

Assignment 4: Media Campaign Strategies and Events

Names of Group Members who Contributed to the Ass#4:

Create a clear and concise plan for launching a media campaign related to your advocacy issue. This should include traditional and social media. It should also include events/activities that disseminate your messages and can attract media attention. [Libby's Step 7 and 8]. (70 pts.)

**Group Member
Assigned: Genesis &
Emily**

State the various audiences/people/groups that your campaign will target and what specific actions you wish each will take after they receive your campaign message to help you accomplish your advocacy campaign policy aims (10 pts.)

Target Audiences:

Legislators: Encourage legislative support and co-sponsorship for the amendments to TN HB0369.

Community Leaders and Educators: Promote awareness and advocacy efforts within their networks to garner community support.

Justice-Involved Individuals: Empower those directly impacted to share their stories, engage in advocacy, and participate in public discussions.

General Public: Raise awareness of the need for equitable access to higher education and prompt calls to action (e.g., attending events, contacting legislators).

Media Outlets: Encourage coverage and reporting to broaden the reach and visibility of the campaign.

Desired Actions:

Legislators: Vote in favor of the proposed amendments and advocate for policy discussions in legislative committees.

Community Leaders: Mobilize community engagement and endorse the bill through social and organizational platforms.

Justice-Involved Individuals: Act as spokespeople and attendees at events to share personal impacts.

General Public: Participate in rallies, town halls, and volunteer opportunities; use social media to amplify the campaign.

Media Outlets: Feature articles, op-eds, and interviews highlighting the campaign and its objectives.

**Group Member
Assigned: Genesis**

Name the avenues you plan to use and include:

a) traditional/paid media (Newspaper X, Radio Station Y), social media (e.g., Twitter, Facebook, etc.) and non-media avenues including events/activities. Be sure to include your campaign's website as an avenue. Explain the rationale for these choices supporting any claims with appropriate sources. (10 pts.)

Traditional/Paid Media:

- **Newspaper Outlets (e.g., *The Tennessean*, *Chattanooga Times Free Press*):** Print ads and opinion pieces to reach local policymakers and informed community members.
- **Radio Stations (e.g., *NPR Tennessee*, *Talk Radio*):** Interview segments and public service announcements to engage a broad demographic.

Social Media Platforms:

- **Facebook:** Ideal for longer posts, community event promotions, and discussions. The platform's ability to create events and groups can help foster community engagement.
- **Twitter/X:** Short, impactful tweets, threads explaining policy nuances, and polls to generate public feedback.
- **Instagram:** Visual infographics and story highlights to appeal to younger audiences and spread shareable content.
- **YouTube/TikTok:** Short videos featuring testimonials, event footage, and explainer videos to reach diverse and younger audiences.

Non-Media Avenues:

- **Website:** Serves as a central hub for campaign information, updates, resources, and volunteer opportunities.
- **Community Events:** Town halls, panel discussions, and volunteer workshops to mobilize community support and direct actions.
- **Workshops and Training Sessions:** Equip advocates and volunteers with tools for outreach and legislative contact.

**Group Member
Assigned: Adam &
Emily**

State what will be the categories/content/links of your website and Facebook /other social media pages.

Provide the content of your media messages (as applicable advertisements, tweets, links, post topics, newspaper article, letters to the editors, press releases, “About our campaign” message, scripts to use when contacting legislators, items that you will post, flyers etcetera and attach them in an appendix). Also provide the messaging of any communications disseminated at community events or meetings- what you give out at community meetings. (20 pts.)

Website Categories/Content:

1. **Home Page:** Overview of the campaign's purpose and mission.
2. **About the Bill (TN HB0369):** Details of the bill, its history, current status, and proposed amendments.
3. **Why This Matters:** Explanation of the social issue, statistics on higher education barriers, and the impact on marginalized communities.
4. **Get Involved:** Volunteer opportunities, donation information, and ways to support the cause.
5. **Events & Community Outreach:** Calendar of upcoming community meetings, workshops, and advocacy events.
6. **News & Updates:** Recent developments in legislation and press releases.
7. **Contact Us:** Contact form and details for further information or involvement.
8. **FAQs:** Common questions about the campaign and its goals.
9. **Resources:** Fact sheets, research articles, testimonials, and policy briefs.

