From: Jodi Radosh
To: Antonia Ackel; Dwendy Johnson
Subject: RE: COLLEGE CHALLENGE DEADLINE
Date: Monday, April 29, 2024 2:30:54 PM
Attachments: image001.png
Service-Learning Presentation May 2024.pptx

Good Afternoon Antonia and Dwendy,

I hope you are both doing well. I want to give you an update on my COM 240: Public Relations Course. It was a very busy semester. This semester when I taught the class it had a Taylor Swift Theme. It was called Promoting the Popstar. It was still a service-learning course that promoted Gift of Life Organ Donation. The class heard from Tom Gano and Rich Hayes. We also sponsored a Wild West Event again but this time we made Taylor Swift Friendship Bracelets that said Gift of Life and Organ Donation. The class got picked up by WGAL-TV for a news story and was on the front page of the Sunday Reading Eagle. We were also featured on WGAL TV's InFocus Public Affairs Show. The story got picked up on 36 media outlets across the country and in Canada including Yahoo news with 3 million viewers. Unfortunately, the stories focused more on Taylor Swift than the service-learning project.

Sorry not to be in touch earlier this semester, I am department chair again and it has been very hectic.

I am happy to fill out the competition entry, I am not sure if it is too late. I wanted to keep you updated and attached a PowerPoint on the course.

Wishing you all the best!
Jodi

Alvernia University

Dr. Jodi Radosh
Associate Professor of Communication
Neag Professor of Teaching Innovation and Excellence
400 Saint Bernardine Street
Reading, PA 19607

Co-author of Shoot, Edit, Share: Video Production for Mass Media, Marketing, Advertising, and Public Relations

http://www.routledgetextbooks.com/textbooks/9781138905429/default.php

---

From: Antonia Ackel <AAckel@donors1.org>
Sent: Wednesday, April 24, 2024 12:17 PM
To: Mullin, Chris <mullinc@arcadia.edu>; Brianna Colantoni <bcolantoni@arcadia.edu>; Jo Creollo <jcreollo@arcadia.edu>; Abiageal Filon <afilon@arcadia.edu>; houstonk4@lasalle.edu; burkely@susqu.edu; Lauren D. Perry <lauren.perry2@scranton.edu>; Oronzio, Nicole Marie <nmo5159@psu.edu>; sodaexec@gmail.com; Richard Sears <richardsears47@gmail.com>; jsoriano@villanova.edu; Bartolomeo, Adriana <bartol57@students.rowan.edu>; novak@rowan.edu; Brian J. Snee Ph.D. <brian.snee@scranton.edu>; Leah M Reagan <lmreagan@millersville.edu>; slhedgli@millersville.edu; Griffith, Madison <mg4099@ship.edu>; Jodi Radosh <Jodi.Radosh@alvernia.edu>; tuh37990@temple.edu; McGorry, Sue <sue.mcgorry@desales.edu>; tuo16033@temple.edu; Emily Greene <emily.greene@temple.edu>
Cc: Dwendy Johnson <djohnson@donors1.org>
Subject: COLLEGE CHALLENGE DEADLINE

> You don't often get email from aackel@donors1.org. Learn why this is important

CAUTION: This email originated from outside of Alvernia University. Please do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello everyone,

Our ***Students Save Lives*** college challenge is coming to an end this **Friday, April 26th, 2024**. What does this mean for you? Well, it means it's time to wrap up your campaigns and get ready for submission!

Unsure how to submit? Don't worry, everything you need will be right here in this email.

Deadline for Gift of Life competition - April 26th, 2024

- *Submissions / Scorecards must be made through Gift of Life Donor program- through this Dropbox link, or email to Dwendy Johnson at djohnson@donors1.org, no later than* ***Friday May 3, 2024.***

Deadline for NODAC competition - May 3rd, 2024

- *Submissions are due on May 3rd for our participating PRSSA chapters.*

Unsure how to submit your materials? No problem! Please submit your package (18 pages maximum) as a single PDF file, to sparks@rowan.edu . You will receive a confirmation email within 48 hours.

As always if you have any questions, PLEASE do not hesitate to reach out (djohnson@donors1.org or aackel@donors1.org) and I wish you all the best of luck with your submissions and campaigns.

I have also attached the Rules ~ Regulations ~ Submission document if further

clarification is needed!

Regards,

Antonia Ackel
Public Affairs Intern
Gift of Life Donor
2024137168
aackel@donors1.org