



grounded for life

People



Dawson's Creek



high school MOMS

party of five



Faking it

modern family



Lifetime



marie claire



OWN  
OPRAH WINFREY NETWORK



SELF



TLC



Contains exclusive results from a nationwide survey with  
The National Campaign to Prevent Teen Pregnancy  
**The Real Truth**  
About  
**Teens & Sex**

Switched  
at Birth

Journal

People



From Hooking Up to  
Friends with Benefits—  
What Teens Are Thinking,  
Doing, and Talking About  
And How to Help Them  
Make Smart Choices  
Sabrina Weill



Better  
Homes  
and Gardens

CBS



The Washington Post

FOX



BOSTON  
PUBLIC



TRUE  
LIFE

Parenting  
MAGAZINE

Entertainment



seventeen

Dr.  
Phil

HBO

THE  
CARMICHAEL  
SHOW





The National Campaign  
to Prevent Teen and Unplanned Pregnancy

# 20

## 20 Years: From Promise to Proof

HOW THE MEDIA HAS HELPED REDUCE TEEN AND UNPLANNED PREGNANCY FOR TWO DECADES

WHEN YOUNG WOMEN HAVE THE  
POWER TO DECIDE IF, WHEN, AND  
UNDER WHAT CIRCUMSTANCES TO  
GET PREGNANT, EVERYBODY WINS.

ESSENCE



CBS

abc family  
a new kind of family

7th Heaven

Gilmore girls



Good Housekeeping



WORKING MOTHER

abc GENERAL HOSPITAL



GLAMOUR

GET REAL



FAMILY GUY



one tree hill



ym  
YOUNG & MODERN



JANE THE VIRGIN

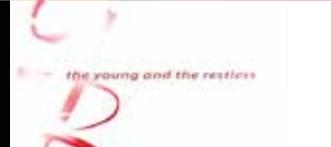


The New York Times



Sports Illustrated

VIRGIN TERRITORY



BuzzFeed



REDBOOK



Journal



blAck  
americaweb.com

JUDGING AMY

HISPANIC MAGAZINE



Woman's Day

COSMOPOLITAN



omg!  
YAHOO!

THE CW

momlogic



Women's Health



LATINA



THE TRUE HOLLYWOOD STORY

FamilyCircle

ER

hulu

EMILY OWENS M.D.



## TABLE OF CONTENTS

- 6 About The National Campaign
- 7 Why We Do What We Do
- 9 1995-2016 Highlights
- 46 Exclusive Surveys
- 48 Discussion Guides
- 50 PSAs
- 51 Sponsored Content
- 52 Thanks, Birth Control
- 53 Teen Pregnancy Prevention Month
- 54 Board of Directors
- 55 Media Advisory Group

## About The National Campaign

The National Campaign works to ensure that young people have the power to decide if, when, and under what circumstances to get pregnant. We are a non-partisan, non-profit organization that is research-driven, focused on reducing disparities, and is helping to ensure that children are born into stable families. We support those working on these issues in states and communities, we advise policymakers and opinion leaders, and we meet our audiences where they are. The Campaign was founded in 1996 and focused solely on teen pregnancy prevention until 2007 when we expanded our mission to include single, young adults. Our work supports responsible policies, responsible behavior, and has always embraced a wide range of partners—including those in the media world.



## About Bedsider

In order to reach young women in their 20s, who have nearly twice as many unplanned pregnancies as teens do, The National Campaign created Bedsider.org. Bedsider is an online support network designed to make the use of birth control easier. Its goal is to help women find the method of birth control that's right for them and learn how to use it consistently and effectively. Features of the site include a birth control method explorer, expert Q&A, videos of real women talking about birth control, animated “fact or fiction” videos, and more. One of Bedsider’s medical advisors even has weekly “office hours” on Twitter. The Bedsider Reminders app launched in 2016 and helps pill, patch, ring, and shot users to stay on top of their method. Bedsider created the Bedsider U college program to help students get on top of their sex life and now has reps on more than 30 campuses.



## About Stay Teen

Our award-winning site for teens features honest information about sex, love, relationships, pregnancy, and birth control. Features of StayTeen.org include an “Ask Us Anything” section, videos, games, and original writing by teens. There is also an interactive birth control method explorer designed to help young people compare options, and a clinic finder to help locate teen-friendly health care providers.



## Why We Do What We Do

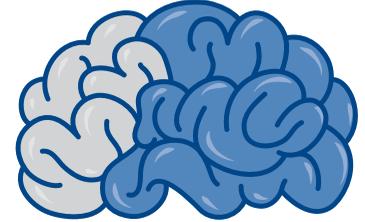
Television, online content, magazines, and social media are important sources of entertainment and information for our audiences. Teens and young adults pay attention to the shows, sites, and apps they care about, and when characters they relate to deal with sex, pregnancy, and contraception, it helps them personalize these issues. Two-thirds of people age 12-24 (65%) agree that “one reason for the decline in teen pregnancy over the last 20 years is that it’s a more frequent topic in popular media such as TV shows, movies, magazines, and online.” Entertainment is a great discussion-starter for teens, young adults, and parents alike and is a critical part of prevention efforts: 70% of young people say have learned something useful about sex, love, or relationships from popular media like TV shows or movies.

