



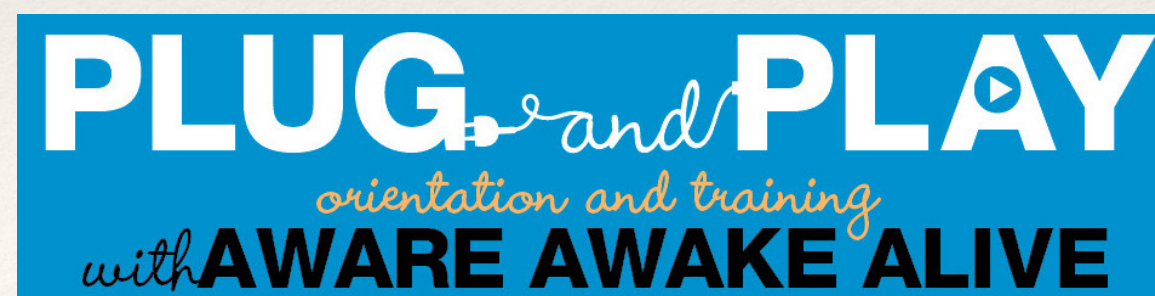
*Plug & Play*

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# #BingeThinking

Delivering the right message.  
Plugging into your audience.  
But keeping it playful!

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# Goals

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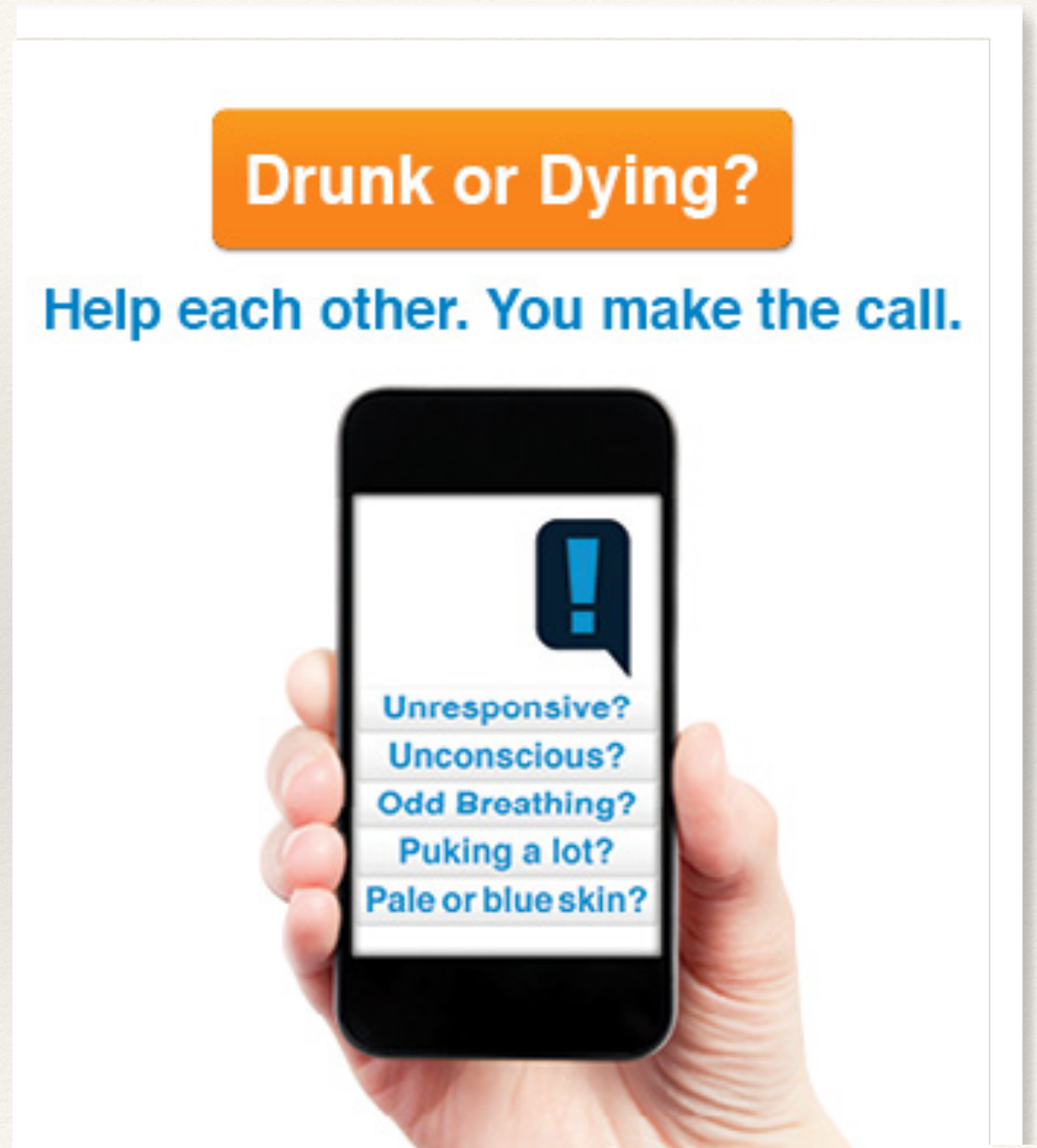
- ❖ Deliver life-saving messages in a compelling way
- ❖ Be as inclusive as possible, especially among those highest at risk for alcohol poisoning
- ❖ Focus on a peer-driven, nonjudgemental, realistic tone
- ❖ Listen as much as you talk!





