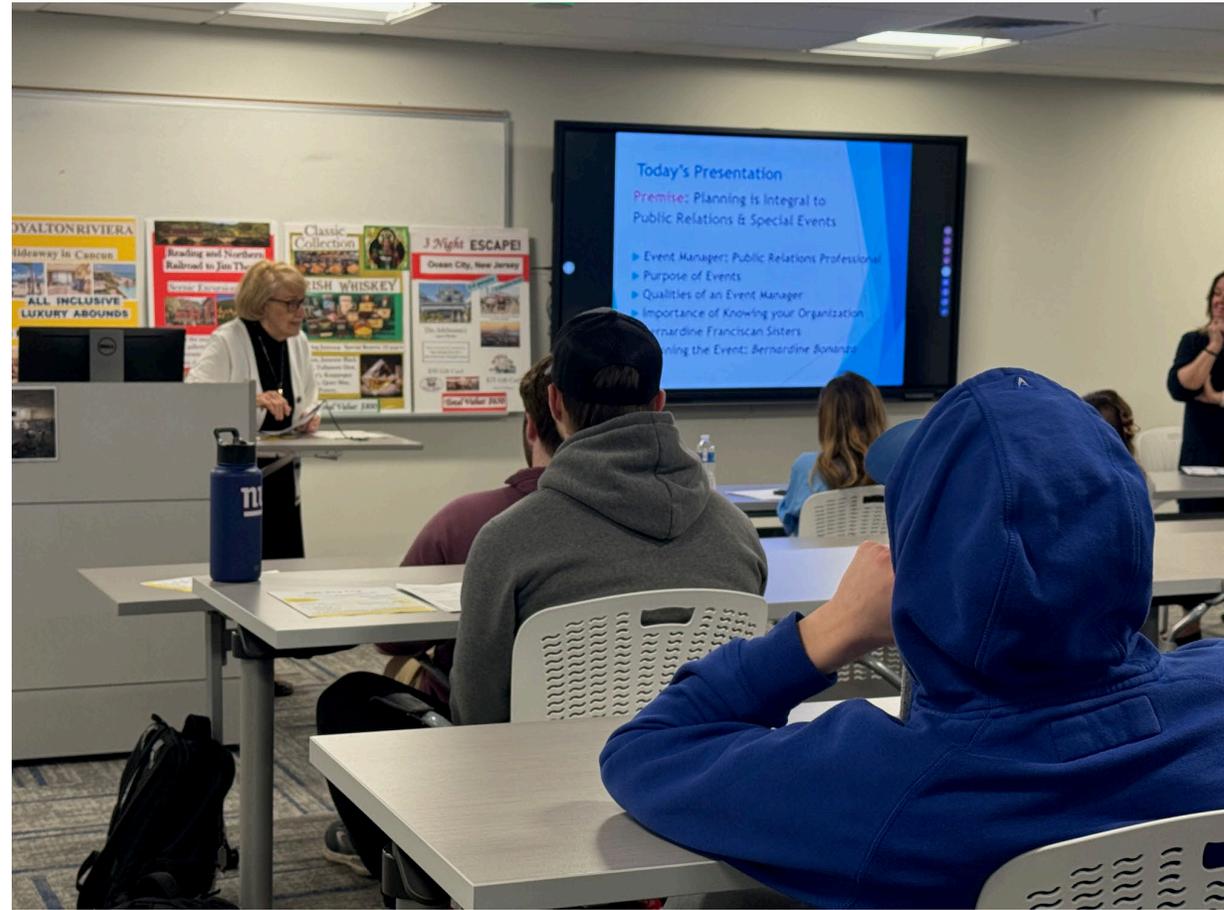


COM: 240 Public Relations – Promoting a Popstar

Jodi Radosh, Ph.D.
Alvernia University
May 2024





Wild West Wednesday with Student Activities



Gift of Life – Organ Donation

**Shake Up
the Wild
West with
Generosity**



**Donate
Life!**

A promotional poster for organ donation. It features a central image of Taylor Swift wearing a brown cowboy hat and a blue floral dress. The background is a light blue gradient. Surrounding her are several icons: a green saguaro cactus on the left, a red heart, a brown cowboy boot, a pink lung, and a cluster of balloons (one white with brown spots, one orange with a yellow star, and one green). At the bottom, there are three hashtags: #donors1, #alvernia, and #taylorswift.

#donors1 #alvernia #taylorswift



**Students Save Lives—
Gift of Life College Challenge**



FOR IMMEDIATE RELEASE

TUESDAY, APRIL 16

Alvernia University's Public Relations Class Hosts Gift of Life Donor Event to Promote Organ Donation Awareness



Alvernia students and faculty pose with Donate for Life letters after hosting a fundraising and awareness table

