives:

a. To train parents of Generation Z about the Internet safe-using knowledge and the negative influence of this to their children whenever they accept the inappropriate information from websites. They are considered as the target stakeholder group in this campaign. They are the most important source of support in cultivating their children’s habit. b. To facilitate community and school in promoting safe Internet using education. c. To increase Generation Z’s awareness in utilizing Internet content. d. To be the key agents

expressing support for the main objectives of the EFA, particularly in protecting and promoting civil liberties of users as well as operators of computer-based communication systems. Also, to counter the oppression of free speech by educating the community about the social, political, and civil liberties concerns involved in the use of computer based communication systems.

Campaign strategies and tactics

The goal presents the direction of the campaign while the objective describes the destination where the campaign will arrive. The strategies and tactics of campaign present the process in order to achieve the goal and at the same time accomplish the objectives. Strategy is a statement of communication themes or the vehicles that will be used to accomplish a definite objective. It will describe a comprehensive plan of action which can be tied together and implement the campaign. Tactics are the specific activities and outputs through which strategies are implemented – the doing or technical aspect of public relation. (Carl H. Botan&Vincent Hazleton, 2006, p226)

Primary study for the EFA “ Generation Z” campaign

To construct the campaign strategies, it should be based on the three central elements such as the following:

Public relations and media relation principles

Public relation is defined as a communication function of management through which organizations adapt, alter or maintain their environment for the purpose of achieving organizational goals.

Media relation as a sub-field of public relations identified the primary stakeholders which are the media and the client. To build a good media relationship with target clients is the basic task of all media relation practitioners. The procedure to build good media relationship includes gaining an insight into where the client is positioned in relation to the relevant issue, framing stories to get covered by the media and building relationship with mass media practitioners.

In line with the academic principle analysis and the EFA's previous media releases, EFA has relevant information about the controversial matter of internet filtering since the organization's establishment in 1994. The organization's low profile campaign objective sheds light on the key issue of Government plans to force filtering of information in the World Wide Web. EFA has then gained substantial internet user support through the public sphere.

Persuasion theories

Persuasion theories can be simply described as how audiences are likely to react to campaign issues and help achieve the campaign goal. According to Fkeishman Hillard who briefed persuasion theories, people are more likely to pay attention only if they understand the relevance of a certain issue and if they can see that taking action is both easy and effective.

Consequently, before framing the media story about the EFA " Generation Z" campaign issue, brainstorming should focus on how to entirely describe the appropriate information based on the target audiences of EFA " Generation Z" campaign which are identified as the parents and their kids.