# Methods

- ❖ Media Relations
- ❖ Social Media
- ❖ Events
- ❖ Partnerships





“The thin slice.”

*What does that mean?*



Unintentional injuries (e.g., car crashes, falls, burns, drowning)

*Sexually transmitted diseases*

# Alcoholism

*Intentional injuries (e.g., firearm injuries, sexual assault, domestic violence)*

“The thin slice.”

Neurological damage

*Poor academic, social, and professional outcomes*

*What does that mean?*

Sexual dysfunction

Unintended pregnancy

Costs due to losses in productivity, health care, crime, and other expenses.

Children born with Fetal Alcohol Spectrum Disorders

*High blood pressure, stroke, and other cardiovascular diseases*



# Deadly alcohol poisoning

“The thin slice.”

*What does that mean?*



**drunk or dying?**

**you make the call.**



**know the signs. get some help.  
save a life from alcohol poisoning.**



**drunk or dying?**

**you make the call.**



**know the signs. get some help.  
save a life from alcohol poisoning.**



*Plug & Play*

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# Media Relations

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Student Newspaper  
Community Newspaper  
Radio Stations  
TV Stations  
Blogs





# AAA Clip book

**Bloomberg**  
NEWS



npr 90.9wbur

**here&  
Now**

With Robin Young and Jeremy Hobson

**USA  
TODAY**

**MUSTANG DAILY**   
CALIFORNIA POLYTECHNIC STATE UNIVERSITY

**FOX 11**  
**LOS ANGELES**

**Psychology Today**

**DAILY  
SUNDIAL**

**The Dallas  
Morning News**



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# How?

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- ❖ Figure out what's most interesting about your story
- ❖ Make a list of media outlets followed by your audience
- ❖ E-mail them 3-6 weeks prior to your event/  
announcement
- ❖ Follow up every 2 weeks, politely
- ❖ Better yet, get some PR students to help...



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# Lean on us!

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- ❖ Need assistance with a press release or media contact?
- ❖ Want to collaborate on a big announcement?
- ❖ Want to be a spokesperson for a news story?
- ❖ Need advice?
- ❖ Get in touch!