Social Media Content/Links:

1. **Facebook Page:**
 - **Pinned Post:** “Join us in advocating for fairer college admissions for all in Tennessee. Support our push for TN HB0369. Learn more on our website [link].”
 - **Weekly Updates:** Share updates on legislative progress, community stories, and advocacy events.
 - **Live Sessions:** Q&A sessions with policy experts or testimonials from those impacted.
 - **Shareable Graphics:** Infographics with key statistics (e.g., recidivism rates and higher education impacts).
 - **Event Promotions:** “Attend our upcoming town hall to discuss TN HB0369 and the changes we’re fighting for. Details here: [link].”
2. **Twitter/X:**
 - **Tweets:**
 - “Did you know TN HB0369 could help reduce recidivism and open doors to higher education? Learn how you can support: [link] #EducationForAll #BanTheBox”

- “Breaking down barriers in TN: Why criminal history shouldn’t decide access to education. Read more: [link].”
- **Threads:** Short series explaining the bill, its benefits, and the proposed amendments.
- **Polls:** “Should colleges in Tennessee require disclosure of criminal history for admissions? Vote now and join the conversation.”

3. Instagram:

- **Story Highlights:**
 - **“About TN HB0369”:** Summary of the bill.
 - **“Community Voices”:** Clips and quotes from community members affected by current policies.
- **Post Ideas:**
 - “Swipe to see how removing criminal history questions impacts college admissions. #EqualAccess”

4. TikTok:

- **Post Ideas:**
 - **Starts with hook,** “Did you know it is still legal in Tennessee for colleges to ask about and deny someone for their criminal record?” This will then lead to sharing more information and asking for viewers to take action by clicking the link.

Messaging for Community Events:

- **Handouts/Flyers:**
 - **Title:** “Breaking Barriers to Education: Support TN HB0369”
 - **Key Points:**
 - Benefits of the bill (e.g., reducing recidivism, promoting equal opportunities).
 - Proposed amendments for safety-related exceptions.
 - **QR Code** linking to the website for more details.
- **Brochures:**
 - Sections explaining the social issue, the importance of education for justice-involved individuals, and how community members can take action.
- **Speeches/Talking Points:**

	○ “Access to higher education shouldn’t be determined by past mistakes. TN HB0369 is about second chances, reducing recidivism, and creating opportunities for all Tennesseans.” Media Messages/Advertisements: ● Advertisements: ○ Digital banners: “Support Fair College Admissions – Join the Movement for TN HB0369.” ○ Print ads in local newspapers: “Education transforms lives. Let’s make it accessible to everyone. Support TN HB0369.” ● Press Releases: ○ Title: “Advocates Push for Amendments to TN HB0369 to Enhance Education Access and Address Safety Concerns.” ○ Content: A summary of the campaign, reasons for advocating changes, and a call to action. ● Letters to the Editor: ○ “Reform in college admissions is long overdue. TN HB0369 is a step toward equity and progress for our state. Here’s why I support this bill [your organization’s or community member’s name].” ● “About Our Campaign” Message: ○ “Our campaign seeks to amend TN HB0369 to balance the need for accessible education with public safety. Join us in ensuring that education is a right, not a privilege.” Appendix Attachments: ● Sample flyer/brochure. ● Fact sheet summarizing the policy's importance and current status. ● A template letter for community members to send to legislators expressing support for the bill. ● Social media graphic samples with key statistics and campaign slogans.
Group Member Assigned: Adam Present a numbered order of the specific steps and dates for the implementation of the campaign media	Media Strategies 1. Launch Campaign Website ○ Date: Jan. 1, 2025 ○ Details: Ensure all pages (e.g., Home, About the Bill, Events) are populated with relevant content and resources. 2. Kickoff Social Media Campaign ○ Date: Jan. 3, 2025

strategies and non-media activities and events. (10 pts.)

- **Details:** Initiate posts on Facebook, Twitter/X, and Instagram with key infographics, a pinned post about bill TN HB0369, and introductory reels/videos.

3. Release Press Announcement

- **Date:** Jan. 10, 2025
- **Details:** Publish a press release in local newspapers and through digital news outlets, outlining the campaign's goals and upcoming activities.

4. Weekly Social Media Posts and Engagement

- **Dates:** Jan. 11, 2025 – Dec. 31, 2025
- **Details:** Maintain consistent posting, including statistics, video testimonials, polls, and advocacy updates. Engage with followers by responding to comments and messages.

5. Digital Advertising Campaign

- **Date:** Jan. 18, 2024
- **Details:** Launch targeted ads on social media platforms and local news websites to increase awareness and direct traffic to the campaign website.

Non-Media Activities and Events

1. Community Town Hall Meeting

- **Date:** Feb. 20, 2025
- **Details:** Host a public town hall in a community center to discuss TN HB0369, its potential impacts, and the campaign's amendment proposal.

