

# Save the Koalas



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Maddie Groves  
Cydney Cooper  
Kelley Coonelly

MaKelney PR  
825 Bellaire Ave  
Apt. X216  
State College, PA 16801  
November 16, 2011

Deborah Tabart, chief executive officer  
Australian Koala Foundation  
GPO Box 2659 Brisbane  
Queensland 4001, Australia

Ms. Tabart,

MaKelney PR is extremely interested in working with your foundation to spread awareness about the koalas throughout the United States. We researched The Australian Koala Foundation, and love everything it represents. We feel we have the ability to create a campaign for your foundation here in the United States.

After researching the koala habitat destruction occurring in Australia, we decided a campaign needed to be started in the US to help your foundation. Our agency would like to start a "Kids for Koala" club at a local middle school. Park Forest Middle School is located in State College, Pennsylvania. Our goal for the Kids for Koalas club is to spread awareness about the koala's habitat destruction occurring in Australia, throughout the school and community.

Kids are easily impressionable; therefore, they are the perfect audience for our campaign. Starting this club in the middle school would help spread awareness throughout the State College community. Our agency would help the club get started and become efficient. We would also help the club plan fundraisers and events. The club would plan fundraisers to raise money for the koalas throughout the community.

To raise awareness throughout the community, we would host (alongside with the Kids for Koalas club) a Kids Care Koalas campaign. At this event we would sell "Save the Koala" shirts, wristbands, and more. We would also have live koalas for the students to see and pet. We also thought having you, Ms. Tabart, at the event would be beneficial. Students and others could learn about the destruction of the koala's home and the reasons why koalas are at such risk.

We are confident this campaign would be a success. We hope you feel the same way. Our hope would be to eventually create the Kids for Koalas club throughout other middle schools in the US.

Our agency would be honored to help your foundation spread awareness and receive more donations for the koalas throughout the US. We are overly impressed with your

success thus far and would love to create a successful campaign for the koalas in America.

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We look forward to hearing from you, and will touch base with you soon. If you have any questions, feel free to call (215) 534-1272.

Sincerely,

**MaKelney PR**  
Kelley Coonelly  
Cydney Cooper  
Maddie Groves

**Client:**

Deborah Tabart, chief executive officer, Australian Koala Foundation

**Client Contact:**

(E-mail) [dtabart@savethekoala.com](mailto:dtabart@savethekoala.com)  
(Phone) 61-7 3229 7233  
(Fax) 61-7 3221 0337

**Client Problem:**

The koala's habitat is currently being taken away by construction in Australia. In order to save the koalas, national and worldwide attention must be sought. Our agency looks to gain attention and fundraising for the Australian Koala Foundation starting at Park Forest Middle School. To raise awareness through Park Forest Middle School about the dangers of koalas facing extinction, we must first implement a campaign to encourage the support of the foundation.

**Agency Name and Logo:**

MaKelney Public Relations  
Maddie Groves (610) 716-3849  
Kelley Coonelly (215) 534-1272  
Cydney Cooper (412) 867-1896



**Meeting Time:**

Thursday evenings at 6 p.m. at Paterno Library

**Agency President:**

Maddie Groves

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# Strategic Communication Plan

**Introduction**

The Australian Koala Foundation is a non-profit, non-government organization formed in 1986 which achieves all of its efforts without any government funding. The organization is committed to the conservation and effective management of the wild koala and its habitat.

Since its beginnings as a small group of people who were interested in researching koala disease, the Australian Koala Foundation has blossomed into a global organization that conducts koala research, conservation and community education with a focus on mapping. As part of the non-profits award-winning Koala Habitat Atlas, the organization has mapped 4 million hectares of land for koala habitats.

The Australian Koala Foundation headquarters is located in the city of Brisbane and is comprised of a small network of staff and volunteers who respond to over 10,000 queries and requests for information. The non-profit is the world's largest funding body of koala research and has achieved increased protection for koalas and their habitat.

Through a long-term partnership with the Ray group, a Gold Coast based developer, the first steps to creating a koala-friendly development known as Koala Beach Estate has begun. Located on the northern New South Wales coast, the estate is a development in which a community makes conscious compromises to its lifestyle in order to coexist with the koalas. Such long-term partnerships are crucial to the success of The Australian Koala Foundation.

The non-profit continues its efforts to save the koalas without any funding from the government. The company will celebrate the 25th birthday of the organization in 2011.

**Research Discussion & Primary/Secondary Research**

The development of our public relations campaign relies heavily on conducting research about what students know about koalas and analyzing what research has been done in the past relating to the subject. MaKelney PR will focus on how to effectively reach Park Forest Middle School students and make the campaign easily applicable to other middle schools or high schools in the United States. Research should focus on groups, events or campaigns that have already taken place and relate to our campaign in some way. We will also use a survey or questionnaire to gauge how to make the campaign successful.

MaKelney PR plans to conduct a survey via SurveyMonkey.com that will be targeting students and will measure the student interest in The Australian Koala Foundation organization. It will gauge student's enthusiasm and willingness to attend an event focused on koalas and to what extent most students are willing to get involved with such an event or organization. The survey will provide demographic data as to what type of student is most likely to be interested in saving the koalas. The primary research will also provide a quantitative measurement of how aware and informed students are regarding koala endangerment.

Research is vital for our campaign. We must uncover ways to inform our audience about the endangerment of koalas and the habitat destruction that is going on in Australia. Looking at other campaigns similar to ours will help show us ideas that work or don't work. As we know, younger people are very impressionable, and we must further research to see how we can get their attention. Not only are we trying to get the attention of our audience, but we are also getting them to take action.



Our secondary research will look into endangered species awareness campaigns that have been effective, or ineffective, in the past. We will also look at other campaigns that have attempted to raise awareness at a school and have created a club or group. The information that we gather from the secondary research will be valuable when developing our campaign as we can mirror the student clubs, borrow strategies and inspire new ideas.

**Survey**

By taking this survey you are giving informed consent and agree that we have your permission to use your responses anonymously in our research.

**Survey: Save the Koalas**1. How many pets do your family own?

1. 0
2. 1
3. 2
4. 3
5. 4
6. 5 or more

2. Where do you get most of your information about what is happening on campus?

1. The Daily Collegian
2. Facebook
3. Twitter
4. Penn State Live
5. Onward State
6. Other (please show response)

3. Have you been to a zoo in the past year?

1. Yes
2. No

4. Are you aware of the koala habitat destruction that is going on in Australia?

1. Yes

2. No

5. If given the opportunity would you want to help raise awareness about the destruction of the koala's home?

1. Yes

2. No

3. Not sure

6. How likely would you be to: (Very Unlikely- Very Likely)

1. Join a Save the Koalas Facebook group

2. Sign an online petition to help save the koalas

3. Write a letter to the government about protecting koalas

4. Attend a "Save the Koalas" event on campus

5. Become an active member of a "Save the Koalas" organization on campus

6. Donate money to the Australian Koala Foundation

7. How likely would you be to: (Very Unlikely-Very Likely)

1. Buy a \$1 bracelet where the donations go to the Australian Koala Foundation

2. Buy a \$20 t-shirt to benefit the Australian Koala Foundation

3. Attend an event on campus with koalas present

4. Attend an event on campus without koalas present

\* Show a photo of a koala

8. Rate how much you agree with the following statements (Strongly Disagree-Strongly Agree)

1. I think that koalas are cute
2. I don't care about the koalas
3. I would donate money to save the koalas
4. I would join a Facebook group to raise awareness of the koala's habitat

destruction

5. I would attend a campus event for the koalas
6. I want to help save the koalas

9. I am: (check all that apply)





1. Female
2. Male
3. Freshman
4. Sophomore
5. Junior
6. Senior

**Research**

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**Primary Completed Results:**

Surveys were randomly distributed via Facebook and e-mail and received 25 complete responses. The results below were used to identify the general feelings for, knowledge of and desire to help koalas.

1. How many pets does your family own?		 Create Chart	 Download
		Response Percent	Response Count
0		45.8%	11
1		54.2%	13
2		0.0%	0
3		0.0%	0
4		0.0%	0
5 or more		0.0%	0
		answered question	24
		skipped question	1

**2. Where do you get most of your information about what is happening on campus?**

[Create Chart](#) [Download](#)

	Response Percent	Response Count
The Dally Collegian	60.0%	15
Facebook	52.0%	13
Twitter	52.0%	13
Penn State Live	8.0%	2
Onward State	24.0%	6
Other (please specify) <a href="#">Show Responses</a>		2
answered question		25
skipped question		0

**3. Have you been to a zoo in the past year?**

[Create Chart](#) [Download](#)

	Response Percent	Response Count
Yes	20.0%	5
No	80.0%	20
answered question		25
skipped question		0




**4. Are you aware of the koala habitat destruction that is going on in Australia?**

[Create Chart](#) [Download](#)

	Response Percent	Response Count
Yes	12.0%	3
No	88.0%	22
answered question		25
skipped question		0

5. If given the opportunity would you want to help raise awareness about the destruction of the koala's home?

[Create Chart](#) [Download](#)

		Response Percent	Response Count
Yes		58.3%	14
No		12.5%	3
Not sure		29.2%	7
		answered question	24
		skipped question	1

6. How willing would you be to:

[Create Chart](#) [Download](#)

