

Dear Student Media,

SOC3, an integrated communications agency and class, is taking on the Bring Our Families Home Campaign as a client. This will be the third client SOC3 has taken on in our first year. Our objective is to promote their organization and its goals through new outreach strategies.

Hannah Sharghi, the daughter of detained citizen Emad Sharghi, and Neda, Emad's sister, are coming to speak about their advocacy and how SOC3 can help them in their next steps.

All of this is further outlined in the press release below. We would love to have your organization's attend and cover the March 7 event. The contact information of several people associated with SOC3 are listed below to aid in your coverage. Let us know if you would like to attend.

**SOC3 and Bring Our Families Home Campaign Brainstorm  
Tuesday March 7. 12:30 p.m. Don Meyers 117**

Sincerely,  
The SOC3 Community Engagement Team

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SOC3 will begin working with the Bring Our Families Home Campaign, BOFH, March 7 to provide them with storytelling and creative support for their mission.

The agency will be working with the [Bring Our Families Home Campaign](#), BOFH, starting March 7 with a kick-off and brainstorming event. BOFH aims to return U.S. residents who were detained in foreign countries.

In Washington, D.C., the campaign unveiled a mural on July 20, 2022 showing U.S. citizens detained around the world. Some of the people displayed on the mural, like Brittney Griner, have since been freed. Others like Emad Sharghi, who was first arrested in Tehran in 2018, are still being held, according to the campaign's website.

On March 7, Hannah Sharghi, the daughter of Emad, and Emad's sister will discuss the plans and goals they have for promoting the campaign. Hannah Sharghi has been working closely with BOFH to secure her fathers return and is an AU alumni.



Credit: Bring Our Families Home Campaign

The campaign is made up of the family members of the people detained. They have articulated their goals through letters to President Biden.

"It has become clear to us that without your direct involvement, other issues will continue to overshadow the release of our innocent family members," BOFH said in an [open letter](#).

BOFH's goal is to meet with President Biden and gain national attention for their detained family members. SOC3 will be a part of this effort and will design new communications strategies for the effort.

[SOC3](#), an integrated communications agency within the School of Communications, was founded in 2022 as part of the Change Can't Wait Campaign. The agency takes on clients and promotes change through creative storytelling to help clients achieve their goals.

The agency includes students from different majors within the School of Communications and focuses on promoting diverse voices in the education field. Members all work to produce deliverables for clients to promote their brand and message.

Sydney Soka, a Community Engagement Director for SOC3, said the agency's field work efforts have set SOC3 apart when working on projects with 11th Street Bridge Park.

"We've gotten to know the potential people we could work with," Soka said. "We've gotten hands-on experience and are not just talking to people."

In the fall semester, SOC3 took on their first client, the [D.C. Central Kitchen](#), and helped to redesign their Healthy Corners app to make D.C. Central Kitchen's Healthy Corners program more accessible to the community.

Now the agency is working to promote 11th Street Bridge Park's mobile kiosk program along with BOFH.

Throughout the rest of the semester SOC3 students will be creating new ways to promote the campaign and its goals.

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**Community Engagement Directors Team**

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