

**U.S. VIEWS ON CENTRAL AMERICAN
IMMIGRATION
A COMPREHENSIVE SOCIAL CHANGE
CAMPAIGN PLAN**

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Landscape Overview: U.S. Views on Central American Immigration

Background and Overview

Immigration to the United States has been a topic of controversy in the last few years, but its roots span centuries. People have immigrated to the U.S. since the 1700s, and laws and regulations surrounding immigration have been in the works since the Naturalization Act in 1790ⁱ. Recently, however, crisis in Central America has caused many men, women, and children to leave their homes behind and trek north in search of safety, security, and opportunity in the United States. The sudden surge in immigration from Central America stems from increased gang violence, low standards of living, and government corruption in El Salvador, Honduras, and Guatemala specifically.ⁱⁱ

In 2012, Honduras was the world's murder capital with a homicide rate of 90 homicides per 100,000 people. This violence stems from a surge in gang and drug related violence.ⁱⁱⁱ Additionally, Honduras, Guatemala, and El Salvador are some of the poorest nations in Latin America. In Honduras, 30 percent of people live on less than \$2 a day.^{iv} The increased risk of harm from violence, high poverty rates, and a tangled web of government corruption have prompted hundreds of thousands of Central Americans to make the long and dangerous journey to the U.S.

But those who made it north weren't welcomed with warm embraces. In 2014 alone, 162,700 Central American migrants were detained in the U.S.^v And between October 2013 and June 2014, 63,000 unaccompanied minors were apprehended.^{vi} Many have been smuggled across the U.S./Mexico border. They often join family members in the southwestern United States, although some do travel further in to the U.S.

When migrants arrive in the country, they often hand themselves over to Border Control (U.S. Customs and Border Protection agency). They are then taken to a detention center to be processed. The detention centers themselves have been a topic of controversy because of their jail-like conditions that some see as inhumane.^{vii} After a stay of roughly three to four days in the center, they are released and given papers to travel, usually to the home of a family member, and information regarding their court date in which they'll plea for asylum.^{viii} These court dates can be months, even a full year, after migrants have been released. Somewhere within all the bureaucracy and paperwork, many migrants disappear into the population at large.

This influx of people could not be ignored, and millions of Americans took sides in support of or against the immigrants. In 2012, President Obama proposed legislation that would grant nearly 5 million temporary work permits and deferred deportations to undocumented immigrants.^{ix} The president also enacted Deferred Action for Childhood Arrivals (DACA) and Deferred Action for Parents of Americans and Lawful Permanent Residents (DAPA) in 2014.^x These two systems allow for children and parents to remain in the country, but only if they meet certain criteria. However, these pieces of legislation have been held up in court because some questioned the legality of the president's actions. Furthermore, as the current election season rolls in to full swing, immigration is back on the table as candidates discuss their plans for the millions of migrants who continue to enter the U.S. or have settled here in the last few years.

Implications of the Issue

This issue affects many U.S. citizens and even more migrants from Central America whose lives hang in the balance as laws and attitudes toward immigrants change. There are two main opinions toward the topic: "Pro-immigration," which tends to favor making legal systems more accessible to migrants, and "Anti-immigration," which views immigration as an economic and security concern for the U.S. Both sides argue fervently about the issue and offer very different solutions.

Overall, there seems to be some confusion among Americans over what impact immigrants actually have on the country. While some media sources have tried to get audiences to feel empathetic toward migrants, misconceptions and stereotypes still linger. Many people still buy in to the ideas that undocumented immigrants commit violent crimes and take jobs from U.S. citizens.

However, research suggests that immigrants actually have a positive effect on the economy. According to the Economic Policy Institute, there is consensus that the value of “unauthorized immigration, at all levels of government combined, is small but positive—meaning that immigration reduces overall budget deficits.”^{xi} And while there may be some fluctuation as the economy reacts to the increase in immigrants, the long-term benefits are positive. For example, if the president’s executive action became law, there would be increases of GDP between \$90 billion and \$210 billion by 2024.^{xii} Additionally, average wages for all workers would increase and the country’s tax base would expand by millions of people and billions of dollars. This is a strikingly different picture than the one many anti-immigration advocates paint. The vast majority of undocumented immigrants pay sales taxes, property taxes, and income taxes. And while as many as 75 percent of undocumented immigrants may be using fraudulent Social Security numbers, they pay into Social Security, but can never actually claim the benefits.^{xiii} This suggests that immigrants pay more in to the overall economic system than they are ever able to benefit from. So, the notion of “job stealing immigrants” is incredibly shortsighted and inaccurate. In fact, “their resulting productivity and wage gains ripple through the economy because immigrants are not just workers—they are also consumers and taxpayers. In particular, they will spend their increased earnings on items like food, clothing, housing, cars, and computers.”^{xiv} This will further stimulate demand for more goods and services, creating the need for more workers and jobs.

