



GEORGE KAPLAN COMMUNICATIONS

40 Mary St. ♦ Charleston. South Carolina. 29403 ♦ www.gkc.com ♦ 617-312-9111

To: John Smith, *President, National Coalition of Student Health*
From: George Kaplan, *Relations Director, GKC*
Date: March 21, 2012
RE: Binge Drinking Satellite Media Tour

Dear Mr. Smith,

At GKC, we strive to make your mission a reality. It has been proven that binge drinking is one of the greatest threats to students on college campuses today and the problem is only getting worse. With our assistance in creating a compelling, motivating satellite media tour, you are only steps away from ensuring good health and well being for college students across America.

Crafting the perfect SMT takes time, effort and foresight, and at GKC, our staff utilizes all of those entities and some. After careful review of your past SMTs and other advertising campaigns, this is what we have devised:

- The SMT will originate out of Boston, a collegiate hotbed home to over 10 nationally recognized colleges and universities. We feel that this will ensure a positive first step in reaching your target market, and can also easily accommodate circulating the SMT nation wide. (With this in mind, if our spokesperson does not live in the greater Boston area and does not wish to travel, further adjustments will have to be made.)
- We think that using a recognizable, respectable professional athlete such as Drew Brees (quarterback, New Orleans Saints) or Albert Pujols (first-baseman, Los Angeles Angels) will be beneficial spokesmen for two reasons. First, simply by being on camera, they can illustrate what it's like to drink and moderation while continuing to live an extremely healthy lifestyle. Second, they can discuss the importance of exercise and other activities that don't involve drinking or using drugs.
- By hiring one (or both) of these two to spread your message, the media will readily schedule your SMT, ensuring that your message reaches as wide a range of students as possible, both geographically and demographically.

If you have any questions or comments, please feel free to contact me at 617-312-9111 or at gikaplan@g.cofc.edu.

Regards,

A handwritten signature in black ink, appearing to read 'George Kaplan', written over a light-colored background.

George Kaplan
Relations Director, GKC