**Do your thing.**  
We'll tell everyone.



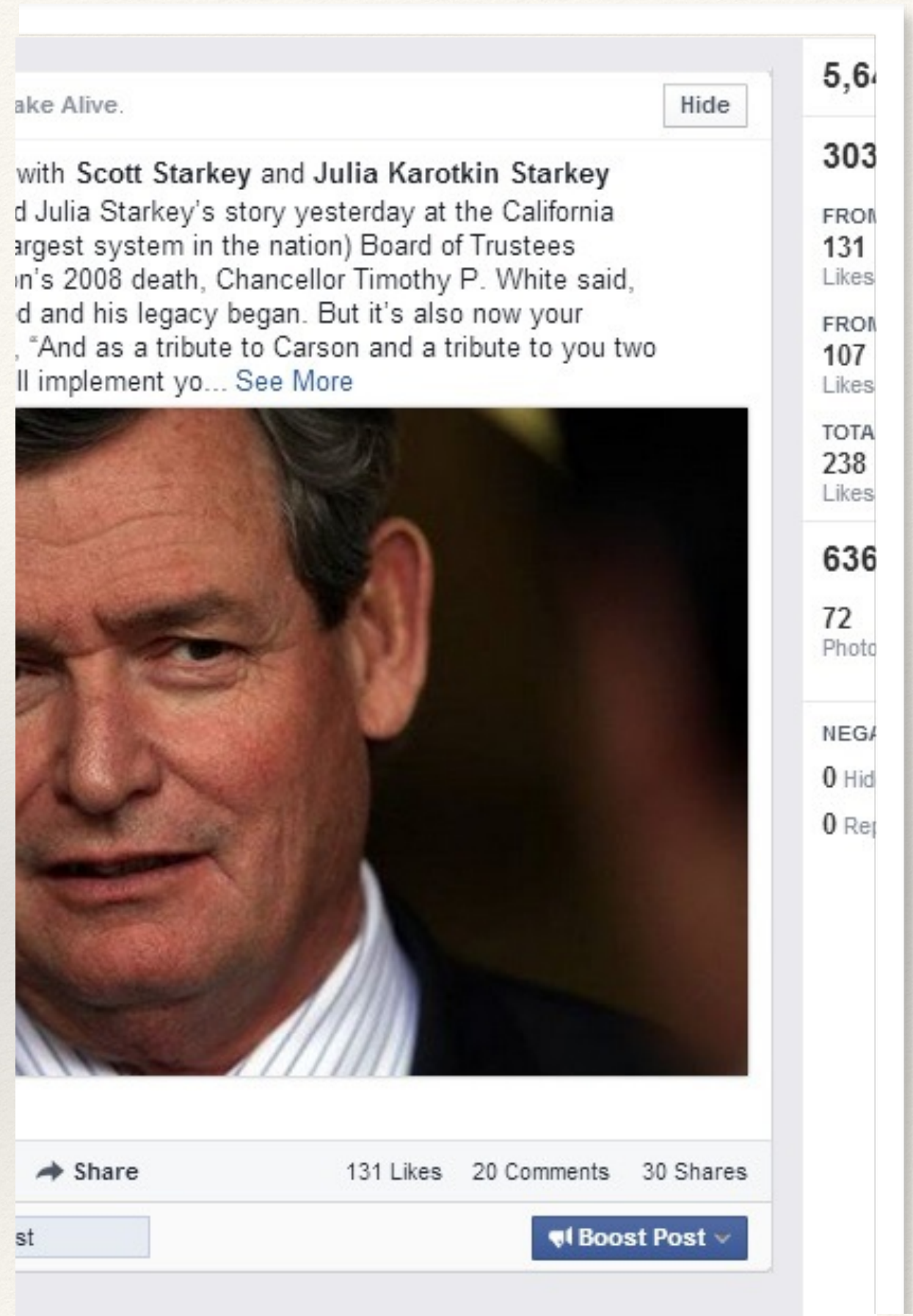
*Plug & Play*

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# Social Media

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Twitter  
Google+  
Facebook  
Instagram  
Snapchat  
Tumblr  
others





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# What works (for us)

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1. 10/24/13 - CSU Meeting - 8,660 saw
2. 10/2/13 - Carson's tree - 6,008 saw
3. 7/24/13 - CSU chancellor - 5,644 saw
4. 4/17/13 - every 44 hours - 5,146 saw
5. 12/2/13 - Carson's 5 year anniversary - 4,764 saw
6. 3/8/13 - Kyle Lamb - 4,254 saw
7. 3/29/13 - solo cup lines - 3,324 saw
8. 3/1/13 - keep calm and stay photo - 2,571 saw
9. 8/1/13 - CSU partnership announcement - 2,310 saw
10. 4/15/13 - Carson's birthday - 2,219 saw
11. 3/4/13 - 1 in 3 binge - 1,960 saw
12. 5/2/13 - via medical amnesty, WA - 1,461 saw
13. 11/19/13 - Jaclyn Wulf - 1,420
14. 4/9/13 - Mark Lias statement - 1,360 saw
15. 3/19/13 - biggest barrier? - 1,325 saw
16. 10/7/13 - Kinara Patel - 1,315 saw
17. 12/6/13 - Austin retreat - 1,125 saw
18. 3/11/13 - Anthony Barksdale - 1,124 saw
19. 6/14/13 - Seth Younes - 1,053 saw
20. 11/5/13 - toolbox on 85 campuses - 1,027 saw