	Very Unlikely	Unlikely	Not Sure	Likely	Very Likely	Rating Average	Response Count
Join a Save the Koalas Facebook group	20.0% (5)	4.0% (1)	24.0% (6)	20.0% (5)	32.0% (8)	3.40	25
Sign an online petition to help save the koalas	12.0% (3)	4.0% (1)	4.0% (1)	40.0% (10)	40.0% (10)	3.92	25
Write a letter to the government about protecting koalas	28.0% (7)	36.0% (9)	32.0% (8)	4.0% (1)	0.0% (0)	2.12	25
Attend a "Save the Koalas" event on campus	24.0% (6)	32.0% (8)	20.0% (5)	20.0% (5)	4.0% (1)	2.48	25
Become an active member of a "Save the Koalas" organization on campus	36.0% (9)	32.0% (8)	20.0% (5)	12.0% (3)	0.0% (0)	2.08	25
Donate money to the Australian Koala Foundation	32.0% (8)	24.0% (6)	24.0% (6)	20.0% (5)	0.0% (0)	2.32	25
						answered question	25
						skipped question	0

## 7. How likely would you be to

[Create Chart](#) [Download](#)






	Very Unlikely	Unlikely	Not Sure	Likely	Very Likely	Rating Average	Response Count
Buy a \$1 bracelet where the donations go to the Australian Koala Foundation	8.0% (2)	0.0% (0)	8.0% (2)	<b>52.0% (13)</b>	32.0% (8)	4.00	25
Buy a \$20 t-shirt to benefit the Australian Koala Foundation	24.0% (6)	16.0% (4)	<b>44.0% (11)</b>	12.0% (3)	4.0% (1)	2.56	25
Attend an event on campus with koalas present	12.0% (3)	8.0% (2)	4.0% (1)	24.0% (6)	<b>52.0% (13)</b>	3.96	25
Attend an event on campus without koalas present	24.0% (6)	<b>28.0% (7)</b>	20.0% (5)	24.0% (6)	4.0% (1)	2.56	25
answered question							25
skipped question							0

## 8. Rate how much you agree with the following statements

[Create Chart](#) [Download](#)

	Strongly Disagree	Disagree	Not sure	Agree	Strongly Agree	Rating Average	Response Count
I think that koalas are cute	0.0% (0)	4.0% (1)	0.0% (0)	<b>48.0% (12)</b>	<b>48.0% (12)</b>	4.40	25
I don't care about the koalas	20.8% (5)	<b>54.2% (13)</b>	12.5% (3)	4.2% (1)	8.3% (2)	2.25	24
I would donate money to save the koalas	8.0% (2)	16.0% (4)	<b>40.0% (10)</b>	28.0% (7)	8.0% (2)	3.12	25
I would join a Facebook group to raise awareness of the koala's habitat destruction	8.0% (2)	12.0% (3)	20.0% (5)	<b>36.0% (9)</b>	24.0% (6)	3.56	25
I would attend a campus event for the koalas	12.0% (3)	12.0% (3)	<b>40.0% (10)</b>	24.0% (6)	12.0% (3)	3.12	25
I want to help save the koalas	8.0% (2)	0.0% (0)	20.0% (5)	<b>40.0% (10)</b>	32.0% (8)	3.88	25
answered question							25
skipped question							0



9. You are a:(check all that apply)		Create Chart	Download
		Response Percent	Response Count
Female		80.0%	20
Male		16.0%	4
Freshman		0.0%	0
Sophomore		4.0%	1
Junior		16.0%	4
Senior		76.0%	19
		answered question	25
		skipped question	0

### Secondary Completed Results:

- **TOMS “Campus Clubs”**

TOMS was founded in 2006 by Blake Mycoskie. Mycoskie was inspired to take action after his trip to Argentina where he saw extreme poverty and health conditions, as well as children walking barefoot. Mycoskie’s mission with TOMS shoes is to match every pair of TOMS purchased with a new pair given to a child in need. TOMS aims to protect the health of children and also give them access to an education. The idea of the TOMS campaign is to spread the word to consumers that TOMS gives a pair of shoes to a child in need for every pair purchased.

TOMS shoes targets men and women between the ages of 18 and 25. Because the audience is so young, TOMS decided to also target colleges and universities to start clubs at their schools to spread the word about the TOMS Campaign.

TOMS realized that the best ideas come from the freshest minds. College-aged

students can work wonders, which is why TOMS created Campus Clubs.

College students are able to sign up to create a Campus Club on their campus on the TOMS website. TOMS employees help start each Campus Club. College students were also responsible for starting the first “One Day Without Shoes” event in 2008. This event is a day in April when TOMS asks people to go without shoes to raise awareness of the children growing up barefoot. This event has spread across colleges and even people of all ages have gotten involved.

- **“Do Something Club” campaign**

The Do Something Club campaign has over 1,000 clubs across the US and Canada. The Do Something Club campaign has started many diverse clubs, some clubs include: “Recycle! It’s Cool”, “No Texting While Driving”, “School Supply Drive”, “Eating Disorder Awareness” and many more. The Do Something Club campaign helps these clubs get started at different schools. The campaign gives money to the club to help get the ball rolling. They then provide the club with helpful resources such as: tips for meeting topics, planning projects, and organizing fundraisers. Clubs also receive a “Club Starter Kit” which provides each individual club with information on getting started.

- **“Kids for Forests”**

Greenpeace’s “Kids for Forests” campaign is a campaign to gather young people from all over the world to stand up against forest destruction. The project is currently active in over 15 countries in Europe, Asia, North America and South

America. Greenpeace's kid-friendly website is simple to use and offers children a variety of ways to get involved. Children can send an "animal e-card" to a friend to spread the word about the ancient forest crisis in addition to actively engaging in more involved roles. Kids who want to be very active can become an "Ancient Forests Ambassador", who start up campaigns, distribute leaflets, and collect signatures and more. The website also allows for contributions to the "Ancient Forest Treasure Chest".

- **"Save the Whales"**

The Save the Whales campaign was founded in 1977 by a fourteen year old, Maris Sidenstecker, and focuses on educating the public, specifically children, about marine mammals. The organization believes children need to be empowered and understand their actions can promote change. Save the Wales educates the public through emails, websites, Adopt a Whale kids, newsletters and TV public service announcements. The organization has also developed a hands-on program called "Whales on Wheels". This program collected large amounts of whale, dolphin, and otter artifacts, along with turtle shells, otter pelts and more. Students were allowed to touch the artifacts and ask questions regarding the animals.

## **Situational Analysis**

The Australian Koala Foundation is doing reasonably well. They have successfully secured a Senate Inquiry (in Australia) into the status of the koala, however, the document still does not recommended listing the koala as an endangered species, as the United States government had done in 2011. The Australian Koala Foundation seeks to replicate the Bald Eagle Act that the United States government had established when the bald eagle was under threat.

The Australian Koala Foundation has been successful for 25 years, so they know they are doing something right. Currently the foundation is facing some competition from those who donate directly to animal hospitals. At the same time, there are also many people who prefer to get more involved than simply donating money.

The foundation has grown from a small group of people interested in researching koala disease, to a well-known global organization. The Australian Koala Foundation has over 20,000 individuals and groups subscribing to their organization's magazine. The foundation has grown to become the world's largest funding body of koala research and has mapped four million hectares of land for koala habitat as part of its Koala Habitat Atlas. The foundation has also educated the community in conservation. What started as just a foundation to raise money for koala safety has turned into a large foundation fighting for the habitat of the koalas.

One recent development of the Australian Koala Foundation was during this past September's "Save the Koala" month. The Australian Koala Foundation's website shared ideas for fundraising events during the month dedicated specifically to the animals. Some of the ideas included: "Hold a Cuddly Koala Event", "Coffee for Koalas",

“Hair Cuts for Koalas”, “Cupcakes for Koalas”, “Pajama Day for Koalas” and many more. Visitors of the website could register to host a fundraiser in which the proceeds benefited the Australian Koala Foundation.

The website also gives visitors a chance to donate, plant a tree online, adopt a koala and buy koala souvenirs and “swag”. So far almost 18,000 trees have been planted through the Australian Koala Foundation website. Harrold’s Forest is a tree planting program that allows people to plant one or more koala food trees from anywhere in the world.

The Australian Koala Foundation has been extremely effective and helpful throughout Australia, however, more money and awareness is needed worldwide. This is one of the biggest challenges that the foundation faces: worldwide attention. Media attention is an additional issue that the foundation is facing. Not enough of the public is aware of the koala’s habitat situation. If media coverage were to increase, there would likely be a positive correlation in donations as well.

The foundation is in need of advertising and attention throughout countries other than Australia. With better advertising and information implementation in other countries, more people will donate. The Australian Koala Foundation has the potential to make even more of a difference in Australia by reaching out and making a name throughout the United States.

Deborah Tabart, chief executive officer of the Australian Koala Foundation, has contacted us to aid her in an effort to extend the foundation to the youth of America. Tabart believes that in order to truly save the koalas, Australia needs the help and support of other nations. The best place to start is with the youth, so that the ideas and

mission of the Australian Koala Foundation can grow with the children. Generating awareness and interest at a young age is one way to successfully ensure that the foundation's mission will be carried out in the future. Building this platform for students now can help save the koalas tomorrow.