The worries about immigrants’ impact on crime should also be reevaluated. During a recent *PBS Newshour* spot, Marc Rosenblum of the Migration Policy Institute addressed the persistent stereotype that immigrants commit more crime. He said data shows “that immigrants are disproportionately unlikely to be in prison.”^{xv} Jessica Vaughan from the Center for Immigration Studies added, “There’s no evidence that immigrants are either more or less likely to commit crimes than anyone else in the population.”^{xvi} Instead, this notion comes from lingering stereotypes about immigrants. According to Marielena Hincapie, executive director of the National Immigration Law Center, “the perception, the narrative out there really has basis in scapegoating... and it is really about society’s implicit bias.”^{xvii} While it is true that some undocumented immigrants have committed crimes, the stereotype stems much further from the truth. When typecasts are perpetuated, especially by opinion leaders, it dehumanizes this group of people and allows a culture of racism.

Media Coverage & Framing

Over the past two years, immigration has been a hot topic in the media. Media outlets from *The New York Times* to Comedy Central have played a role in the dissemination of facts and opinions on the topic. There seems to be loud voices on the “anti-immigration” side, usually amplified by aggressive rhetoric and language. Volatile words like “rapists,” “gangs,” and “illegals” shed a negative light on immigrants. These words paint a dark picture and have quickly stereotyped migrants.

Still, other (often liberal) voices have framed this issue as a humanitarian crisis, with poor families caught in the crossfire. *The New York Times*, for example, has published many articles on the stressful conditions in which families are forced to live and why they choose to flee. It plays to a much more empathetic audience and paints a more “human” picture of those who have come to the U.S. These “pro-immigration” sources often try and debunk and disprove the “anti-immigration” remarks and make them out to seem uneducated and naïve.

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Public Opinion Data

- 72 percent of Americans (including 80 percent of Democrats, 76 percent of Independents, and 56 percent of Republicans) say undocumented immigrants currently living in the U.S. should be allowed to stay in this country legally if they meet certain requirements.^{xxviii}
- While most Americans view deportation of all immigrants as an unrealistic and unfavorable goal, 17 percent of the public favors such an effort. 60 percent of Hispanics saw the increase in deportations as a bad thing, and nearly 46 percent of Latino adults said they “worry a lot or some that they, a family member or a close friend could be deported.”^{xxix}
- 46 percent of Americans favor “building a fence along the entire border with Mexico.” Republicans were far more likely to favor the fence than Independents or Democrats.^{xx}
- A recent survey found that only 7 percent of Americans say immigration is the top issue facing our country. Still, 77 percent of Americans thought it was “extremely” or “very important” for the U.S. government to take steps to control borders and slow the influx of immigrants entering the U.S.^{xxi}
- In March 2011, 42 percent of Americans worried a “great deal” about undocumented immigration. That number dipped to 33 percent in March 2014 and then rose slightly to 39 percent in March 2015.^{xxii}
- 45 percent of Americans say immigrants in the U.S. are making the society better in the long run. 37 percent said they are making it worse, and 16 percent think immigrants don’t have much effect.
- 50 percent of Americans think immigrants make the economy worse, and only 28 percent think they improve the economy.^{xxiii}
- 50 percent think crime is worse because of migrants. However, 49 percent of Americans believe that food, music, and the arts are improved because of migrants.^{xxiv}
- Americans are more likely to hold negative views about Latin America immigrants. Only 26 percent of Americans think the impact of Latin American immigrants has been positive.^{xxv}

Influencer Landscape

Groups and Organizations

Many groups have been at the forefront of the issue. Some have taken a strong stance in favor of supporting immigrants and typically support the humanization of undocumented migrants.

