

# NCSH

NATIONAL COALITION OF STUDENT HEALTH

1 Coming Street, Charleston, SC, 29403 ncsch.org 843-112-6789

To: Nancy Chalmers, Executive Committee Chair  
From: Derek Del Core, Public Relations Director  
Date: February 1, 2012  
RE: Promotion and Marketing Concerns

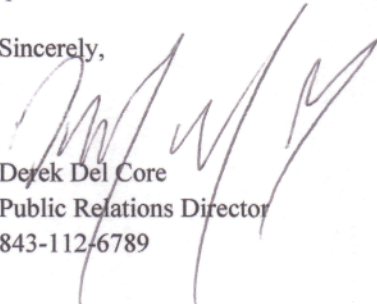
Ms. Chalmers,

It has come to my attention that the executive committee would like to hold a satellite media tour to promote the dangers of binge drinking in college campuses. This has been an issue that I have been thinking about for some time. I have some suggestions that can help successfully get the word out about binge drinking through a SMT.

- Have the SMT originate from college campus. Since it is March Madness, we can have the SMT originate at a school with a popular basketball team like UNC-Chapel Hill or the University of Kansas. This will help to capture the fun of college campuses and a party atmosphere, a great segue into the dangers of binge drinking
- To tie in with the March Madness theme, one idea for a spokesperson could be the head basketball coach of whatever school we decide to film from. The coach is usually a well respected member of the campus community and will help serve as a thought leader and shaper of opinion on not just his campus but other campuses as well
- The most newsworthy message we can present to college students is that binge drinking is unhealthy and unsafe. A 19-year-old girl at Baylor University recently died of an alcohol overdose related to binge drinking. I wish we lived in a world where something like this never happened again. If we can reach out to student by saying that it's ok to drink responsibly, our message will be taken more seriously. We would be foolish and naïve to try and prevent alcohol consumption in college students, so the most important message we can send is that responsible drinking will keep you healthy and safe.
- We can promote this nationally to the media through the March Madness angle, but we can also position it as a warning for students who may want to get crazy before finals. In college, there always seems to be an excuse to drink, so finding an angle with which to position this story for national media should not be difficult. We can send the feed to young adult oriented channels like MTV, VH1, Comedy Central and ESPN to try and get as big a national reach as we can.

This is just part of the plan to raise public awareness about binge drinking on college campuses. If you have any questions feel free to contact me at [Derekdelcore@ncsh.org](mailto:Derekdelcore@ncsh.org).

Sincerely,



Derek Del Core  
Public Relations Director  
843-112-6789