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MEMO

To: National Coalition of Student Health Executive Committee

From: Alexandra Papadopoulos, Director of Public Relations

Date: March 21, 2012

RE: College Campus Satellite Media Tour

Dear NCSH Executive Committee,

I have read your reports about binge drinking on college campuses. I agree that it is an issue that needs to be addressed, and brought to the public's attention. I have come up with several ideas to raise awareness through a nationwide satellite media tour. I believe that if we appropriately organize the satellite media tour, we could reach out to millions. Below is a list of suggestions:

- Conduct a poll to determine which college campuses engage in the most binge drinking
- Based on those results, reach out to the television stations on the top 15 college campuses
- Use Lindsay Lohan as the spokesperson because she understands the negative effects of heavy drinking at a young age
- She can connect her personal stories with those similar to college students
- Send statistics and fact sheets to the television stations about binge drinking
- Have the reporters ask their questions on the college campuses that are in focus
- Have a student from each campus ask Lohan a question
- Include "B-roll" footage of drinking events on college campuses to accompany the interview
- The B-roll could highlight events in which heavy drinking is viewed as "normal" like sporting events
- B-roll could also include student interviews regarding their concerns with drinking on their campus
- Overall, Lohan should implicate the negative side effects of heavy drinking, and the repercussions that can coincide with drinking

By following my suggestions above, I believe that the National Coalition of Student Health could reach people across the nation about the issue of binge drinking on college campuses. Please let me know your thoughts regarding the material above.

I look forward to hearing from you,



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