- Pro-Immigration Groups
 - Immigration Advocates Network (IAN)
 - Increases access to justice for low-income immigrants by promoting more effective communication, collaboration, and services to immigrants and organizations that support them.^{xxvi}
 - WOLA: Advocacy for Human Rights in the Americas
 - A research and advocacy organization that fights to protect human rights and dignity.^{xxvii}
 - U.S. Committee for Refugees and Immigrants
 - Protects the rights and addresses the needs of persons in forced or voluntary migration worldwide by advancing fair public policy, providing professional services, and promoting the participation of migrants in community life.^{xxviii}
 - Ford Foundation
 - Supports initiatives of nonprofits, businesses, and government (through grants and loans) to ensure participation from men and women from diverse

communities in all levels of society in order to build common understanding, enhance excellence, enable people to improve their lives and reinforce their commitment to society.^{xxix}

- Catholic Relief Services
 - Carries out the commitment of the Bishops of the U.S. to assist the poor and vulnerable. While CRS primarily works overseas, they have assisted during the immigration crisis.^{xxx}
- Catholic Charities
 - Helps those who are struggling by addressing the issues at the root of their need. Their advocacy and disaster relief programs serve communities across the country.^{xxxi}

In order to combat the issue of negative perceptions of immigrants, it is important to understand the views of the opposing side. These groups often perpetuate stereotypes and frame their messaging as immigrants themselves being the cause of problems.

- Anti-Immigration Groups
 - Dr. Tanton and Federation For American Immigration Reform (FAIR)
 - A national, non-profit organization seeking to improve border security and stop “illegal immigration.” Dr. Tanton founded the organization and is often cited as a face of anti-immigration sentimentalities.^{xxxii}
 - Select citizen groups
 - A number of isolated, grassroots groups across the country have gathered to protest against the issuing of asylum to immigrants.^{xxxiii}
 - Center for Immigration Studies
 - An independent, non-partisan research organization that believes high levels of immigration are the cause of many educational, environmental, and security problems.^{xxxiv}

Campaigns

- According to Huffington Post, an effort was made among major news corporations like ABC and the Associated Press to ban the terms “illegal immigrant” and “illegal alien.” These terms are often regarded as racial slurs and “are incendiary and tend to incite fear and hatred.”^{xxxv} CNN, however, has not banned the terms. Before the presidential debate last month, the National Association of Hispanic Journalists (NAHJ) and Define American, a pro-immigrant group, asked CNN to discontinue its use of the phrase by launching an online petition. The request is part of a larger campaign (#WordsMatter) to encourage news outlets to “modernize their guidelines.” Many outlets, like *The New York Times*, recognize that there are better alternatives to the term “illegal.” Jose Antonio Vargas who founded NAHJ believes “that the impetus to change the language reporters use to talk about immigration will ultimately come from the journalists who report on immigration issues.”^{xxxvi}
- The social-change documentary “Who Is Dayani Cristal?” tells the story of an undocumented immigrant who died in the Arizona Desert. According to the campaign’s impact assessment, “the social impact campaign aimed to further humanize and universalize the migration story, while creating direct pathways to action.”^{xxxvii} Social media and other multimedia tools helped spread the messaging. According to Robin Reineke, the co-founder and executive director of the Colibrí Center for Human Rights, the dehumanization of migrants has led to a deadly environment and one where migrants are seen as numbers and statistics. Reineke says, “We see a law, and we see a law breaker, illegality comes first, before someone’s life or someone’s health, or someone’s little kids. I think we would want to be human before we want to see people as legal or illegal.” The campaign has helped to raise funds for Catholic Relief Services and community development projects. It also has advocated for improved legislation. The

main strength of the campaign was focusing on humanizing the migrant story and advocating for change. This was essential since “much of the conversation around migration is centered on highly polarized political viewpoints or stories of gangs, drug trade and violence.”^{xxxviii}

