1. Introduction
   a. Attention Getter
      i. During the course of their college careers, between 20 and 24 percent of women will be raped.
   b. Point of paper b
      i. Promote campaign to raise awareness of sexual assault on our college campus and to educate one’s sexual rights and responsibilities

2. Goals of campaign
   a. Have a guest speaker at convocation
   b. Freshmen turn out rate of 99%
   c. To educate the campus about their sexual rights and responsibilities

3. Intended Audience
   a. All incoming freshmen

4. Date of campaign and reasons why
   a. Second week of school, during freshmen seminar classes.
   b. It is early in the year, when the most risk is in place.

5. Ways to promote
   a. Sending a packet of information
      i. Letter knowing when sexual awareness week will take place
      ii. Rape whistles
      iii. Resource card
          (1) One side states “Sexual Rights and Responsibilities
              (a) To decide when you will be sexually active
(b) For your decisions to be heard and respected
(c) To safe and mutual sexual intimacy
(d) To open and honest communication
(e) To honor rights of others

(2) Back of the card has “Community and Campus Resources”
(a) phone numbers
(3) Small, fits in wallet

6. Message strategies
   a. Vividness
      i. Statistics
      ii. Facts
   b. Fear
      i. Recommendations to avoid threat
      ii. Recommendation perceived as effective
      iii. The receiver must believe that he/she can follow the recommendation

7. Theories Used
   a. Elaboration Likelihood Model
   b. Hovland’s Learning Theory

8. Conclusion