# What works (for us)

Published ▼	Post	Type	Targeting	Reach	Engagement	Promote
01/23/2014 12:47 pm	 Our thoughts are with the California State University, Chico campus - as the official word has come down			654 	14% 	
01/23/2014 12:35 pm	 14 states have Medical Amnesty laws in place, which grant immunity to intoxicated minors that			156 	15% 	
01/22/2014 3:39 pm	 We'd like to clarify a "fun fact" shared over the weekend that may have caused some confusion: no			266 	12% 	
01/21/2014 11:00 am	 OLD SCHOOL: At Harvard in 1684, a 15-year-old sophomore by the name of Joseph Webb was			276 	11% 	
01/20/2014 9:11 am	 "With this faith, we will be able to hew out of the mountain of despair a stone of hope. With this faith,			247 	5% 	
01/16/2014 12:35 pm	 WORD OF THE DAY: Inconceivable (adj). Utterly unbelievable; not capable of being imagined or			511 	3% 	
01/14/2014 7:20 pm	 We are super excited about our newest follower. Welcome to the Aware Awake Alive club, Andrew			260 	10% 	
01/14/2014 4:48 pm	 On January 30/31 in partnership with the California State University Chancellor's Office, we're proud to			909 	7% 	
01/14/2014 2:35 pm	 DID YOU KNOW: drinking heavily, even for just a few days, can cause fat to build up in your liver. Fatty			652 	4% 	



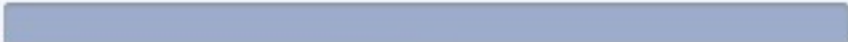











# What works (for us)

The success of different post types based on average reach and engagement.

Show All Posts ▼

Reach Post Clicks Likes, Comments & Shares

Type	Average Reach	Average Engagement
 Photo	821 	89  44 
 Status	725 	19  28 
 Link	394 	50  15 





**Aware Awake Alive**

April 17, 2013

Today, with new Aware Awake Alive advisory board member Dr. Ralph W. Hingson of the National Institute on Alcohol Abuse and Alcoholism announce that a U.S. college student is dying every 44 HOURS from alcohol poisoning. That's 210 each year from accidental alcohol overdose, compared to 155 from accidental gun injury. Share if you are surprised, outraged, or ready to take action! — with Julia Karotkin Starkey and Scott Starkey.

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Mary Harris, Courtney Barker Schultz, Donna Hopkins and 3 others like this.

40 shares

**Meg Moffat** Such a shocking figure. Wonder how high school numbers compare? Sad and so avoidable.

April 17, 2013 at 7:46pm · Unlike · 1



Write a comment...





## Post Details



You might like **Aware Awake Alive**.

Hide



### Aware Awake Alive with Scott Starkey and Julia Karotkin Starkey

Today, with new Aware Awake Alive advisory board member Dr. Ralph W. Hingson of the National Institute on Alcohol Abuse and Alcoholism announce that a U.S. college student is dying every 44 HOURS from alcohol poisoning. That's 210 each year from accidental alcohol overdose, compared to 155 from accidental gun injury. Share if you are surprised, outraged, or ready to take action!



April 17, 2013

Like Comment Share

6 Likes 1 Comment 40 Shares

5,146 people saw this post

Boost Post

**5,146** People Reached

**106** Likes, Comments & Shares

#### FROM YOUR PAGE AND POSTS

<b>6</b>	<b>1</b>	<b>40</b>
Likes	Comments	Shares

#### FROM LIKES, COMMENTS & SHARES

<b>52</b>	<b>7</b>	<b>0</b>
Likes	Comments	Shares

#### TOTAL

<b>58</b>	<b>8</b>	<b>40</b>
Likes	Comments	Shares

**243** Post Clicks

<b>97</b>	<b>38</b>	<b>108</b>
Photo Views	Link Clicks	Other Clicks

#### NEGATIVE FEEDBACK

<b>5</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page



You might like **Aware Awake Alive.**

Hide



### **Aware Awake Alive with Scott Starkey and Julia Karotkin Starkey**

After hearing Scott and Julia Starkey's story yesterday at the California State University (the largest system in the nation) Board of Trustees meeting about their son's 2008 death, Chancellor Timothy P. White said, "You said his life ended and his legacy began. But it's also now your legacy." He continued, "And as a tribute to Carson and a tribute to you two and your family, we will implement yo... [See More](#)



July 24, 2013

Like Comment Share

131 Likes 20 Comments 30 Shares

5,644 people saw this post

Boost Post

**5,644** People Reached

**303** Likes, Comments & Shares

#### FROM YOUR PAGE AND POSTS

<b>131</b>	<b>20</b>	<b>30</b>
Likes	Comments	Shares

#### FROM LIKES, COMMENTS & SHARES

<b>107</b>	<b>14</b>	<b>1</b>
Likes	Comments	Shares

#### TOTAL

<b>238</b>	<b>34</b>	<b>31</b>
Likes	Comments	Shares

**636** Post Clicks

<b>72</b>	<b>192</b>	<b>372</b>
Photo Views	Link Clicks	Other Clicks

#### NEGATIVE FEEDBACK

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page



You might like **Aware Awake Alive**.