- A 30-minute documentary, “The Dream is Now,” focuses on four young undocumented immigrants whose futures are stilted because of their immigration status. As the documentary shows, each individual has a lot to offer: Alejandro hopes to become a U.S. Marine, Jose has a degree in mechanical engineering, Ola wants to do cancer research, and Erika fights for the Dreamer movement. Many of their dreams are put on hold, however, because of their lack of Social Security numbers. The short, but powerful documentary also mentions some of the negative perceptions around undocumented immigrants. In the end, the documentary calls viewers to sign a petition for immigration reform.^{xxxix}
- A campaign targeting citizens of Central America and Mexico tried to dissuade people from crossing in to the U.S.^{xl} These 30-second TV spots in Spanish tried to dispel common myths about supposedly changed immigration policy. The ads alert people about the risks of detention and deportation in order to dissuade them from traveling north. The Customs and Border Protection website has four separate pages for El Salvador, Honduras, Guatemala, and Mexico.^{xli} While this isn’t a campaign to target Americans’ views on the issue, it is still an interesting approach. In some ways, however, it may suggest that immigrants “don’t belong here.”
- During Pope Francis’ recent trip to Washington, D.C., 5-year-old Sofia Cruz gave him a letter imploring him to speak with Congress about the importance of immigration reform. She wrote, “All immigrants just like my dad feed this country. They deserve to live with dignity. They deserve to live with respect. They deserve an immigration reform because it benefits my country and because they have been working hard...”^{xlii} While this was not part of a larger campaign, it did gain a lot of coverage, bringing the issue back on to the media’s agenda.

Individual Influencers

- President Obama has played a large role in immigration reform because of the pressing issue taking shape during his term. According to *US News*, Obama faces a fierce fight as he tries to implement his plan for immigration reform.^{xliii} Last winter, a federal judge halted President Obama’s plans, which would allow millions of undocumented immigrants to apply for deportation relief and work authorizations. This has spurred fiery debates with pro-immigration reformers arguing that the president’s actions “fall well within clear constitutional and legal authority of his office.”^{xliiv} Others, however, view the president’s actions as unlawful. If the case makes its way to the Supreme Court, and if the Supreme Court rules in favor of the president’s actions, it would be a huge success for immigrants and pro-immigration reformers across the country. Still, there are many resulting and causal issues that the executive action alone can’t fix.

Conclusion

In summary, the grand narrative of undocumented immigrants, especially after the influx of those fleeing violence and poverty in Central America, has been astoundingly negative. Many untrue statements continue to circulate, and many Americans are confused and wary of immigrants. While some action has been taken to reform immigration and reform the rhetoric, there are still many issues that need to be addressed.

Theory of Change Brief

Issue Overview

In 2014, hundreds of thousands of Central American migrants fled violence and corruption in Honduras, Guatemala, and El Salvador in search of security and asylum in the United States.^{xlv}

Unfortunately, many Americans have not accepted these men, women, and children with open arms. Negative perceptions about undocumented immigrants have persisted over the last few years. While more and more Americans are in favor of pro-immigration stances (like allowing immigrants to become citizens), there are still many incorrect and unkind stereotypes of Central Americans. Most telling, 50 percent of Americans still see migrants as a cause of crime and economic harm.^{xlvi} And only 26 percent of Americans think the impact of Latin American immigrants has been positive.^{xlvii}

These skewed perceptions and negative stereotypes are often far from the truth, but they continue to be perpetuated and disseminated by uninformed citizens as well as the media. They have also created a further divide between undocumented immigrants and U.S. citizens. This causes increased hostility, less empathy, and an overall dehumanization of undocumented immigrants.

The Challenge

The main actionable opportunity for this issue is to raise awareness about migrants' true role with regard to crime and the economy. This will shift Americans' attitudes and rhetoric regarding immigrants away from negative portrayals and stereotypes.

These negative views will be replaced with more accurate, positive associations with undocumented immigrants. Educating U.S. citizens about the facts and "normalizing" Central American immigrants will lead to a decrease in the negative language used about them.

Impact Framework

A large percentage of the American public believes falsities about undocumented immigrants, even though a large majority does believe immigrants should be permitted to stay in the United States with some requirements; this indicates an opportunity for success based on particular message approaches. A social change campaign is needed in order to:

- Generate impact on the individual level to raise awareness about the real affect undocumented immigrants have on crime and the economy.
- Change the language and rhetoric referring to immigrants in order to reflect a more sensitive and empathetic attitude.

