Persuasive Campaign Concept Paper. Background. Your assignment should contain the following: (a) title page, (b) body, and (c) reference list. The body should have the following sections: Introduction: Describe the problem that your communication campaign is trying to help solve. In addition, explain the importance of your campaign topic. Identify and describe the mission of a possible sponsor for your persuasive campaign, a potential target audience, what outcome the campaign seeks and how the outcome advances the mission of the sponsor. Include a roadmap (thesis) that previews the rest of the paper. Target audience: Identify no more than 1 target audience. Analyze and describe the characteristics, demographics, psychographics, etc., as well as, commonalities, diversities, equities, inequities, and any inclusionary information of your target audience. Justify your decision with theory or research. Attitudes and behavior: Present no more than 2 attitudes and no more than 1 behavior specific to your intended audience and sponsor. Justify your decisions with theory or research. Setting and Channels: Specify no more than 2 different settings (contexts). Define the channels to be used in the execution of your campaign and categorize these channels as interpersonal, group, or mass communication channels. Analysis should consider any necessary inclusionary and access aspects of the campaign. Justify your decisions with theory or research. The reference list should identify at least 3 primary research sources found on your own. Try to have at least one each for your target audience, attitudes and behavior, and setting sections.