2. Volunteer Recruitment Workshop

- **Date:** March 5, 2025
- **Details:** Conduct a workshop to train volunteers for canvassing, event participation, and community engagement activities.

3. Distribution of Campaign Flyers

- **Date:** Feb. 8, 2025
- **Details:** Distribute flyers and brochures at local events, community centers, and libraries to promote the campaign and encourage support.

4. Legislative Contact Week

- **Dates:** Feb. 15–19, 2025
- **Details:** Mobilize volunteers to contact legislators via phone, email, and social media using provided scripts and template letters.

5. Collaborative Stakeholder Meeting

- **Date:** March 2, 2025

	○ Details: Meet with key stakeholders, including educators, civil rights advocates, and community leaders, to discuss strategies for advocating the bill amendment. 6. Second Community Event: Panel Discussion ○ Date: March 25, 2025 ○ Details: Organize a panel discussion featuring formerly incarcerated individuals who have pursued higher education, policymakers, and reform advocates. 7. Final Push Rally and Media Coverage ○ Date: April 3, 2025 ○ Details: Lobby at the state capitol to generate support for TN HB0369. Evaluation and Next Steps Meeting ○ Date: May 5, 2025 ○ Details: Assess campaign progress, gather feedback, and outline next steps for legislative action or further advocacy.
Group Member Assigned: Angelina Create a policy brief for advocacy campaign advocacy plan (2 pages) using the checklist in E-class for content and formatting. A good review of policy and issues briefs can be found at <i>What Makes a Good Policy Brief</i>. The three examples provided on the site are: <i>Smoking ban</i>, <i>Alcohol tax</i>, <i>Housing trust fund</i>, as well as the textbook. (20 pts.)	Policy Brief: Supporting TN HB0369 to Ensure Fair College Admissions Problem Overview: Tennessee's college admissions policies often require applicants to disclose criminal convictions. This practice creates significant barriers for justice-involved individuals, preventing them from pursuing higher education and reintegrating into society. Marginalized communities are disproportionately affected, limiting their opportunities for growth and rehabilitation. The research underscores that access to education reduces recidivism; individuals with post-secondary education are 43% less likely to re-offend¹. Maintaining these disclosure practices sustains cycles of inequality and hinders efforts toward a more equitable society. Current Policy Landscape and Its Shortcomings: There is no uniform policy regarding disclosing criminal history across Tennessee's higher education institutions. While some colleges have adopted "Ban the Box" policies, many still require upfront disclosure, creating inconsistency and uncertainty for applicants. Without a state-level directive, justice-involved individuals face barriers that do not account for their current potential or merit². These policy gaps

undermine public safety and economic stability by discouraging reintegration and perpetuating social disparities³.

Policy Recommendation: To address these challenges, the following amendments to TN HB0369 are recommended:

- **Eliminate blanket disclosure requirements** during the college application process to ensure applicants are evaluated based on their qualifications and merit.
- **Implement post-admission background checks** only for safety evaluation roles (e.g., on-campus housing or child care programs).
- **Strengthen student support services** by providing counseling and mentorship programs to assist justice-involved individuals in their transition to academic life.

Why This Matters:

- **Education Lowers Recidivism:** Studies, including those from the RAND Corporation, indicate that access to education reduces re-offending by over 30%⁴. Expanding educational access helps reduce incarceration rates and associated state expenses.
- **Economic Growth and Workforce Development:** Broadening access to education cultivates a more skilled labor force, boosting local economies and reducing dependence on social assistance programs. This change can lead to significant long-term savings for the state⁵.
- **Promoting Fairness and Social Justice:** Ensuring fair access to higher education aligns with principles of equity and rehabilitation. Removing these barriers allows for a more inclusive and supportive educational environment that values potential over past mistakes⁶.

Conclusion: Amending TN HB0369 to remove unnecessary criminal history disclosure requirements in college admissions is essential for fostering a fairer and more just educational system in Tennessee. By making this change, the state invests in its residents' personal and professional development, ultimately benefiting the broader community and promoting public safety and economic growth⁷.

¹RAND Corporation study, 2019.

²State policy analysis report, 2022.

³Tennessee Higher Education Coalition, Policy Brief, 2021.

⁴RAND Corporation study, 2019.

⁵Economic Policy Institute, Workforce Development Report, 2020.

⁶Center for Social Justice, Equity in Education Report, 2023.

⁷Tennessee Department of Rehabilitation and Education, Strategic Plan, 2022.