In the end, the individual changes may spur further public interest impacts, including:

- Pressure from citizens on government officials to support more immigration reform.
- Further awareness and fundraising for poverty and stability in Central America.

Possible Solutions

In order to achieve these objectives, the campaign must work to:

- Reframe the discussion to be about the hardships Central Americans face in their home countries.
- Discontinue the use of negative terms (i.e. illegal, alien, criminals) in the media.
- Portray immigrants accurately/ dispel myths regarding criminality and economic "mooching."
- Humanize undocumented immigrants by telling powerful individual stories.

Theory of Change Statement

In order to change the rhetoric used to describe undocumented immigrants and dispel false notions of criminality and “mooching,” the social change campaign will push for fair and truthful language and empathy for immigrants. It will also aim to tell the true and personal stories of undocumented immigrants in order to spark compassion and understanding.

Target Audience

While all U.S. citizens would hopefully be moved by this campaign, the target audience specifically is young adults (ages 18-35) in the south and southwest Border States (especially Texas, New Mexico, California and Arizona). This age group is the “future” of many actions taken, and by changing their rhetoric, there will hopefully be a proliferation of positive, truthful statements. People in the Border-States often have stronger views because more undocumented immigrants live in the area. They feel as though they are more directly impacted by immigration. Therefore, this target audience will hopefully be receptive and proactive about the messaging.

Storytelling Treatment

Format

In order to change rhetoric regarding immigrants and promote true statistics and personal stories, the campaign will have a two-pronged approach to reach the target audience. The first part is a series of short YouTube videos that will utilize humor and witty jokes to explain the harm in perpetuating stereotypes and using negative language to refer to immigrants (ie. Illegal, alien, anchor baby, criminals). The YouTube series will revolve around four fictional characters who face discrimination or encounter ignorance regarding immigrants in their everyday lives. At the end of each video, there will be a link to the campaign's central website.

This website will be the other component of the campaign. It will feature more serious information regarding statistics on the impact of immigrants, why rhetoric is important, and a place for people, especially immigrants, to share personal stories about how the issue of discriminatory language has affected them. The website will have a number of features, including a section where users can "sign the pledge" to stop using offensive language.

Both the videos and the website are important because the YouTube videos will be attractive to the young audience that the campaign is trying to reach and will act as a gateway to the "beefier" information that the website provides. This format will work to satisfy the following objectives: change the language and rhetoric toward immigrants in order to reflect a more sensitive and empathetic attitude; generate impact on an individual level to raise awareness about the real affect undocumented immigrants have on crime and the economy.

Storytelling Treatment

The style of these videos will be snappy, colorful, and clean. They will replicate a similar style as the popular BuzzFeed videos regarding their modern feel, use of bright colors, and pacing. Each episode will focus on four young immigrants who face different funny scenarios in their daily lives that question how immigrants are referred to and the perceptions people have regarding immigration. The videos will ultimately disseminate the messages that the stereotypes about immigrants harming the economy and causing crime are false, as well as chiding the use of negative terms such as "illegal" and "alien."

One episode, for example, may show one of the main characters encountering an ignorant coworker who we see park his car illegally. Later in the video, we see the "ignorant" worker speak to his immigrant colleague about "those job stealing illegal aliens." The colleague keeps his mouth shut, and soon the police arrive to arrest the first man for illegal parking. As he is carted off, the boss comes in to give the colleague the man's job. It pokes fun at what's really illegal and also the idea of the immigrant "stealing" his coworker's job. Other episodes may feature some kind of encounter at school, the grocery store, or the gym. The purpose of the videos will not be as blatant and "preachy" as the example may seem, but will incorporate subtle storylines into each episode. Each video will end with a "call to action" with the campaign hashtag #WatchYourWords and a link to the website.

The style of the video will be clean, colorful, and bright. It will be high quality, but not so overly-produced that it seems like a piece of marketing. The pace will be quick and clever with some sharp humor as well as irony and sarcasm. Each of the 20 videos in the series will be only about 2 minutes and 30 seconds in length. This style will be attractive to the target audience who tends to have a short attention span for such content. A video will be released every Wednesday during the campaign.