While Tabart is interested in eventually holding an annual campus event at schools across the country, it is important to start at a place where roots can grow. This is why it is important to first bring the attention of younger students, specifically middle school aged students, to the problem that the koalas are facing in Australia. From there, clubs can be formed at schools and the children can be educated and encouraged to participate in events.

There is currently no other group in the United States developing a campaign to bring the Australian Koala Foundation to the schools of America that we are aware of. Being the first, it is important to identify similar campaigns.

The TOMS "Campus Club" campaign targets college and universities by starting clubs at their school to spread the word about TOMS mission, which is to match every pair of TOMS shoes with a new pair given to a child in need. TOMS realized that the best ideas come from the freshest minds, and chose college age students to start up clubs on campus via the TOMS website and with the help of an employee.

TOMS campaign has been extremely successful nationally. This campaign is a good example to refer to for our campaign. We too are trying to make a difference in another country. However, instead of people, we are helping the koalas. It is important to examine campaigns that our client, the Australian Koala Foundation, is doing or has done in the past and their measure of success. This could include current or past media

coverage, advertising strategies and special events. It is valuable to know the demographic of what types of people typically donate to the Australian Koala Foundation. By analyzing past research, we can determine the strengths and weaknesses of our client and to better develop our public relations campaign to the best target audience.

Another club examined was the “Do Something Club” campaign, which has over 1,000 clubs across the United States and Canada. The Do Something Club campaign has started clubs which include “Recycle! It’s Cool”, “No Texting While Driving”, “School Supply Drive” and many more. The campaign helps these types of clubs get started at schools by providing money to the clubs to get the ball rolling. They then provide the club with helpful resources such as: tips for meeting topics, planning projects and organizing fundraisers. Clubs also receive a “Club Starter Kit” which provides each individual club with information on getting started.

The Do Something Club campaign seems extremely admirable. The variety of different clubs started through them across the nation is remarkable. Researching and learning from this campaign will really give our campaign good insight. The Do Something Clubs have been started by all different age groups. The campaign does well with starting clubs so that they become successful and popular. This campaign shows us giving the essential resources for a club to start is key.

Just as the Australian Koala Foundation plans to reach out to younger students, Greenpeace has also started with children to help spread their environmental message. Their “Kids for Forests” campaign is a campaign to gather young people from all over the world to stand up against forest destruction. The project is currently active in over 15

countries in Europe, Asia, North America and South America. Greenpeace's kid-friendly website is simple to use and offers children a variety of ways to get involved. Children can send an "animal e-card" to a friend to spread the word about the ancient forest crisis in addition to more involved parts. Kids who want to be very active can become an "Ancient Forests Ambassador", who start up campaigns, distribute leaflets, and collect signatures and more. The website also allows for contributions to the "Ancient Forest Treasure Chest".

The "Kids for Forest" campaign relates to the focus of the Australian Koala Foundation in that they are both reaching out to children in the community for help. Like Greenpeace, we need to make it simple and have the step-by-step process written out for children to show how they can make a difference.

Another similar campaign, "Save the Whales", was founded in 1977 by a fourteen year old, Maris Sidenstecker, and focuses on educating the public, specifically children, about marine mammals. The organization believes children need to be empowered and understand their actions can promote change. Save the Whales educates the public through emails, websites, Adopt a Whale kids, newsletters and TV public service announcements. The organization has also developed a hands-on program called "Whales on Wheels. This program collected large amounts of whale, dolphin and otter artifacts, along with turtle shells, otter pelts and more. Students were allowed to touch the artifacts and ask questions regarding the animals.

"Whales on Wheels" demonstrates creative techniques that appeal to the younger generations. These techniques will help us appeal to our similar audience. It is



clear that it is important to begin to educate kids on problems early, so that they can make a change.

## **SWOT Analysis**

### **Strengths:**

- Koalas are easily likable animals.
- The foundation has been around and active for 25 years.
- The Australian Koala Foundation is a well-known global organization.
- The foundation has over 20,000 individuals and groups subscribing to their magazine.
- The foundation is the world's largest funding body of koala research.
- The United States government recognized the koala as an endangered species in 2011.
- September is National Koala Month in Australia.
- Many students, especially younger students, are interested in animals and the environment.
- Younger students can grow with the club, bringing it along with them to high school and college.
- Middle school aged students have the support of their parents/guardians in addition to teachers and faculty.
- Once children learn the facts it will be hard for them to turn a blind eye.

### **Weaknesses:**

- The Senate Inquiry does not recommend listing the koala as an endangered species.
- Countries other than Australia are not aware of the koala's situation.

- Why would a person help koalas over other endangered animals?
- Some people would rather donate directly to animal hospitals.
- There is not sufficient media coverage of the situation.
- The foundation is currently only located in Australia, so direct communication to the clubs may be limited.
- The cost of holding an event will rely on donations.
- Students may be too busy with existing clubs to join another newer club.

**Opportunities:**

- The foundation has successfully secured a Senate Inquiry into the status of the koala.
- To replicate the Bald Eagle Act that the United States government had established.
- Some people prefer to get more involved than simply donating money.
- There is the opportunity to share ideas on the website for fundraising events.
- Visitors to the website can register to host a fundraiser.
- Visitors to the website can plant a koala food tree by donating online.
- Visitors to the website can adopt a koala.
- Visitors to the website can buy koala souvenirs/swag that raises money and awareness.
- The school announcements and teachers can be used to inform the target audience.
- Expanding the foundation to the United States will help the organization grow.

- Recruiting children early in the school year is beneficial as they may not be involved in other extracurricular activities yet.

**Threats:**

- Lack of knowledge by all audiences of the koala's situation.
- Lack of support and donations could cause the club and event to be unsuccessful.
- There are other endangered animals that are in competition for support.
- Poor economy could result in a weak program/event.

## **Statement of the Problem**

- There are currently no clubs in any middle schools in the United States that focus on educating the community about the destruction of the koala's habitat and raising money and awareness for the Australian Koala Foundation.

## **Goals**

### **Short Term Goal:**

- To create a student club with at least 20 students in it at Park Forest Middle School to raise awareness of saving the koalas by September 2012.

### **Long Term Goal:**

- To form a similar club for the koalas at no less than 20 other middle schools in the United States by September 2015.

## **Objectives**

- By September 24, 2012, to increase the number of students at Park Forest Middle School to 60% who know that the koala's habitat in Australia is being destroyed.
- By September 24, 2012, to increase the number of students at Park Forest Middle School to 50% who have confidence that they can make a difference in the future of the koalas in Australia.
- By September 24, 2012, to increase the number of students at Park Forest Middle school to 10% to join the Kids for Koalas club.
- By September 24, 2012, to increase number of parents (of students) aware of the Kids for Koalas club by 25%.

- By September 24, 2012, to increase parents willing to donate to the Kids for Koalas club by 25%.

## **Strategy**

To increase awareness of the koala habitat destruction by starting a club at Park Forest Middle School that educates students, raises awareness and collects donations for the Australian Koala Foundation. We will use emotional appeals to draw in students to make them feel as though by contributing to the save the koalas they are making a change and saving the lives of an animal that would be extinct without their assistance. Students can feel as though their efforts will go to saving an endangered species.

## **Target Audiences**

### **Primary Audience:**

For this public relations campaign, we are specifically targeting students at Park Forest Middle School. These students will typically be in the age range of 10 and 13 and will have a class standing of grades six through eight. These students still live at home with their parents or guardians. We will target students who are likely to be active within the school, attend events, or have an interest in animals or the environment. The main challenge that we face with the primary audience is that students have a busy lifestyle and may not have time to attend club meetings or events. The best way to reach our target audience is through school administrators, classes and existing clubs.

**Secondary Audience:**

Other middle schools, elementary schools and high schools are our secondary audience. Our intention is for the club at Park Forest Middle School to act as an example to other schools of how to spread awareness about the endangerment of the koalas in Australia. The Park Forest Middle School campaign should act as a template for other schools and provide guidelines on to how to run a similar event at schools across the country.

**Moderating Audience:**

Organizations or individuals in the community who are concerned with endangered species will act as the moderating audience. They should want the koala campus campaign to succeed and be willing to help. The moderating audience will face the similar challenges to the target audience when reaching out to the community, such as lack of time or commitment.

**Intervening Audience:**

Parents of the children at Park Forest Middle School as well as teachers and faculty are the intervening audience. Generating enthusiasm for the club will be the main challenge. In order to get students to join the club, they must first have permission to do so by their parents or guardian and have the support of the teachers and faculty.



GPO Box 2659 Brisbane, Queensland 4001 Australia · 07 3229 7233-07 32210337

- **Medium:** Radio
- **Vehicle:** *B 94.5 The Morning Zoo*
- **Contact:** PJ Mullen, program director  
160 Clearview Ave.  
State College, PA 16803  
P: 814-238-5085 F: 814-238-7932  
[B945Live@gmail.com](mailto:B945Live@gmail.com)
- **Angle:** This local Happy Valley radio station will promote our Kids for Koalas club event during the month of September, up until the day of the event. PJ will give a brief PSA and encourage community members to attend the event.
- **Timeline:** The PSA will air from September 1, 2012, to September 24, 2012.

- **Medium:** Newspaper
- **Vehicle:** *The Centre Daily Times*
- **Contact:** Janet Santostefano, advertising director  
3400 E College Ave  
State College, PA 16801  
P: 814-235-3909
- **Angle:** To include an advertisement featuring a photo of a baby koala and information about the Kids for Koalas club and event.
- **Timeline:** The advertisement will be published in *The Centre Daily Times* on Sunday, September 23, 2012.