## About the Entertainment Media Work

The National Campaign has partnered with the entertainment industry for nearly 20 years, encouraging and informing stories about sex, love, birth control, and teen and unplanned pregnancy. We work to integrate messages about these issues into popular media by cultivating relationships with media leaders and content creators. We do a lot of work behind the scenes—reviewing scripts, talking about story development, and offering research to writers and producers. We also produce blog posts, quizzes, sidebars, social content, discussion guides, and other materials. We have teamed up with outlets on exclusive surveys, branded content, and PSAs. We want to support writers, producers, editors, bloggers, and others who reach teens, young adults, and their parents in meaningful ways.

## How We Can Work Together

We work with your needs. We can provide the most up-to-date research, polling data, expert and “real people” sources, digital and social content, and more. Whether you need a quick statistic or an in-depth briefing on the issues, we’re happy to help in whatever way makes the most sense for your work. We do writers’ room briefings; provide confidential feedback on scripts; offer tips for avoiding the minefields on these topics; and produce talking points, story ideas, and other materials to help you bring these issues to your audience.



# 2/3

of those age 12-17 (64%) agree that when “there’s a story about teen pregnancy that I can relate to in popular media (such as TV shows, movies, magazines, or online) it makes me think more about my own risk.”



# 61%

of boys age 12-17 say they’ve had a “helpful conversation” with their parents about sex “because of something we saw in popular media.”

**mun2**

**US**

**GREY'S ANATOMY**

*seventeen*

**THE ROSIE SHOW**

**Parks and Recreation**

**tr3s**

**EMILY OWENS M.D.**

**¡Levántate!**

**Chasing life**

**FOX**

**ER**

**PBS**

**iVillage**

**THE SECRET LIFE OF THE AMERICAN TEENAGER**

**CBS**

**ANDERSON LIVE**

**a path appears**  
FROM THE CREATORS OF HALF THE SKY

**VARIETY**

**ULTIMATE A&O**

**teenVOGUE**

**someecards**

**myspace**  
a place for friends

**HOUSE M.D.**

**Discovery Health**

**HART OF DIXIE**

**Teen People**

**young & HUNGRY**

**ARE YOU THE ONE?**

**party of five**

**TYRA**

**A hulu ORIGINAL EASTLOS HIGH**



**teen nixx**

**GUILT**  
FREEFORM

**Degrassi**

**THE WAY WE LIVE NOW**

**UNIVISION**

**Lifetime**

**The National Day to Prevent Teen Pregnancy**

**ricki**  
THE RICKI LAKE SHOW

**one life to live**

**BUSTLE**

**Parenthood**

**FREEFORM**

**THIRD WATCH**



**HAPPY ENDINGS**

**NBC**

**SMASH**

**BET**

**WB**

**All of Us**

**American Idol**

**glee**

**TMZ**

**SO YOU THINK YOU CAN DANCE**

**SO YOU THINK YOU CAN DANCE**

**marie claire**



# 1995-2016 HIGHLIGHTS

# 1995-1997



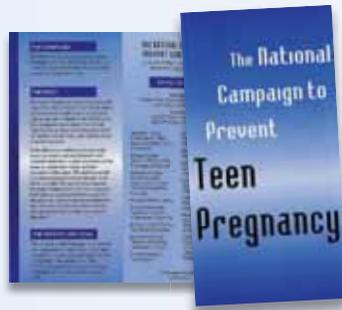
**President Bill Clinton** calls for a national campaign to prevent teen pregnancy in the 1995 State of the Union.

## Media Advisory Group is formed

The National Campaign's Entertainment Media work grew out of a desire to harness the power of popular media to reach teens and their parents. Our first Media Task Force met at People Magazine in 1996. This dedicated group of media decision-makers from MTV, Warner Bros., Time, BET, and elsewhere led the charge in Hollywood to tell informative and compelling stories about sex, pregnancy, and contraception.

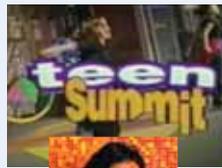
*"Government can only do so much. Tonight, I call on parents and leaders all across this country to join together in a national campaign against teen pregnancy to make a difference. We can do this and we must."*

—Pres. Bill Clinton, January 24, 1995



## The National Campaign to Prevent Teen Pregnancy opens its doors

Our goal was to reduce teen pregnancy by one-third over a decade—an ambitious goal that the nation reached before the 10-year mark. In order to address this complex and seemingly intractable problem, the Campaign worked as a catalyst across a wide variety of sectors, helping to redefine teen pregnancy as an economic and child health and well-being issue, not just a reproductive health issue.



