



Communication Strategy for ERA Press Release

Communication Objective

Background/Challenge

ERA (Emergency Response Assist), developed by master's students at the University of California, Irvine, represents a significant advancement in campus safety technology. Traditional campus safety measures, reliant on manual protocols and outdated Recent incidents and growing anxieties about campus security necessitate an advanced solution like ERA, which integrates machine learning, real-time tracking, and scalable architecture.

The challenge is to effectively communicate the unique value of ERA to university administrators, campus safety personnel, students, and potential investors. The goal is to position ERA as the leading solution for enhancing campus safety, encouraging its adoption, and securing funding for further development.

Communication Challenge

Effective communication can highlight ERA's innovative features and distinct benefits, setting it apart from existing solutions. By addressing common safety concerns and showcasing ERA's efficacy through data and testimonials, the communication strategy can build credibility and trust among the target audience.

Objectives of Communication/Desired Response

Cognition: Increase awareness and understanding of ERA's capabilities.

Affections: Foster trust and positive perceptions of ERA as a reliable and essential tool for campus safety.

Behavior: Encourage university administrators to adopt ERA and investors to support its development.

The desired change is substantial: From limited awareness and reliance on outdated safety systems to widespread recognition and adoption of ERA.

Key response statement: "ERA is revolutionizing campus safety with its cutting-edge technology."

Target Audience

Target Audience for Communication

Audience segmentation:

- Primary Audience: Investors, University administrators and campus safety officials.
- Secondary Audience: Students, parents, potential investors, and media outlets.

Potential vs. Selected/Targeted Audiences:

- **Potential Audience:** All higher education institutions.
- **Selected Audience:** Top-tier universities known for early technology adoption and a strong focus on campus safety.

Size/Location of Target Group

Numbers (size): Targeting the top 200 universities in the United States.

Contextual Situations:

- **Geographical:** Nationwide, with an emphasis on urban campuses.
- **Cultural/Social:** Institutions with diverse student bodies and active campus life.
- **Behavioral/Physical:** Universities with existing but outdated safety systems.
- **Psychological/Emotional:** Administrators concerned about student safety and parents seeking peace of mind.

Core Insights about Target Audience

Needs: Enhanced safety measures, quick response systems, reliable threat detection.

Problems/Solutions: Current systems are inefficient and slow; ERA offers real-time tracking, gunshot detection, and efficient evacuation planning.

Journey: From awareness to interest, decision-making, and implementation.

Perceptions: Initially skeptical about new technology, but trust grows through effective communication and demonstrations.

Trigger points: Proven effectiveness, endorsements from trusted authorities, positive testimonials.

Beliefs and values: Commitment to student safety, technological innovation, cost-effective solutions.

Content

Press Release: Clearly articulate ERA's features, benefits, and applications.

Title: Catchy headline to attract reader attention.

Quotations: Include quote from a senior developer.

Visuals: Include images of the ERA logo and emotion provoking header image.

Media

Distribution Channels: University newsletters, education technology blogs, safety, and security magazines, press releases through major news outlets.

Social media: Use LinkedIn, Twitter, and Facebook to reach a broader audience.

Scope

Initial Launch: Focus on top-tier universities in the United States.

Expansion: Gradual outreach to other higher education institutions and potential investors.

Results

Metrics: Measure success by the number of inquiries, implementation contracts, and investor interest.

Feedback: Collect feedback from initial investors and universities inquiring to refine communication strategies and product features.

References

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