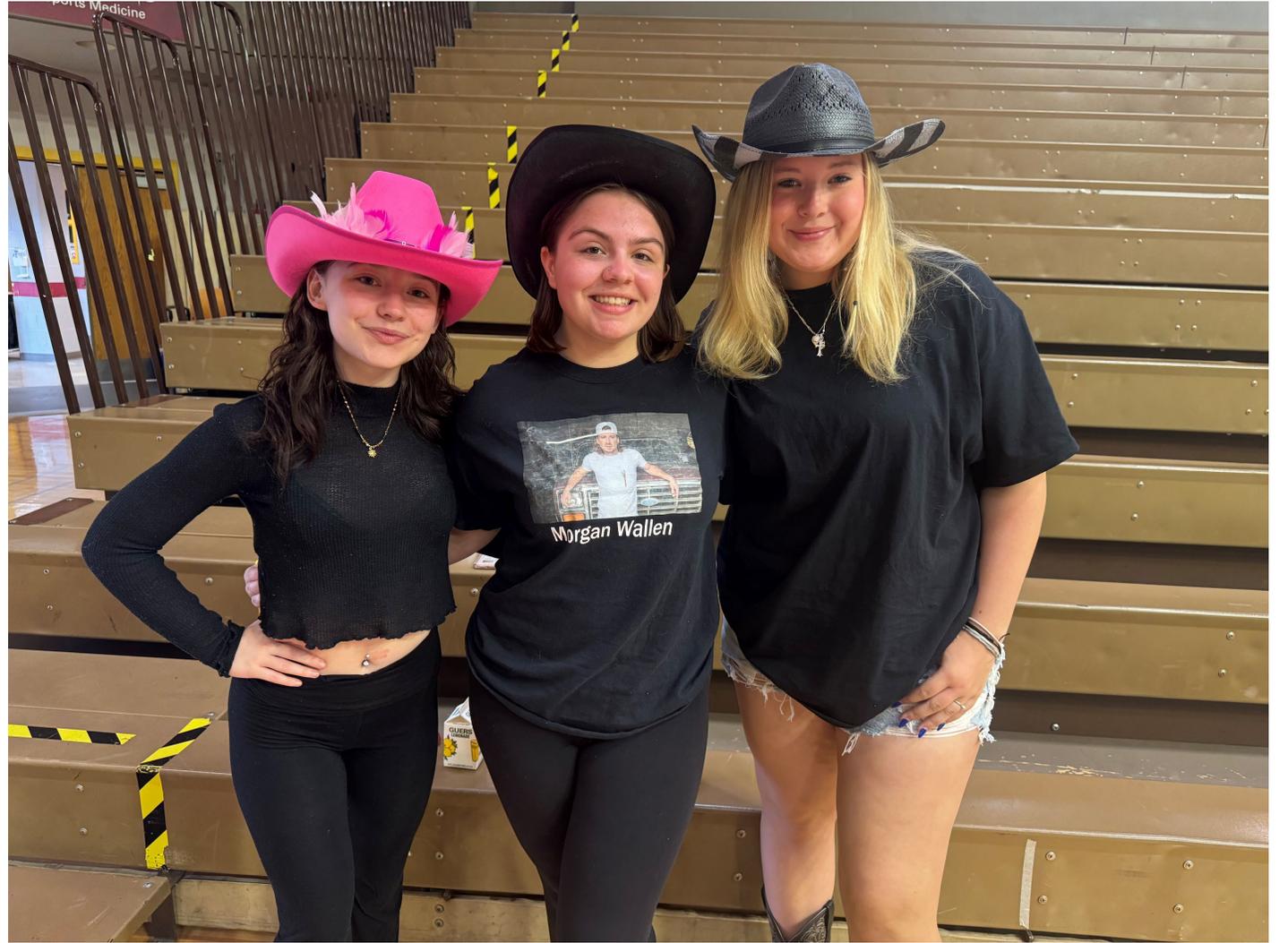
Reading, PA – April 16, 2024 – Alvernia University's Public Relations class is excited to announce an upcoming event in partnership with the Gift of Life Donor Program, aimed at raising awareness about organ donation and honoring the generosity of donors and their families. The event, scheduled to take place on Wednesday, April 17 at Alvernia University, will have a table set up with facts about organ donation, giveaways, friendship bracelet making, and much more to educate the public and celebrate the gift of life through organ donation.



Taylor Swift Friendship Bracelet Making/ Album Drop Celebration



Mechanical Bull and Other Activities



SUBSCRIBER ONLY

Taylor Swift has built a publicity machine. A new Berks college course is using it as a lesson on PR.

A public relations course at Alvernia University is taking a deep dive into the megastar's image.



Reading Eagle Sunday Front Page

WGAL – TV News story





TV News Story Link

- <https://www.wgal.com/article/alvernia-university-public-relations-class-uses-taylor-swift-as-real-life-case-study/46915257>



InFocus Public Affairs Show



Taylor Swift Coverage Articles

Total Hits: 31

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#####	News	Delaware C	Taylor Swif	https://ww	David Meki	positive	55446	83	\$104.24	High	71	Earned Me	United Stat	Pennsylvan	Clifton Heights
#####	News	Pasadena	Taylor Swif	https://ww	David Meki	positive	64459	100	\$121.18	High	76	Earned Me	United Stat	California	Pasadena
#####	News	Daily Bulle	Taylor Swif	https://ww	David Meki	positive	30502	99	\$57.34	High	74	Earned Me	United Stat	Colorado	Denver
#####	News	Heritage N	Taylor Swif	https://ww	David Meki	positive	21342	99	\$40.12	High	62	Earned Me	United Stat	Colorado	Denver
#####	News	Whittier Dc	Taylor Swif	https://ww	David Meki	positive	15139	99	\$28.46	High	69	Earned Me	United Stat	California	Whittier
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News Coverage Across US & Canada on 36 Media Outlets including Yahoo News