- **Medium:** Newspaper
- **Vehicle:** *The Centre Daily Times*
- **Contact:** Chris Rosenblum, features reporter  
3400 E College Ave  
State College, PA 16801  
P: 814-235-3909  
[crosenbl@centredaily.com](mailto:crosenbl@centredaily.com)
- **Angle:** To cover the Kids for Koalas event and post-event and describe how getting involved with the Australian Koala Foundation is family-friendly and fun.



- **Timeline:** The story will be published in *The Centre Daily Times* on Tuesday, September 25, 2012.

- 
- **Medium:** Cable Network
  - **Vehicle:** *Nickelodeon*
  - **Contact:** Kevin Arrix, advertising sales  
1515 Broadway 44<sup>th</sup> Floor  
New York, New York 10036-8901  
P: 212-846-8000  
Kevin.arrix@mtvstaff.com
  - **Angle:** To air the public service announcement about the problems the koalas are facing that urges youth to get involved with the Australian Koala Foundation.
  - **Timeline:** The PSA will air on National Koala Day, September 24, 2012.
-

**Messages:**

Eighty percent of Australia's eucalypt forests, the koalas home, have been decimated. Koalas are losing their habitat, food, and safety every day. The koala's endangerment needs attention and action. We all have the power to make a difference and save an important species. By creating worldwide koala clubs, the Australian Koala Foundation has the opportunity to raise more money and help save the koala species. Help fight for the koalas and spread awareness about the Australian Koala Foundation.

**Tactics/ Rationale:**

- Launch a Facebook page specifically for middle school aged students and their parents. The page will include facts about the koalas, pictures and links to the Australian Koala Foundation website. There will be a weekly art contest in which group members can upload a creative drawing of a koala. The artwork will be judged and the winner will receive a free Save the Koalas t-shirt. The page will also include further information on the Adopt a Koala program as well a link connecting members to the online page where they can choose the koala they can adopt. Facebook will also be used to promote the Kids for Koala campaign that will take place on September 24, 2012 at Park Forest Middle School in State College, Pennsylvania.
  - *Rationale:* The consensus approach will be used. When more students and parents visit the Facebook page, traffic to the page will become more popular.
  - *Tools:* Social media, internet, Facebook networking

- Launch a Twitter for middle school aged students and their parents that will include daily facts about the koalas, links to the Save the Koala website and links to the Facebook page. Twitter will also be used to promote the Kids for Koala campaign that will take place on September 24, 2012 at Park Forest Middle School in State College, Pennsylvania.
  - *Rationale:* The consensus approach will be used. When more parents and students follow the Save the Koala twitter page, the more popular it will become.
  - *Tools:* Social media, Twitter, Twitter networking
- A YouTube video that will appeal to the emotions of parents by detailing the harm that can be caused to the koala when their habitats are destroyed.
  - *Rationale:* The principle of commitment will be used to influence parents to commit to donating funds to help the Australian Koala Foundation.
  - *Tools:* Social media, YouTube

Timeline/Budget:

<u>Campaign</u>	<u>Date</u>	<u>Cost</u>
<b>Brochure about Kids for Koalas Club printed and distributed</b>	August 2012	1,000 brochures for \$309.98
<b>KidsforKoalas.com website up and running</b>	August 2012	Register domain for \$11.99/month 1 year= \$143.88
<b>Starting a Kids for Koalas club at Park Forest Middle School</b>	September 2012	Posters/Flyers: \$349.99 (10 Posters for \$24.99 each) (Flyers=\$100) Getting Started Kit: \$50
<b>B 94.5 Radio PSA</b>	September 1, 2012 to September 24, 2012	Free of cost
<b>TV Advertisement on Nickelodeon</b>	September 1, 2012 to September 30, 2012	Free of cost
<b>Posters/Flyers for Kids for Koalas event at Park Forest Middle School</b>	September 15, 2012	Posters/Flyers: \$349.99 (10 Posters for \$24.99 each) (Flyers=\$100)
<b>Flying in Deborah Tabart and the Koalas from Australia</b>	September 23, 2012	\$1500 ticket + animals= \$3500
<b>Hotel and accommodations</b>	September 23-25, 2012	Atherton Hotel 2-night stay= \$140
<b>Advertisement published in Centre Daily Times</b>	September 23, 2012	3 x 5 in. ad on Sunday: \$635.00
<b>Kids for Koalas event</b>	September 24, 2012	Tent: \$122 Trivia Game Supplies: \$50 Decorations (balloons, streamers, etc.): \$150 Raffle ticket supplies: \$20
<b>Feature article in the Centre Daily Times</b>	September, 25, 2012	Free of cost
<b>Viral Social Media Campaign</b>	October 1, 2012	TBA
		<b>Total Cost: \$5820.84</b>

**Evaluation:**

We will measure the success of our campaign by evaluating our preparation, implementation and impact. We will look at the steps we took to get our campaign started, and look to see what worked and what did not. Our evaluation is important because it is imperative that we see which tactics were successful and which ones weren't. This is important because the Australian Koala Foundation looks to spread the campaign to other schools throughout the United States.

Although our agency did not know much about koalas or the habitat destruction occurring in Australia, we were still well prepared to take on the challenge. In order to reach our audience and create a successful campaign, we needed to study the koala's situation as well as the status and background of the Australian Koala Foundation. Learning about both of these subjects gave us information to use in our campaign and helped us see what we wanted our campaign to focus on. To prepare for the campaign we studied the Australian Koala Foundation's website and contacted employees of the foundation for further information. We also studied facts and statistics about the endangered koalas.

Implementing our ideas came naturally. Since koalas are cute and eye catching, our job was made easier. We knew we could get the attention of middle school students with a catchy campaign. We decided to promote the Australian Koala Foundation through creating a school club that works to raise money for the foundation. Many kids are interested in exotic animals and helping protect them. These clubs would use social media, fundraisers and other events to spread awareness about the koalas.

We feel our impact will be strong. Targeting a younger generation can be risky, but in our case, we feel it was the most beneficial target audience. Younger kids seem to be more interested in wild life than an older audience. We feel the middle school clubs will get even more active on Facebook and Twitter, therefore spreading awareness throughout communities about ways to help the koalas. Hosting fundraising events throughout the communities will also have a great impact, and hopefully raise a sufficient amount of money for The Australian Koala Foundation.

### Goals

- To create a student club with at least 20 students in it at Park Forest Middle School to raise awareness of saving the koalas by September 2012.
  - *Did enough students join the club?*
  - *Were students and faculty interested in the club?*
  - *Did the club raise a significant amount of money for the Australian Koala Foundation?*
- To form a similar clubs for the koalas at no less than least 20 other middle schools in the United States by September 2015.
  - *Were clubs started in other schools in the US?*
  - *Were the other clubs that were started successful?*

### Objectives

- By September 24, 2012, to increase the number of students at Park Forest Middle School to 60% who know that the koala's habitat in Australia is being destroyed.

- *Have students at Park Forest Middle School become more aware of the habitat destruction in Australia? Has the Kids for Koalas club raised awareness and attention throughout the school?*
- By September 24, 2012, to increase the number of students at Park Forest Middle School to 50% who have confidence that they can make a difference in the future of the koalas in Australia.
  - *Has the club raised money for The Australian Koala Foundation? Do parents and students seem interested in donating to the foundation?*
- By September 24, 2012, to increase the number of students at Park Forest Middle school to 10% to join the Koala for Kids club.
  - *Has the club been effective? Are the student's excited/interested in the Kids for Koalas club? Does the club show potential success for future students?*
- By September 24, 2012, to increase number of parents (of students) aware of the Kids for Koalas club by 25%.
  - *Have parents heard about the Kids for Koalas club? Are parents in favor of their kids joining the club? Would parents attend Kids for Koalas club events?*
- By September 24, 2012, to increase parents willing to donate to the Kids for Koalas club by 25%.
  - *How many parents have donated to the Australian Koala Foundation? How many parents have donated money to benefit the Kids for Koalas club?*

## Strategy

- Increase awareness of the koala habitat destruction by starting a club at Park Forest Middle School that educates students, raises awareness, and collects donations for the Australian Koala Foundation. We will use emotional appeals to draw in students to make them feel as though by contributing to the save the koalas they are making a change and saving the lives of an animal that would be extinct without their assistance. Students can feel as though their efforts are saving an endangered species.
  - *Do the students feel an attachment to the organization and the koalas in danger?*
  - *Do the active members of the Kids for Koalas club feel they are making a change for the koalas? Do they have hope the koalas can be saved? Do they attempt to spread the word about the endangerment of the koalas throughout their school and community?*

## Tactics

- **Facebook**
  - *How many students have seen/checked out the Kids for Koalas club's Facebook page?*
  - *How many students "like" and are "friends" with Kids for Koalas club?*
  - *How many students clicked attending for the Kids for Koalas campaign?*
  - *Did the Facebook page appeal/attract the students?*
- **Twitter**
  - *How many students tweet about or tweet to @kids4koalas?*



- *How many students/community members follow @kids4koalas?*
- **YouTube**
  - *Was the YouTube video emotional and effective?*
  - *How many views did the video get? Did people leave positive/negative comments?*
  - *Did the video draw traffic to The Australian Koala Foundation website? Were donations increased after the video?*

Evaluating our goals, strategies, and tactics will show us how we can improve our advertising and social media efforts. We will see if our goals were realistic and if we were making progress in our ultimate goal: saving the koalas. In order to measure our success we would have to evaluate the success of the Kids for Koalas club and campaign. We must measure how much money the club is bringing to the Australian Koala Foundation to see how successful it has been. We would also measure how successful the Kids for Koala campaign went in order to see if it is an event that should be replicated in other communities.