This type of style (as opposed to a more serious, fact based storytelling style) is important for multiple reasons. First, the target demographic tends to be very internet-savvy and relies heavily on social and digital media for information. The short, sarcastic videos will appeal in tone to the audience, and viewers may hopefully form parasocial relationships with the characters in

the series. Lastly, comedy is often effective in addressing important issues and can lead to retention of information. This audience will be more influenced to change their rhetoric because of a video with a humorous twist compared to a sobering narrative about the hurtfulness of language. Additionally, the videos mostly serve to get this conversation out to the public and put the importance of this issue in the minds of the audience. It's meant to act as a hook to draw attention to the issue. The changes it creates, however, will be long lasting.

The website will have a similar feel. It will be clean and simple, but full of interesting information and statistics. To keep with the young, fresh style, it will be image-heavy and feature large, appealing pictures in a modern display. Instead of long pages of facts, bits of information will appear in short, little chunks that can be expanded to read more. A video vault on the site will allow people to scroll through the clips that have been uploaded by users. The clean, modern feel of the website will match the style of the videos. The website will also link back to the popular YouTube videos.

Distribution and Use

In order to get the target audience to know about and watch the videos and, in turn, visit the campaign's website, it is important to spread awareness of the campaign in general. The best way to reach the audience is to partner with organizations that they already pay attention to. For example, the campaign could partner with satirical news hosts like John Oliver who could mention the videos and campaign in one of his related segments. These programs often have a lot of socially active followers and could drive interested viewers to the campaign. Also, a partnership would be made with BuzzFeed in order to promote articles about the campaign on their site. BuzzFeed's short, digestible content is appealing to and attracts the target audience already, so having information about the campaign on that site would push it out to the campaign's target audience. Even promoting the videos on the YouTube home page would drive viewers to the content.

Partnership Engagement & Media Outreach Outline

Grassroots Engagement Plan

Amplifying the message and promoting the videos and website will be incredibly important for building the momentum of the campaign. The many influencers who are already in support of immigration reform and immigrants rights will be big advocates of the campaign. Each group will be able to help the campaign in different ways.

- President Obama – Because the president has worked hard to pass immigration legislation, it is clear he is a powerful advocate for fair treatment of immigrants. Since President Obama has such a big platform, he will be instrumental in spreading the campaign. One way that President Obama could be involved is by actually appearing in one of the videos. Not only has the president himself been affected by untrue, discriminatory language regarding his status, but he has also appeared in other popular videos and shown his funny side. He has displayed his sense of humor everywhere from the White House dinner to the Ellen show. His appearance in a popular video would attract viewers and would also show that he is in support of the campaign's objectives.
- WOLA: Advocacy for Human Rights in the Americas – WOLA will be most effective in spreading the messaging, videos, and website to their followers. Part of their mission involves creating partnerships with other groups making social change. As advocates for human rights, they would be helpful in amplifying the campaign's messages to their active supporters. The #WatchYourWords campaign will engage with WOLA by making connections to the organization and finding ways for them to incorporate and promote the materials of the social change campaign in their own work.
- Ford Foundation – The Ford Foundation fights for social equality by supporting non-profits through the use of grants and loans. They will be most effective in providing funding to the campaign. Funds will be necessary to manage the website, create the videos, and purchase tangible marketing materials for the campaign. For example, even though the YouTube videos will not be overly produced, they will still be very well done and incredibly professional. In order to create such content, the campaign will need the funds to purchase the proper equipment and hire creative staff. Working with the Ford Foundation to obtain grants and loans will monetarily support the campaign.
- Catholic Charities – Catholic Charities often works directly with the people they serve, including Central American immigrants who have come to the U.S. They will be able to provide connections to first or second generation immigrants who would be interested in either appearing in the videos, sharing their stories on the website, or promoting the information in other ways. The connections Catholic Charities has may also help identify opinion leaders who would be able to support the campaign. The network Catholic Charities provides will be invaluable in creating connections for the campaign.
- News Media Outlets – As the campaign grows in strength, media outlets will become effective channels in which to disseminate information. The original goal is to change individuals' language regarding the issue with the hope that they will put pressure on media outlets. However, once certain media channels or news reporters do choose to change their rhetoric, they can be good advocates for the campaign by reporting on the campaign's goals and promoting how the campaign impacted their own views or rhetoric.

Leveraging other organizations' connections, resources, and networks will be instrumental in getting the #WatchYourWords campaign up and running. With the help of these other groups working for similar causes, the campaign will grow in strength and popularity.