Hide

**Aware Awake Alive** shared your album: **Carson's Tree**.



**Aware Awake Alive** added 2 new photos to the album **Carson's Tree** — at **California Polytechnic State University (Cal Poly)**.

about 4 months ago · San Luis Obispo, CA

Today, the Starkeys along with California Polytechnic State University (Cal Poly) president Jeff Armstrong and other Aware Awake Alive advocates on campus, planted a China-fir tree (*cunninghamia lanceolata*) in memory of Carson Starkey. It is a rare tree - the only one on Cal Poly campus and the only one in San Luis Obispo, California County. The students grew the tree from a cutting they have nurt... [See More](#)



about 4 months ago

Like Comment Share

23 Likes 1 Comment 1 Share

6,008 people saw this post

Boosted

**6,008** People Reached

**27** Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

<b>23</b>	<b>1</b>	<b>1</b>
Likes	Comments	Shares

FROM LIKES, COMMENTS & SHARES

<b>0</b>	<b>0</b>	<b>2</b>
Likes	Comments	Shares

TOTAL

<b>23</b>	<b>1</b>	<b>3</b>
Likes	Comments	Shares

**129** Post Clicks

<b>65</b>	<b>5</b>	<b>59</b>
Photo Views	Link Clicks	Other Clicks <i>i</i>

NEGATIVE FEEDBACK

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page



You might like Aware Awake Alive.

Hide



### Aware Awake Alive

A 20-year-old Michigan **Lansing Community College** student died yesterday on spring break from an apparent alcohol overdose early Thursday morning. Kyle Lamb of **Pottersville, Michigan**, was found unresponsive after law enforcement was called to the campground where he and his friend were staying. Toxicology reports were not yet available Thursday, but **Panama City Beach, Florida** Police Chief confirmed Lamb's death was alcohol-related. Lamb's friends told police he began drinking early in the day and fell asleep. The group checked on him periodically and called 911 when their friend stopped responding. Story via the **The Panama City News Herald**: <http://bit.ly/X2WYNk>



March 8, 2013

Like Comment Share

2 Likes 7 Comments 20 Shares

4,254 People Reached

80 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

2	7	20
Likes	Comments	Shares

FROM LIKES, COMMENTS & SHARES

31	12	8
Likes	Comments	Shares

TOTAL

33	19	28
Likes	Comments	Shares

893 Post Clicks

175	197	521
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

8 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page







Like · Comment · Share · Edit

 Dawn Wiegand Finbloom, Donna Kelley, James Miri and 55 others like this.

 45 shares

 View 1 more comment

 **Horace Lee Honzell Jr.** I'm so sorry for this loss of a life with so much potential. Please accept my good thoughts and prayers for the family.  
Cheers Lee  
December 2, 2013 at 11:37am · Unlike ·  6

 **Sara Beck** Small yet funny story: the reason Carson asked for new shoes over thanksgiving break and came back with Vans was because we gave him so much (lighthearted of course) crap about walking around the dorms in socks and goofy sandals all the time 😊 he took our teasing to heart and got the shoes all the boys from LB were wearing. We thought this was hilarious! He was such a sweet and loving person and I am lucky to have been his friend. I am so happy to be able to volunteer with this organization and feel blessed to have known Carson and now his wonderful family. ❤️  
December 2, 2013 at 12:37pm · Unlike ·  13



Write a comment...







**Ashley Greene** @AshleyMGreene 18h  
On a serious note... help me spread the word about an awesome cause and help save lives. Retweet [@AwareAwakeAlive](#) and visit the site.



Support a great cause and help save a life! Please retweet [@AwareAwakeAlive](#)  
Retweeted by Emma Roberts



**Chord Overstreet** @chordoverstreet  
support a great cause and help save lives! please retweet!! [@awareawakealive](#) Thank you guys so much!!!



**Nicky Hilton** @NickyHilton  
Support a great cause and help save a life! Please retweet [@AwareAwakeAlive](#)



**Kelly Cutrone** @peoplesrev 19h  
RT [@NickyHilton](#): Support a great cause and help save a life! Please retweet [@AwareAwakeAlive](#)



Thank you



*Plug & Play*

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# Events & Partnerships

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On/off-campus tabling

Festivals

Concerts

Media partnerships

Sporting events

Runs, Rides, Tennis Matches, BBQs

















...but what do *you* think?