**Viral Marketing Strategic Plan:**

- The Australian Koala Foundation will create a Facebook page for The Kids for Koalas club. The club members will then be able to update their classmates via Facebook about upcoming events and fundraisers. The club will also create a Facebook event for the Kids for Koala campaign. Middle school aged students tend to spend a lot of time on social media. With a creative Facebook page, the Kids for Koalas club will have the potential to attract many students and

community members to their events. Facebook will also help get the word out about the club, and hopefully attract more students to join.

- The Australian Koala Foundation will also create a Twitter for the club, @kids4koalas. The more social media action, the better. Updating students through Facebook and Twitter is likely to be more effective than in-class updates. Kids for Koalas club could use social media to attract the students and offer incentives for joining their club. Facebook and Twitter could be used to offer students prizes or other incentives for donating to the Australian Koala Foundation, or for joining their club.
- In order for those interested to find out more about the Kids for Koalas club, our agency will create a website that will describe what the club is about. The website will give information on both the Australian Koala Foundation, and the Kids for Koalas club. The website will also have information for other middle schools interested in creating their own Kids for Koalas club. Middle schools will be able to apply to start a club at their own school. MaKelney PR will help each club get started and provide the school with a “getting started kit”. The getting started kit will have ideas and tips for successful fundraisers and events for saving the koalas.
- On the Save the Koalas website we will offer viewers a chance to play the “Feed the Koalas” game. This is where the controller is able to guide an animated koala through various websites regarding koalas and other endangered animals. The controller guides the koala using the “space” bar and the arrows on the keyboard. The object for the controller is to obtain as many eucalyptus leaves for the koala

as possible. The leaves will be spread out on the websites and the controller may have to jump or move side to side to obtain the leaves.

The “Feed the Koalas” game will help educate kids while they also have fun. At the end of the game the viewer will be brought to the Australian Koala

Foundation website. Our goal is to drive as much traffic to their website as

possible. The game will be advertised on Facebook, Twitter, and our website.

Players will also be able to click “share with friends” at the end of the game to e-mail or Facebook message the game to their friends.

The “Feed the Koalas” game is similar to another social media campaign called the “Magnum Treasure Hunt”. The Magnum campaign was started by the Lowe

Brindfors agency. Their campaign used a woman who went across websites collecting chocolate bonbons, to promote Magnum chocolate.

- We also will create a viral YouTube video about the problem that koalas are facing. This will drive traffic to the foundation’s website [www.savethekoala.com](http://www.savethekoala.com). The video will play on the audience’s emotions, similar to the ASPCA commercial featuring Sarah McLachlan and animal cruelty. Coldplay’s song “Fix You” will play while facts about the koala habitat destruction go along to a slideshow of photographs of koalas.

# **Media Kit**

Australian Koala Foundation  
GPO Box 2659  
Brisbane, Queensland 4001 Australia  
August 29, 2012



Chris Rosenblum, features reporter  
*Centre Daily Times*  
3400 E College Ave.  
State College, PA 16801

Chris Rosenblum:

Students and community members will feel like they are down under when the koalas take over Park Forest Middle School this September. These cute and cuddly animals may be jet lagged after flying all the way into State College from Australia, but they will be ready to play.

The Kids for Koalas club, which is made up of students who are passionate about raising awareness about the koala's habitat destruction in Australia, will be hosting their inaugural event on September 24, 2012, National Koala Day. In collaboration with The Australian Koala Foundation, the young students at Park Forest Middle School have the power to educate the rest of the community on the importance of saving the koalas, who are in a steady decline. The event will have tons of family-fun activities, including a petting zoo of live koalas, games, and a raffle to win a trip to Australia. This should be the first of many Kids for Koalas events across the United States.

This exciting community event will be a blast for animal lovers of all ages. I will be in contact with you later this week to gauge your interest in the story. If you would like to reach me before hand, or have any questions, feel free reach me by phone at 610-716-3849 and by email at [maddie@savethekoala.com](mailto:maddie@savethekoala.com).

Sincerely,

Maddie Groves  
Australian Koala Foundation

SUBJECT: Maddie Groves, Australian Koala Foundation

EMAIL: crosenbl@centredaily.com

Hello Chris,

I have read some of your recent feature articles in the Centre Daily Times, and I think that you will be interested in covering an exciting event that will take place in the State College community.

This September is National Koala Month, and the Australian Koala Foundation has created a Kids for Koalas club at Park Forest Middle School. The club, who is dedicated to saving the koalas, will be hosting their inaugural event on September 24, 2012.

The family-fun event will have tons of activities, including a live koala petting zoo with koala's flown in from Australia, games, food and a raffle to win a trip to Australia. This should be the first of many Kids for Koalas events across the United States.

I will be in contact with you later this week to gage your interest in the story. If you would like to reach me before hand, or have any questions, feel free reach me by phone at 610-716-3849 and by email at [maddie@savethekoala.com](mailto:maddie@savethekoala.com).

Sincerely,

Maddie Groves  
Australian Koala Foundation

TWEET:

@crosenbl Cute and cuddly koalas from Australia will be taking over State College this month! See why.. <http://tinyurl.com/ccnmwrg>

**The Australian Koala Foundation**  
*"No Tree, No Me"*

FACT SHEET

**HISTORY**

The Australian Koala Foundation has been in operation since 1986 when the constitution was drawn up to make the world a safer place for koalas. The foundation has had the support of many prominent figures in Australia who signed a Trust Deed in which the Australian Koala Fund was established. The same year, the Australian Taxation Office granted tax deductibility which allowed funds to be raised from the public.

Initially the foundation was to raise \$5 million to save the koala. The disease commonly known as Chlamydia was a threat to koalas and needed to be cured for them to be saved. However, over a short period of time the foundation discovered that habitat destruction was the koala's biggest problem, and they took measures towards addressing the loss of habitat.

**MISSION  
STATEMENT**

The mission of the Australian Koala Foundation is to be a highly credible, respected, and compassionate international organization that will diminish the threat to the survival of koalas and be an example so as to increase the consciousness of all global citizens and enable them to reverse the rapid degeneration of the entire world's flora and fauna. Basic goals include:

- Provide a means of generating and collecting relevant information on the koalas and its habitat.
- Educate governments, planners and the community generally as to the need to take a long-term view to conserve the flora and fauna of Australia.
- To have the AKF recognized as a leading role model for strategic planning for the preservation and long term survival of a species in the wild.
- To have the "Koala's worth" as a tourist icon and generator of tourist revenue recognized by government, tourist operators and business.
- To know where all significant koala habitats capable of sustaining viable koala populations are, and have legislation enacted to protect those areas.
- Given the above (5) by the year 2015 those areas protected will support socially stable breeding aggregations of koalas.

- To write The National Koala Act and have it enacted by the Federal Government.
- To raise funds to achieve the above goals.

**OBJECTIVES**  
objectives:

The Australian Koala Foundation (AKF) has the following

- The AKF is the international organization whose prime focus and aim is the long-term conservation and effective management of the wild koala in Australia.
- The AKF is totally non-government funded.
- The AKF is politically neutral, unbiased and speaks solely for the koalas.
- The AKF's mission is to be a highly credible, respected and compassionate international scientific organization which will diminish the threat to the survival of koalas and be an example so as to increase the consciousness of all global citizens and enable them to reverse the rapid degeneration of all the world's flora and fauna.

**ACTIONS**

To achieve its objective, the Australian Koala Foundation takes the following action:

- *The Koala Habitat Atlas:* The Koala Habitat Atlas is a term referring to an evolving project which aims to map, identify and quantify koala habitats throughout the koala's geographic range. The project seeks to identify which trees are preferentially used by koalas and to identify and rank koala habitat on a shire by shire basis.
- *Fund research:* Approximately \$8 million has been allocated to research and conservation projects by the AKF since its inception in 1986. This provides a scientific base of information on which to make good management decisions for koala conservation.
- *Education:* Resources are provided to education institutions, groups and individuals. Public awareness generated by ongoing AKF promotion/media releases takes the general public about koala conservation. The AKF aims to engender a feeling of pride and ownership of the koala amongst global citizens so they will participate in its conservation. The AKF sees its main public service as the provision of scientifically-based and credible public information.
- *National overview for koala groups:* The AKF seeks to coordinate and disseminate information from the many koala groups around the country. The AKF does not participate in hands-on koala caring. Its function is to provide an overview,



support and advice for career groups while focusing on conserving the species as a whole.