Media Outreach Plan

Media Launch

In order to formally launch the campaign and bring it to the public's attention, a kick-off event will take place. The YouTube series will start with an extended first episode that is roughly 10 minutes in length and sets the scene for what the rest of the web series will involve. This episode will be released to certain media personalities, young influencers (especially in the immigrant community), the grassroots engagement partners as mentioned earlier, and campaign partners about three days before it is posted online for the public. These early viewers will be recruited based on research and observation to find the most effective opinion leaders for the campaign. Many of the early viewers will come from the partners outlined in the grassroots engagement plan. However, select individuals from different organizations and college advocacy groups will also be included.

All of the "early viewers" will be invited to join a virtual viewing party that they can take part in anywhere in the country. During the launch party, the early viewers will get an early screening of the series and can watch the 10-minute episode before the general public. Then, there will be an introduction of the campaign as a whole and the social-change aspects and materials of the campaign (like the video series and website). Then, a live Skype conference will allow for a virtual question and answer session. The Skype session will include the producers of the campaign, the actors in the videos, and a handful of young, undocumented immigrants who are willing to speak out about their experiences and the affect that language and rhetoric have had on how they've been viewed and treated. Viewers will be able to submit questions through an online portal that the interviewees will answer on the live stream.

During and after the event, the early viewers will be encouraged to tweet and post on their social media channels about the campaign. This promotion will engage the public and generate some hype for the public launch of the series that will occur a few days later. All of the early viewers will also receive a campaign toolkit that includes a #WatchYourWords t-shirt and sample social media messages for them to post on their channels.

On the day that the videos are posted on YouTube for the public, there will be an increase in social media activity/posts from the campaign leaders and early viewers in order to drive attention to the videos. The early viewers will wear their #WatchYourWords t-shirts and post pictures. They will also promote the launch of the web series and website by discussing it on social media.

Digital Media

Digital and social media will be an integral part of the campaign. Because the majority of the campaign exists online, much of the activity of the campaign will come through videos, social media posts, and website content. There are a number of different roles those types of media will play.

First, each of the videos and the website will promote the "name" of the campaign, #WatchYourWords. This hashtag will then be used on the campaign's social media platforms including Twitter, Instagram, and Facebook. The hashtag will be used to start conversations and create an online dialogue about the issue. For example, a tweet may read, "Let's make the word "illegal" illegal. Words can hurt. #WatchYourWords." The videos and website will also be tagged with this hashtag, so it will drive more attention to the other media messages tagged with this. A hashtag is effective in getting people to engage with the topic and read what others are saying about the issue.

Additionally, as mentioned earlier, visitors to the site will have the opportunity to share their stories in regard to the issue of discriminatory language. Site visitors can record and upload a short video about how rhetoric has impacted them or someone they know, why words are important, or anything related to the campaign. They will also have the opportunity to share the

video they created on their social media channels so their friends and followers can see. This helps with the word of mouth aspect of the campaign. After videos are screened by campaign managers, they will be posted on the official website. Select videos will also be promoted by the campaign on #WatchYourWords's social media platforms. This method uses personal stories to humanize the issue and put a face to it. By hearing first-hand what people have to say, it will create more empathy.

Another digital component of the campaign is the "Call Them Out" aspect of the campaign that will be explained on the campaign's website. This aspect is one way for the audience to be active participants in the campaign on social media. When a politician, newscaster, journalist, or publication uses discriminatory rhetoric or plays on stereotypes of immigrants, the campaign's supporters are encouraged to "call them out" on social media by tweeting at them, explaining what they did "wrong," or why the words they used contribute to discrimination, and tagging it with the hashtag #WatchYourWords. The website will provide sample "call them out" postings. This digital strategy generates more content related to the campaign, but more importantly, it engages opinion leaders in the political and news field. With hope, these prominent figures will see that their hurtful words are generating some backlash and will work to change their rhetoric. As more of these leaders join the campaign's mission, they will be integral in promoting the messaging and materials.

