

PR & SOCIAL MEDIA

to support VISION 2020
(draft proposal - EHQ)



According to the great strategies True Mother has laid out for achieving **success in accomplishing VISION 2020**, the area of **PR & Social-Media** would be **number two** (creating a conducive environment for witnessing).

A. Creating a European core PR Team with the following (first) tasks:

FACEBOOK GROUP



**& CIG-Media Europe
Google Group (30 members far)
Sharing via E-Mails**

A. Creating a European core PR Team with the following (first) tasks:

1. **Appointing experts from all over Europe**
 - Richard Biddlecombe, UK
 - James Powell, Netherlands
 - Enrique Sanchez Motos, Spain
 - Barbara Grabner, Slovakia
 - Dalibor Musil, Czech Republic
 - Nicole Thurner, Germany
 - Wolfgang Schawaller, Austria
 - Ely Loew, Ireland
 - Yulian Marinov, Rumania
 - Alan Sillitoe, Luxemburg
 - & more



2 . Identifying & appointing PR/media re-presentatives in all Providential / Strategic countries (Europe)

3. Assessment of country by country situation of

a) Legal status of FFWPU, UC, UPF, WFWP

b) Persecution index / public perception of our movement

c) SWOT Analysis of each country from the viewpoint of PR

d) Based on this analysis determining which countries need most help

- e) Which countries have the biggest potential for a breakthrough**
- f) Assess which country could aim next for legal recognition**
- g) Create a survey of 2nd Gen who studied publicistic / media / etc.and/or who are gifted/interested in these areas**
- h) Create a survey of AfP's who could support a PR/social media team based on their expertise, experience & foundation**

B. Support respective countries with

- 1. Creating corporate identity for websites of FFWPU & providential organizations**
- 2 . Coaching leaders & organizing workshops for PR representatives (or those who are interested in doing this kind of work) in drafting press releases**

B. Support respective countries with

3. Coaching leaders or PR representatives in promoting the web content via

a) Setting up blogs

b) FaceBook Groups

b) Twitter

c) Professional newsletters

d) Website & social media outreach is the best low budget / high impact approach to change the public perception of our movement and to promote the significant activities of UPF & WFWP for the sake of creating a conducive environment (VISION 2020)

C. Last not least the defensive approach (Religious Freedom & Human Rights)

- 1 Establishing FOREF branches in key nations (so far - besides Austria - we have branches in Hungary, Slovakia & Czech Republic). Partners from other religious freedom organizations we have in France (CAP), Belgium (HRWF) and Italy (FORB).**
- 2 Identify anti-cult offices & individuals (state- & non-state actors, i.e. from established churches, etc.)**
- 3 Expose their violations of European - & international human rights standards. FOREF Europe & partner organizations can help in this**

C. Last not least the defensive approach (Religious Freedom & Human Rights)



2015 OSCE FOREF Side Event

**FOREF Assessment
of Hungary, Germany,
Austria, France**



C. Last not least the defensive approach (Religious Freedom & Human Rights)



**OSCE
WARSAW
2015**

**FOREF Board
of experts
at the OSCE**



C. Last not least the defensive approach (Religious Freedom & Human Rights)



4. Report regularly at annual OSCE / HDIM Conferences (FOREF has done this since 2003)
5. Respond to each negative article or TV program immediately by letters & visit to the editorial offices, by filing a complaint to the national press council & by exposing religious discrimination on the FOREF blog or websites, etc.
6. Find ways to clean the internet from all negative content (against or True Parents and the UC)
7. Find ways to improve the Google-rating of our positive publicity
8. Create religious freedom- & human rights alliances by supporting other discriminated religious minorities based on our motto: „*Living for others!*“

If we can implement the above our chances to change the atmosphere in Europe towards our True Parents and our movement will improve tremendously without any doubt!