

## THE HOSTAGE PROJECT CLASS AT THE UNIVERSITY OF OREGON

The Hostage Project is a class at the University of Oregon's School of Journalism and Communication. It is a project-based class with a combination of journalism and advertising upperclassmen devoted to creating a variety of media projects that raise awareness for hostage diplomacy issues. It is led by Professor David Ewald, designer of the U.S Hostage and Wrongful Detainee Flag, and Jason Rezaian, a Washington Post Global Opinions writer and former Iranian hostage.

## THE TEAM

Maren Fullerton and Elizabeth (Liz) Sgro are two of the students in the class who have spent the last twelve weeks learning about hostage diplomacy by absorbing the information and stories from hostage families, NGO's, former SPEHA Roger Carstens, and negotiators. Maren is a junior advertising and political science student and Liz is a senior advertising and public relations student. We have teamed up together to create a guerilla advertising campaign using the symbol of keys to raise awareness for current hostages and humanize them and their stories.

## GOALS OF KEY PROJECT

The campaign will raise awareness by not only forwarding members of the public in Washington D.C. to the Foley Foundation's website page of current hostage names and stories, but also ask them to visit an installation located at the Freedom Alley in Georgetown. We aim to emphasize the names and stories of current hostages, then provide further resources at the opening of Freedom Alley. Overall, we hope to invite the outside world into the hostage community using keys as a relatable symbol of freedom and home.



# JOHN SMITH

[jamesfoleyfoundation.org/hostage/](http://jamesfoleyfoundation.org/hostage/)

Return this key to its home in Freedom Alley at  
3131 M St NW, Georgetown for a free croissant  
from Levain Bakery.  
Unlock freedom for John Smith.

## THE KEYS

We will paint 500 keys yellow and attach them to a key ring and a keychain tag. The tag will have information on the front and back. One side will have a link to the Foley Foundation's website page for current hostage stories and a complete list of the names of current hostages with one in a bolder font, symbolizing that the key "belongs" to that person (list of names pending family interest in participating in the campaign). On the other side it will have instructions to "return the key home" to an address leading to the Freedom Alley. We will randomly drop these keys around popular Washington D.C. government buildings and tourist destinations.

JOHN SMITH JOHN SMITH JOHN SMITH  
JOHN SMITH JOHN SMITH JOHN SMITH  
JOHN SMITH JOHN SMITH JOHN SMITH

# JOHN SMITH

## THE ACTION

When the lost keys are found and picked up by someone, the person will be able to **learn about the name and story of one hostage** through the Foley Foundation website's specific biographies. Additionally, we will ask them to **"return the key to its home" in Freedom Alley** for a complimentary pastry from Levain Bakery. The invitation to Freedom Alley will coincide with the opening of the memorial during Hostage Week in late April. Each hostage will get an equal number of keys.

## OUR PROPOSAL

From this project, we hope that the names of your family members who are wrongfully detained reach uninformed people in Washington DC. We want to invite people into the community to learn more at Freedom Alley and get involved. Ultimately, we hope this project is a small step toward getting hostages home. We have heard and read many of the stories of your families and we sincerely hope that our idea can have a positive impact in the Bring Our Families Home campaign in raising awareness and capturing attention. We are humbly asking for your permission to amplify your loved one's story through the Key Project. We are also happy to address questions and concerns. Thank you for your interest and consideration.

Sincerely,  
Liz Sgro and Maren Fullerton