- *Zoos and sanctuaries- education:* The AKF does not regard the keeping of koalas in captivity as conservation. However captive koalas have enormous potential to educate people about the conservation and the AKF encourages exhibitors of koalas to incorporate a strong conservation message in their presentation of koalas. The AKF does not believe that captive breeding programs for koalas are a solution for conservation of wild koala populations. Conservation of the koala depends on the integrity of wild population, their genetic diversity and retention of habitat.
- *Fund raising:* The AKF is an independent, non-profit, non-government organization which raises funds through sponsorship. Save the Koala Month, Save the Koala tree planting tours, promotions, merchandising, private and public donations to finance is ongoing conservation work. The Australian Koala Foundation organizes Save the Koala Month (September) annually to raise funds and awareness. The AKF does not receive government funding. This gives the AKF the freedom to maintain an independent position on koala matters.

## Officers


*Management and Staff:* Deborah Tabart, Chief Executive Officer; Lorraine O'Keefe, Administration & Finance; Jane Mathers, Website & Projects, Dave Michell, GIS Specialist; Rose Darroch, Supporter Liason; Jill Richardson, Merchandise Liason; Connor Reidy, Public Relations; "KD" Koala, AKF Mascot

*National Board:* Deborah Tabart, Russell Dickens, Barry Scott, Nigel Stubbs, John Woolcock, Aileen Bratton, Andrew Timbs, Robert Gleeson

*Honorary Appointments:* Craig Smith, Solicitor; Lawler Hacketts, Auditors; Dick Marks, Creative Director; Sam Tabart, Branding Architect.

\*\* Fact sheet information has been taken directly from the Australian Koala Foundation website at [www.savethekoala.com](http://www.savethekoala.com).

# kids for koal<sup>as</sup>



## **“KIDS FOR KOALAS” CLUB**

*Save the Koalas*

### FACT SHEET

#### **HISTORY**

The Kids for Koalas Club was created in 2011 by the Australian Koala Foundation with the help of Deborah Tabart, chief executive officer of the organization. The club is currently in its first year and is active only at Park Forest Middle School. The club was created to spread the word to the youth in the United States about the dangers that the koalas are facing in Australia and to join more students in the movement to save the koalas.

#### **GOALS**

The goal of the Kids for Koalas Club is to create a student club dedicated to raising awareness of the destruction of the koala's habitat in Australia. The club seeks to hold fundraisers during National Koala Month (September) and a yearly event that will take place on September 24, National Koala Day.

#### **OBJECTIVES**

The Kids for Koala Club plans to:

- Increase the number of students who are aware that the koala's habitat in Australia is being destroyed
- Increase the number of students who have confidence that they can make a difference in the future of the koalas in Australia
- To increase the number of students who join the Kids for Koala club
- To increase the number of parents/guardians of students that are aware of the Kids for Koalas club
- To increase the number of parents willing to donate to the Kids for Koalas club

**COMMUNITY  
ROLE**

The role of the Kids for Koala club is to reach not only students at a specific school, but the entire community as well. Knowledge of the koala's problem is first brought to the youth then delivered to the community via word of mouth, events, fundraisers and more. The students have the opportunity to put as much into the club as they want to get out of it. Helping animals can leave students and the community with a feeling of satisfaction, accomplishment and pride in doing something good that ties the entire group stronger together.

**GET  
INVOLVED**

To get involved with the Kids for Koalas club at Park Forest Middle School, please email [kidsforkoalas@makelneypr.com](mailto:kidsforkoalas@makelneypr.com). To learn how to start a new Kids for Koalas club at a different primary, middle or high school please contact us at [savethekoalas@makelneypr.com](mailto:savethekoalas@makelneypr.com).

Follow KFK club on Twitter @Kids4Koalas or visit the website online at [www.kidsforkoalas.com](http://www.kidsforkoalas.com).

**DEBORAH TABART***Chief Executive Officer, The Australian Koala Foundation*

## SPOTLIGHT



Ever since 1988 Deborah Tabart has been leading the Australian Koala Foundation. As the CEO of the nonprofit foundation, she is recognized around the world as an advocate for koalas and is passionate about her vision towards restoring the koala habitat.

Known as “the Koala Woman”, Tabart has given the Australian Koala Foundation new direction and has grown it into an internationally recognized scientific organization, which has won a Computerworld Smithsonian Medal for excellence in mapping koala habitat. She has helped bring in over 8 million dollars of research and conservation projects.

In 2008, Tabart received one of Australia’s highest awards, an Order of Australia Medal and the Equity Trustees Not-For-Profit CEO of the Year Long Term Achiever award. Tabart is also the first women recipient ever of the 2011 IABC EXCEL Award.

Tabart hopes to see all koala habitats mapped, the enactment of the “National Koala Act” and the establishment of the koala conservation zones. She is devoted to saving the koalas and will continue to do so for the remainder of her life.



**MEDIA ADVISORY**

Australian Koala Foundation 53

GPO Box 2659 Brisbane, Queensland 4001, Australia · 07 3229 7233 · 07 3221 0337

Contact: Maddie Groves 610-558-9503 (office)  
610-716-3849 (cell)

**Sept. 15, 2012**  
release

**For immediate**

**KOALAS ARE FLYING IN FROM AUSTRALIA TO ATTEND “KIDS FOR KOALAS”  
FAIR AND FUNDRAISER**

**WHAT:** Park Forest Middle School’s “Kids for Koalas” club is hosting a family fun filled event where live koalas from Australia are being flown in as part of a kid-friendly petting zoo. Families will also have the opportunity to “Adopt a Koala” by donating money and receiving monthly updates. There will be koala trivia games in addition to a merchandise sale benefiting the Australian Koala Foundation, which will include “I ♥ Koalas” shirts and wristbands.

The event is free and open to the public.

**WHEN:** 10:00 a.m.-12:30 a.m., Sept. 24, 2012

**WHERE:** Park Forest Middle School Parking Lot  
2180 School Drive, State College, PA 16803

**WHO:** Deborah Tabart, chief executive officer, Australian Koala Foundation  
Elizabeth Goreham, mayor, State College  
Dr. Karen Wisner, principal, Park Forest Middle School  
Students, Kids for Koalas Club  
Koalas, The Australian Koala Foundation

**WHY:** The “Kids for Koalas” club is new at Park Forest Middle School and plans to raise awareness throughout their school and community about the endangerment that koalas are facing in Australia. Koalas are in decline suffering from the effects of habitat destruction, bush fires, and road accidents. The Australian Koala Foundation estimates there are less than 80,000 koalas left in the wild. By starting active koala clubs in schools throughout the United States, the koalas may have a chance to be saved by spreading the message, holding fundraisers, and collecting donations.

**Brochure (Front)**



The Australian Koala Foundation is a non-profit organization that is dedicated to the conservation and management of the koala and its habitat.

Since being founded in 1896, the organization has grown from a small group of people who were interested in koala research, to a global organization committed to koala research, conservation and community education with a focus on mapping.

The Australian Koala Foundation hopes to diminish all threats to the survival of the koala in order to have humans and the koala live cohesively together.



825 Bellaire Ave Apt X216  
State College, PA 16802



**Brochure (Back)**

Park Forest Middle School Middle School would like to announce the start of the Kids for Koala club!

Members will:

- Be student leaders
- Host Fundraisers
- Learn about the dangers facing the koala
- Teach other students and teachers about the koala and the dangers they face
- **SERVE AS HEROS TO AN ENDANGERED SPECIES!**

**A LETTER FROM THE KOALA WOMAN**

Dear Student,

I'm so HAPPY that you are interested in the Kids for Koalas Club. I want you to know that by joining the club you are serving as a HERO to koalas all over the world! Your hard work and effort will help to save the homes of many koalas! I love the koalas and I know you do too! Lets work together to save one of Gods beautiful creations!

Sincerely,

Deborah Tabart Oam



KIDS



FOR



KOALAS



GPO Box 2659 Brisbane, Queensland 4001, Australia P: 07 3229 7233 F: 07 3221 0337

Contact:	Maddie Groves	610-716-3849 (office) 555-555-5555 (cell)
	Kelley Coonelly	215-534-1272 (office) 555-555-5555 (cell)

**Sept. 18, 2012**

**For immediate release**

### **KOALAS COMING TO PARK FOREST MIDDLE SCHOOL**

STATE COLLEGE, Pa.- Watch out State College, the koalas are coming. The new “Kids for Koalas” club at Park Forest Middle School will host a Kids for Koalas campaign. Live koalas from Australia will attend this exciting event taking place outside of Park Forest Middle School on Monday, September 24th from 10 a.m. - 12:30 p.m. There will be free food and fun events, and don’t forget, koalas.

The event will have a koala petting zoo where kids will be able to pet the koalas. Families will also have the opportunity to “Adopt a Koala”. By donating \$ 10.00 a month a family will receive monthly pictures and updates on their own individual koala. There will be koala trivia, games, as well as “I ♥ Koalas” shirts and wristbands.

Kids for Koalas club will host this campaign in hopes to educate and inform students and parents about the endangered koalas and their current habitat destruction. The club looks to raise money for a renowned foundation, The Australian Koala Foundation. Chief executive officer of The Australian Koala Foundation, Deborah Tabart, will also attend the campaign and speak about the current position of the koalas in Australia.

**-MORE-**



**KOALAS, Add 1**

“The Australian Koala Foundation has been in operation and striving to make the world a safer place for koalas since 1986,” Tabart says. “We are constantly working to educate the world’s people about the koala’s needs and to turn this trend around.”

The Australian Koala Foundation looks to protect the koala’s habitat and save them from extinction. Clubs like the Kids for Koalas club can help the foundation continue to do so.

