
MOEHRKE COMMUNICATIONS

To: John Doe, *President*, Coalition of Student Health
From: Kylie Moehrke, *Director of Communications*
Date: March 20, 2012
RE: Satellite Media Tour

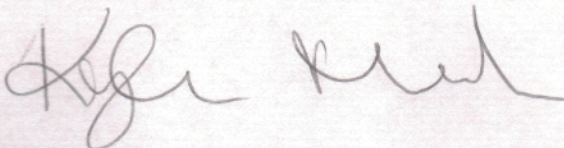
Dear Mr. Doe,

It is a well-known fact that binge drinking is increasingly popular among college students, but most anti-drinking campaigns are simply not effective in discouraging this dangerous behavior. In order to stress to college-age men and women that binge drinking is not a healthy way of life, an effective campaign must have a spokesperson that is well-known and respected by that demographic. The campaign also cannot simply go the, "Drinking is bad," route because kids are bombarded by messages like that every day.

That is why Moehrke Communications has the best plan for this particular campaign: a satellite media tour with Taylor Swift and Vinny Guadagnino as the spokespersons. Swift is the ideal role model, she is never seen in photos partying or drinking. Guadagnino, on the other hand, is on MTV's Jersey Shore - a show in which partying and drinking play a central role. By representing both ends of the spectrum the Coalition of Student Health will help students realize that there exists a happy medium between blacking out and staying sober.

Swift and Guadagnino will sit at a bar during the SMT. Swift will talk about why she has chosen to not represent herself as a "partier," and Guadagnino can discuss whether he regrets his decision to be represented across America as such. The two will acknowledge that most college students like to drink and party, but that there is a safe way- for both thier bodies and reputations- to do so.

Sincerely yours,



Kylie Moehrke