

Appendix D: Sample Media Advisory

CONTACT INFORMATION

DATE

May 6, 2014

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SEX AND TEENS: ARE PEERS GETTING A BAD RAP?

EVENT TITLE

New research, polling data, and advice for teens and parents to be released

EVENT SUBTITLE(S)

Winners of Teen People Public Service Campaign Contest Also Announced

What: New research and polling data—released by the National Campaign to Prevent Teen Pregnancy—on the surprising ways peers affect adolescent sexual debut and pregnancy will be discussed at a press conference to kick off May as National Teen Pregnancy Prevention Month. New analysis of peer-led and peer-support groups will also be discussed.

New national and state-by-state teen pregnancy and birth data—released the same day by the U.S. Department of Health and Human Services and the Alan Guttmacher Institute, an independent research organization—will also be discussed.

Two new consumer pamphlets—ten things teens want parents to know and ten things teens want other teens to know about teen pregnancy—will be released.

Winning entries will be unveiled in the “Take a Stand Against Teen Pregnancy” contest, which challenged teens to create their own teen pregnancy prevention media ads.

EVENT CONTENT

When: 10:30 am, Wednesday, May 7, 2014

Where: 2222 Rayburn House Office Building, Washington, DC

Speakers:

- Reps. Michael Castle (R-DE) and Nita Lowey (D-NY), Co-Chairs of The National Campaign’s House Advisory Panel.
- National Campaign Chairman, and former New Jersey Governor, Tom Kean.
- National Campaign President Isabel Sawhill.
- National Campaign Chief Executive Officer Sarah Brown.
- Researchers Peter Bearman, Ph.D., Susan Philliber, Ph.D., and B. Bradford Brown, Ph.D.

About The National Campaign: The National Campaign is a private, non-profit organization that seeks to improve the lives and future prospects of children and families by preventing teen and unplanned pregnancy. More than 1,000 adults and 500 teens participated in the national telephone survey.

BOILERPLATE LANGUAGE