

Taku Tohu – EXAMPLE CAMPAIGN

Students may use this campaign, or create their own on a serious or light-hearted topic.

As part of the show, a reporter will interview the campaign creator (see pg 6 in the *Taku Tohu* script)

CREATE A CAMPAIGN!	
Campaign topic Think of an issue that concerns you. It can be serious or funny.	Jandals with socks must be banned.
Why does this issue matter?	It is a fashion crime.
Make a Mark What is the change you want to bring about with your campaign?	Stop this now. Instant fines for anyone seen wearing this offensive combination.
List of pros. Why should people support your campaign? Make up some facts / stories / examples to support your campaign.	New Zealand's fashion reputation is being negatively impacted. We need to take action before it's too late! It's a health and safety issue. Socks with jandals wearers more 84% likely to trip over and break an arm or leg. Socks smell. And should not be displayed in public, in any form.
List of cons. Why might people say who don't agree with your campaign? How will you convince them to change their mind?	I have the right to choose what I want to wear! Response: Don't be selfish and think of yourself. Think about the impact on your country. But my feet get cold when I just wear jandals! Response: Harden up.
Getting attention How will you stand out and get attention for your campaign? How will you use technology? Call to action What do you want people to do next?	Creation of an online rap video. <i>Can't take yo' jandalz 'n sox.</i> Share the video with your friends on social media. Sign the online petition. Join the protest! Come throw your socks and jandals off the roof of the Beehive!