For more information about the Kids for Koalas club and campaign visit our website, [www.kidsforkoalas.com](http://www.kidsforkoalas.com) or follow us on twitter, @kids4koalas.



**NEWS RELEASE**

Australian Koala Foundation

GPO Box 2659 Brisbane, Queensland 4001, Australia P: 07 3229 7233 F: 07 3221 0337

Contact:	Maddie Groves	610-716-3849 (office) 555-555-5555 (cell)
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**Sept. 18, 2012**

**For immediate release**

**KIDS FOR KOALAS AT PARK FOREST MIDDLE SCHOOL**

STATE COLLEGE, Pa.- You may be wondering why students in State College would be dealing with koalas? Unfortunately, many people aren't aware of the terrifying endangerment of the koalas in Australia. Currently the koala's home is being destroyed and trees are being chopped down. The Australian Koala Foundation hopes to raise awareness and create koala clubs throughout schools in the US.

The Australian Koala Foundation works to raise awareness about the koalas terrifying situation throughout Australia. The foundation has been extremely successful in changing laws to protect the koalas and creating a well-known organization that saves the koalas. Now, the foundation looks to spread awareness here, in the US.

"I believe kids have the influence to start something powerful," says Deborah Tabart, chief executive officer of The Australian Koala Foundation. "Creating a club that educates kids and communities about koalas has the potential to make a difference in the endangerment of the koalas."

**-MORE-**

**KIDS FOR KOALAS, Add 1**

“Kids for Koalas” club has recently started at Park Forest Middle School. The enthusiasm the kids have for the koalas is undeniable. The club plans to raise awareness throughout their school and community about the endangerment of the koalas. The Australian Koala Foundation has helped the club get started and will continue to help them plan events and fundraisers. The club will also hold and plan an event that will engage the community and students with their cause. The event named “Kids for Koala” campaign that will include fun activities, live koalas, and will educate attendees about the koalas.

Koalas are in decline suffering from the effects of habitat destruction, bush fires, and road accidents. The Australian Koala Foundation estimates that there are less than 80,000 koalas left in the wild. Koalas are in desperate need of saving. By starting active koala clubs in schools throughout the US, koalas may have a chance to be saved.

To learn more about saving the koalas, visit [www.savethekoalas.com](http://www.savethekoalas.com). To learn more about the Kids for Koalas club, visit [www.kidsforkoalas.com](http://www.kidsforkoalas.com).

**Campaign**

**Collaterals**



- **Medium:** Radio
  - **Vehicle:** *B 94.5 The Morning Zoo*
  - **Contact:** PJ Mullen, program director  
160 Clearview Ave.  
State College, PA 16803  
P: 814-238-5085 F: 814-238-7932  
[B945Live@gmail.com](mailto:B945Live@gmail.com)
  - **Angle:** This local Happy Valley radio station will promote our Kids for Koala club event during the month of September, up until the day of the event. PJ will give a brief PSA and encourage community members to attend the event.
  - **Timeline:** The PSA will air from September 1, 2012, to September 24, 2012.
- 

- **Medium:** Newspaper
  - **Vehicle:** *The Centre Daily Times*
  - **Contact:** Janet Santostefano, advertising director  
3400 E College Ave  
State College, PA 16801  
P: 814-235-3909
  - **Angle:** To include an advertisement featuring a photo of a baby koala and information about the Kids for Koalas club and event.
  - **Timeline:** The advertisement will be published in *The Centre Daily Times* on Sunday, September 23, 2012.
-

- **Medium:** Newspaper
  - **Vehicle:** *The Centre Daily Times*
  - **Contact:** Chris Rosenblum, features reporter  
3400 E College Ave  
State College, PA 16801  
P: 814-235-3909  
crosenbl@centredaily.com
  - **Angle:** To cover the Kids for Koalas event and post-event and describe how getting involved with the Australian Koala Foundation is family-friendly and fun.
  - **Timeline:** The story will be published in *The Centre Daily Times* on Tuesday, September 25, 2012.
- 

- **Medium:** Cable Network
  - **Vehicle:** *Nickelodeon*
  - **Contact:** Kevin Arrix, advertising sales  
1515 Broadway 44<sup>th</sup> Floor  
New York, New York 10036-8901  
P: 212-846-8000  
Kevin.arrix@mtvstaff.com
  - **Angle:** To air the public service announcement about the problems the koalas are facing that urges youth to get involved with the Australian Koala Foundation.
  - **Timeline:** The PSA will air on National Koala Day, September 24, 2012.
-



**ADVERTISEMENT- Radio**

Australian Koala Foundation

GPO Box 2659 Brisbane, Queensland 4001, Australia

Contact: Kelley Coonelly 555-555-5555 (office)  
215-534-1272 (cell)

**P.J. SAYS SAVE THE KOALAS**

Start Date: 09/01/2011  
Kill Date: 09/26/2011  
Run Date: 30 seconds

Hey guys, it's P.J. Mullen with a quick update on what's going on around town.

September happens to be National Koala Month, and students at Park Forest Middle School need our help supporting the endangered koalas. The middle school has a new Kids for Koalas club that will host an event all about the koalas. Stop by Park Forest Middle School on September twenty fourth from ten until twelve thirty to show your support for the koalas. The fundraising event will have live koalas, games, food, and an exciting raffle to win a trip to Australia. The adorable fuzzy koalas will hope to see you there. See you guys at Park Forest, for the koalas!

###



**ADVERTISEMENT- Radio**

Australian Koala Foundation

GPO Box 2659 Brisbane, Queensland 4001, Australia

Contact: Kelley Coonelly 555-555-5555 (office)  
215-534-1272 (cell)

**P.J. SAYS SAVE THE KOALAS**

Start Date: 09/01/2011

Kill Date: 09/26/2011

Run Date: 15 seconds

Hey guys, it's P.J. Mullen with a quick update on what's going on around town. Students at Park Forest Middle School need our help supporting the endangered koalas. Their Kids for Koalas Club will host an event all about the koalas. Stop by Park Forest Middle School on September twenty fourth from ten until twelve thirty to check out live koalas, games, free food, and an exciting raffle to win a trip to Australia. Adorable fuzzy koalas will hope to see you there. See you guys at Park Forest, for the koalas!

###





**ADVERTISEMENT - TV**

Australian Koala Foundation  
 GPO Box 2659 Brisbane, Queensland 4001, Australia

Contact: Maddie Groves 610-558-9503 (office)  
 610-716-3849 (cell)

**Save the Koalas**

Start Date: September 1, 2012  
 Start Date: September 30, 2012  
 Run Time: 60 seconds

VIDEO	AUDIO	TIME
CU: Shot of baby koala sleeping	(SFX) Coldplay's "Fix You"	:05
Cut to shot of koala family	(SFX under...) (Narrator) There are currently fewer than 80,000 koalas left in the wild.	:07
Cut to shot of destroyed eucalypt forests	(Narrator) Eighty percent of Australia's eucalypt (you-kah-lipt) forests, the koalas home, have been decimated.	:10
Cut to shot of injured koalas	(Narrator) Koalas are losing their habitat, food and safety every day.	:07
Cut to shot of volunteers helping koalas	(Narrator) We all have the power to make a difference and save a species.	:07
Cut to slideshow of koalas	The Australian Koala Foundation encourages students worldwide to start	:10

	a Kids for Koala club at school to raise money, spread awareness, and save the koalas.		66
Blurs and fades to black	(SFX) Coldplay's "Fix You"	:04	
Dissolve into the Australian Koala Foundation logo	(SFX under...) (Narrator) Help fight for the koalas. Visit <a href="http://www.savethekoalas.com">www.savethekoalas.com</a> .	:10	

(Total Running Time= 60 seconds)

###



BE KIND  
BE KOOL



BE A KID FOR

K ALAS



September 24, 2012  
Park Forest Middle School



The image is a promotional graphic for 'Kids for Koalas'. It features a collage of four photos of students, each with a speech bubble that says 'IM A KID FOR KOALAS'. The students are shown in various school settings: one at a computer, one in a classroom, one in a science lab, and one in a sports jersey. To the right is a large graphic with the text 'BE KIND BE KOOL BE A KID FOR KA KOALAS' and event details for 'KIDS FOR KOALAS' at Park Forest Middle School on September 24th, 2012, from 10AM-12:30PM. A koala is shown clinging to a tree branch in the background of the event details. The website 'WWW.KIDSFORKOALAS.COM' is also listed.

**BE KIND  
BE KOOL  
BE A KID FOR  
KA KOALAS**

**KIDS FOR KOALAS  
PARK FOREST MIDDLE SCHOOL  
SEPTEMBER 24TH, 2012  
10AM-12:30PM  
WWW.KIDSFORKOALAS.COM**

IM A KID FOR KOALAS

IM A KID FOR KOALAS

IM A KID FOR KOALAS

IM A KID FOR KOALAS

By taking this survey you are giving informed consent and agree that we have your permission to use your responses anonymously in our research.