As mentioned earlier, other digital media outlets like BuzzFeed and John Oliver will be integral in generating knowledge about and interest in the campaign. Content generated about the campaign by these digital outlets will attract attention from the target audience and will have a large reach. BuzzFeed articles and "listicles" that focus on the points of the campaign and link back to the videos will drive a lot of people to the videos and website. John Oliver often releases online, in-depth specials about a variety of topics from food waste to the effect stadiums have on communities. If a piece about discriminatory language toward Central American immigrants were created, it would be an ideal platform to discuss the campaign's materials and objectives. Some of his web shorts gain upward of 5 million views. Since these are popular outlets, especially for those in the target audience, a link between them and the campaign's digital media would be successful in creating engagement.

Finally, those that engage with the campaign will have the opportunity to sign the pledge to "watch their words" on the campaign's website. The online pledge will outline that those who sign are taking action to stop discrimination by agreeing to think critically about their rhetoric when referring to immigrants and will abstain from using unfair and hurtful language. A running total of how many people have signed the pledge will be posted at the top of the page. A title such as, "Join the 230,036 who have agreed to watch their words" will work as a sort of subtle social pressure to encourage people to join as well. In order to sign the pledge, the audience will provide their name and email address, at which point, they can opt in or out of receiving monthly campaign newsletters. Once signed, they can share that they took the pledge on their Facebook or Twitter pages.

Overall, the engagement will likely be effective because, based on research, the majority of Americans believe immigrants should be allowed to stay in the country legally if they meet certain requirements. Therefore, there is already a strong base of supporters for immigrants. The problem is that hostile language has skewed perceptions, and negative stereotypes continue to be perpetuated and disseminated by uninformed citizens as well as the media. Therefore, leveraging the existing support to dominate the conversation about immigration (but this time in a positive light) will be the keystone of the campaign.

Evaluation Overview

In order to see how successful the campaign is, it must be measured using a variety of different means and tools. The overall hope of the campaign is to see a change in awareness about the harmful effects of certain words and viewpoints on immigrants and a behavior change regarding the rhetoric and language surrounding this topic. Hopefully, opinion will change about the perception of immigrants. While the changes may not be immediate and may take time to come to fruition, evaluation techniques will gauge the growing success of the campaign.

Outputs

The following are the outputs of the 5-month campaign:

- 20 YouTube episodes will be produced, and each will receive at least 500,000 views.
- The #WatchYourWords hashtag will be used in a positive context across all social media platforms 800,000 times in the first three months of the campaign.
- There will be eight earned media stories regarding the importance of the campaign in popular, traditional media outlets (like The Wall Street Journal, BuzzFeed, or The New York Times). These stories alone will generate over 1 million impressions.
- The campaign will develop three distinct partners with organizations interested in tying the work of the campaign to their own goals within one year of the campaign's launch.

Outcomes

The outcomes of the campaign are:

- Behavior Change – The behavior change that comes as a result of the campaign will be a reduction in the use and acceptability of hostile, negative language toward immigrants and the immigration issue. Words like “illegal,” “alien,” and “anchor baby” will be removed from our vocabulary. If successful, there will be a noticeable decrease in this type of language among individuals.
- Attitude Change – The most important outcome of the campaign will be a change in attitude and opinion regarding immigrants. In theory, if the language is changed to be more empathic and understanding, so too will the beliefs people have in regards to immigrants. Hopefully, fewer people will believe the untrue sentiments about immigrants “stealing” jobs from U.S. citizens or being involved in crime. An attitude change would help dispel many of these false notions.
- Media Framing – When the media reports on the issue of immigration, or when the media discuss immigrants, the frame will shift to humanize and normalize the issue. The media will no longer frame immigrants as a cause of economic harm or crime. Media outlets will also change their rhetoric to not include discriminatory language.

Evaluation Methods

In order to evaluate the campaign, the following steps will be taken:

- Pre and post campaign surveys will be done to measure change in attitude. A survey will be conducted before the campaign to evaluate the opinions people have on Central American immigrants and the rhetoric surrounding the issue. A post-campaign survey will look at the awareness of the campaign and how attitudes and opinions have changed because of it.
- Content analysis on media will be done before the campaign and six months after the campaign launches. A content analysis of popular print and broadcast media stories around immigration and a content analysis of politicians' speeches will be a good indication of the impact the campaign has had on opinion leaders.

If successful, the outputs of the campaign will cause the desired outcomes.

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