**Survey: Save the Koalas**

1. How many pets do your family own?

1. 0
2. 1
3. 2
4. 3
5. 4
6. 5 or more

2. Where do you get most of your information about what is happening on campus?

1. The Daily Collegian
2. Facebook
3. Twitter
4. Penn State Live
5. Onward State
6. Other (please show response)

3. Have you been to a zoo in the past year?

1. Yes
2. No

4. Are you aware of the koala habitat destruction that is going on in Australia?

1. Yes
2. No

5. If given the opportunity would you want to help raise awareness about the destruction of the koala's home?

70

1. Yes
2. No
3. Not sure

6. How likely would you be to: (Very Unlikely- Very Likely)

1. Join a Save the Koalas Facebook group
2. Sign an online petition to help save the koalas
3. Write a letter to the government about protecting koalas
4. Attend a "Save the Koalas" event on campus
5. Become an active member of a "Save the Koalas" organization on campus
6. Donate money to the Australian Koala Foundation

7. How likely would you be to: (Very Unlikely-Very Likely)

1. Buy a \$1 bracelet where the donations go to the Australian Koala Foundation
2. Buy a \$20 t-shirt to benefit the Australian Koala Foundation
3. Attend an event on campus with koalas present
4. Attend an event on campus without koalas present

\* Show a photo of a koala

8. Rate how much you agree with the following statements (Strongly Disagree-Strongly Agree)

1. I think that koalas are cute

2. I don't care about the koalas

3. I would donate money to save the koalas

4. I would join a Facebook group to raise awareness of the koala's habitat

destruction

5. I would attend a campus event for the koalas

6. I want to help save the koalas

9. I am: (check all that apply)

1. Female

2. Male

3. Freshman

4. Sophomore

5. Junior

6. Senior



Australian Koala Foundation  
GPO Box 2569  
Brisbane, Queensland 4001, Australia  
August 29, 2012

Jane Doe  
xxxx Street Address  
City, State xxxxx

Jane Doe:

What would you do if someone or something destroyed the place you call home?

As a parent you understand the importance of providing a stable home for both you and your family, and more specifically for your children. A home provides a child with stability, comfort and safety from harm.

Did you know that the wild koala is at risk of extinction because their natural habitat is being destroyed?

They are at risk of being hit by a car. They are at risk for being attacked by dogs and other animals. They are at risk of diseases. And most importantly they are homeless—homeless because the place they consider to be home is destroyed for human uses. Over 80 percent of the koala's habitat has already been destroyed and the remaining 20 percent is not protected from the same fate.

For the koala, a future does not seem certain.

The Australian Koala Foundation believes it is time to take a stand against this sort of inconsiderate behavior. We at the Australian Koala Foundation want to change the fate of the koalas.

We are committed to the long-term conserving and effective management of wild koala in Australia. Our goal is to raise awareness about the threats koalas face when their natural habitat is destroyed. Fundraising plays a major role in the success of our mission to save the koala.

**YOUR** child is helping save the koalas.

The Australian Koala Foundation is partnering with Park Forest Middle School to create the Kids for Koalas club. The club will grant your child the opportunity to be a student leader. He/she will also be assisting in our efforts fulfill our mission by educating other students and staff about the koala.



To launch this great new organization we will be hosting The Kids for Koalas campaign at Park Forest Middle School. The event will take place on Monday, September 24, 2012 from 10 am to 12:30 pm. The event will be a fun way for parents and students to learn more about The Australian Koala Foundation while also enjoying a live koala petting zoo, food, games and even the opportunity to win a trip to Australia.

This is **YOUR** chance to take a stand.

For the launch of “Kids for Koalas” club we would be honored if you would attend The Kids for Koala campaign on Monday, September 24, 2012. In addition, we ask that you help save the koalas by giving a gift of \$10, \$15, \$20 or even more which enable us to continue our fight to conserve the natural habitat of this endangered species.

Think about how important it is for you to provide a safe home for child. Your donation could help right the wrongs of humans who destroyed the home of one of God’s beautiful creatures.

Sincerely,

Deborah Tabart  
Chief Executive Officer



### **“The Koala Woman” moves Australia towards change**

CEO by day and koala woman by night, Deborah Tabart Oam has been committed to saving an endangered species. With a vision for Australia in mind Oam works to conserve the habitat of the wild koala, while making groundbreaking achievements along the way.

“The koala is one of Gods most beautiful creatures,” said Oam. “Just as we have the responsibility to care for and preserve the earth I feel that we must also care for and preserve all of its inhabitants.”

Since 1988, Oam has been leading The Australian Koala Foundation serving as the chief executive officer. The organization is committed to the conservation and effective management of the wild koala and its habitat. She has taken The Australian Koala Foundation from a small group of people interested in researching koala disease, to an internationally recognized scientific organization. The organization specializes in strategic koala research, conservation and educating the community with a major focus on mapping.

“I am extremely proud of the progress that The Australian Koala Foundation has made,” said Deborah. “Though we have accomplished a lot, we have a ways to go before we can ensure the permanent safety of the koala and its habitats.”

Deborah began her efforts to save the koala through a fundraising attempt called “Raise funds to Save the Koala.” However, she soon recognized that saving an endangered species was much more complicated and fundraising was not the only

solution. Oam delved into world of the koala, the government, the community and science to more deeply understand what needed to be done.

“I wanted to better understand what myself and my organization was up against,” said Oam. “Any organization can raise money for a cause but the real work is much more than this, we must get everyone involved including the government.”

The dangers the koala faces is due to the destruction of their habitat for human uses which places them at risk of disease and other harm. Almost 80 percent of the koala’s natural habitat has been destroyed and the remaining 20 percent is in no way protected from receiving the same fate. The remaining 20 percent of koala habitat is located on privately owned land which leaves humans and the koala in continued competition. Keeping this reality in mind, Deborah hopes that her efforts will prompt the people of Australia to make positive contributions to koala conservation by learning to live in harmony with the koala

“Much of the land on which humans build was once the koala’s habitat,” she said. “We must come to some sort of compromise or else we will be the only ones to blame for the plight of the koala.”

“The Koala Woman,” as she has become known, has received many awards and recognitions for her efforts. Some of her honors include one of Australia’s highest honors an Order of Australia Medal as well as the Equity Trustees Not-For-Profit CEO of the Year Long Term Achievers award. She paved the way for many when she became the first Australian, CEO of Not-for-Profit organization and woman to receive the prestigious communications 2011 IABC EXCEL Award.

“Deborah is worthy of every honor she has received,” said Dave Mitchell, GIS Specialist of AKF. “Her passion and drive to save the koala is one that deserves admiration and recognition.”

Without a doubt Deborah Tabart Oam is a phenomenal activist for the koala. Her dedication has aided in the success of The Australian Koala Foundation and placed the koala several strides closer to safety. Thanks to her efforts we will one day cherish the existence of a once endangered species.

**List of “Who Did What”****Strategic Communication Plan**

Letter to Client	Kelley
Introduction	Cydney
Research	Kelley, Maddie
Situational Analysis	Kelley, Maddie
SWOT Analysis	Maddie
State of the Problem	Cydney
Goals	Kelley
Objectives	Kelley
Strategies	
Target Audience	Maddie
Target Media	Kelley, Maddie, Cydney
Messages	Kelley
Tactics/Rationale	Cydney
Timeline/Budget	Maddie, Kelley
Evaluation	Kelley
Viral Marketing Strategic Plan	Maddie, Kelley

**Media Kit**

Pitch Letter	Maddie
Fact Sheets	Maddie
Spotlight	Maddie
Media Advisory	Maddie
Brochure	Cydney
News Releases	Kelley

**Campaign Collaterals**

Media Plan	Kelley, Maddie, Cydney
Advertising Spots	Kelley, Maddie
Billboards	Cydney
Survey Tool	Maddie, Cydney, Kelley
Letter of Appeal	Cydney
Feature Story	Cydney

**List of “Who Did What”**

Poster	Maddie, Kelley
Facebook Screenshot	Kelley
Twitter Screenshot	Cydney





facebook 👤 📧 🌐

**Going (1)**

Kelley Coonelly (Invited You)

**Invited (1)**

Maddie Groves

[Export Event](#)  
[Report Event](#)

### Kids for Koala Campaign

Event for U Kare Koala Campaign · By Kelley Coonelly

Monday, September 24, 2012 10:00am until 12:30pm

📍 Park Forest Middle School, State College PA

☰ Kids for Koala Campaign will take place Monday September 24, 2012- National Koala Day.

MaKelney Public Relations and the Kids for Koala Club will host this event that will take place at Park Forest Middle School from 10am- 12:30pm. Kids for Koala Club is looking to gain new members for their new club at Park Forest. The clubs objective is to educate students on the endangerment of Koalas in Australia and also raise money for the The Australian Koala Foundation. Deborah Tabart, chief executive officer of The Australian Koala Foundation will be speaking at the event. Deborah will be speaking about the endangerment of Koala's, their habitat, and ways one can help save the Koala's.

The event will have a Koala petting zoo with live Koalas from Australia. Attendee's are also able to "Adopt-A-Koala" by donating \$10 a month. Adopting a Koala consists of receiving monthly photos and updates on your individual Koala. The donated money goes to the Save the Koala Foundation.

The event will also have a "Koala Trivia" game, and a raffle to "Win a Trip to Australia". "Win a Trip to Australia" is sponsored by Austravel. Raffle tickets are \$2 each. The winning raffle ticket will be pulled before the event ends, around 5:45 pm.

"Save the Koala" T-shirts and wrist bands will be sold at the event. \$15 for a shirt, \$2 for a wrist band.

Gumbies and The Philly Pretzel Factory will provide food and drinks for the event. Food and drinks will be free for those who attend!

Share: Post Link Photo Video