### BET

#### *Don't Kid Yourself*

Our first media partner was Black Entertainment Television. Their town hall series "Don't Kid Yourself" and original PSAs inspired media leaders across the industry to find ways to incorporate our messages into their work. The series won the Beacon Award from the Cable Television Public Affairs Association.

### NBC

#### *The More You Know*

In partnership with NBC, the Kaiser Family Foundation, and the Ad Council, we helped develop on-air PSAs, discussion guides, and programming content to inform teens and parents.

### MTV

#### *Coming to Terms*

MTV News reporter Tabitha Soren hosted a special report to explore the real lives of teen parents and to hear from teens and parents about the importance of frank conversations about sex.

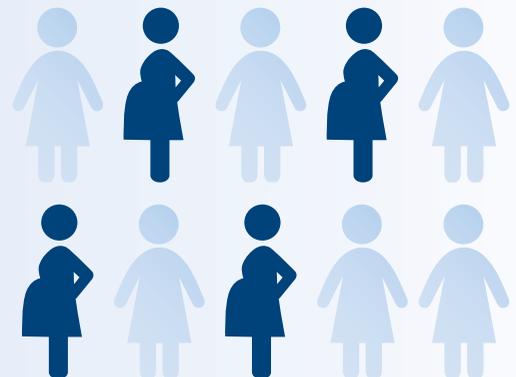


People



## 4 IN 10

**In 1996, 4 in 10 girls in the United States got pregnant by the age of 20.** Despite dramatic declines since then, in 2016 the U.S. still has the highest teen birth rate in the fully developed world.



# 1998



*Lifetime*



**Lifetime**

*Fifteen and Pregnant*

The Campaign forges partnerships behind the scenes with popular TV shows and magazines.



**Teen People**

*Teens Talk About Sex*

Throughout its 8-year lifespan, *Teen People* was among the Campaign's most productive and creative partners. *Teen People* launched PSA contests, included our Youth Leadership Team in its coverage, polled its Trendspotters on our topics, and helped launch the National Day to Prevent Teen Pregnancy.



**Univision**

*Cristina*

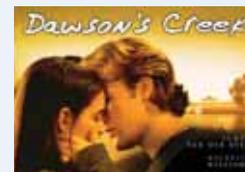
TV host Cristina Saralegui played a leading role in bringing

the spotlight to teen pregnancy in Spanish-language media. She joined the Campaign's Media Advisory Group, recruited others to help the cause, and covered our topic many times on-air and in her magazine.



**The WB**

*The Parent Hood*



**The WB**

*Dawson's Creek*

We worked closely with writers and producers throughout the life of this series as Dawson, Joey, Pacey, and Jen explored love, sex, and how to tell the difference.



**The WB**

*Seventh Heaven*



**FOX**

*Party of Five*



**People**

*"I want to thank The National Campaign to Prevent Teen Pregnancy and each of you for working to make [it] possible so that all children can live like children should today, and grow up to lead this country tomorrow."*

-First Lady Hillary Rodham Clinton

**First Lady Hillary Rodham Clinton and People Magazine**

hosted a luncheon to highlight the essential role that media plays in reducing teen pregnancy. It showcased the leadership of Campaign media partners like MTV, BET, Cristina Saralegui, *People en Español*, *Teen People*, and ABC Daytime.



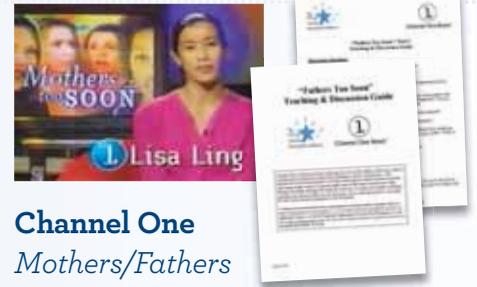
# 1999



**Teen People**  
*Babies Having Babies*



**Parenting Magazine**  
*How to Talk to Your Child About Sex*



**Channel One**  
*Mothers/Fathers Too Soon*

The Channel One News series “Mothers Too Soon” and “Fathers Too Soon” (launched in 2000) featured anchor Lisa Ling as she moved in with teen parents and reported on their daily lives. Discussion guides written by the Campaign went to more than eight million high school students.



**FOX** *Get Real*



**Grant Hill PSA**

This print PSA featuring Detroit Pistons star Grant Hill (photography by Annie Leibovitz) launched in *Teen People*, and ran in *Spin*, *Vibe*, *Sports Illustrated*, and elsewhere. More than 300,000 postcards of the PSA were distributed in Tower Records stores nationwide.

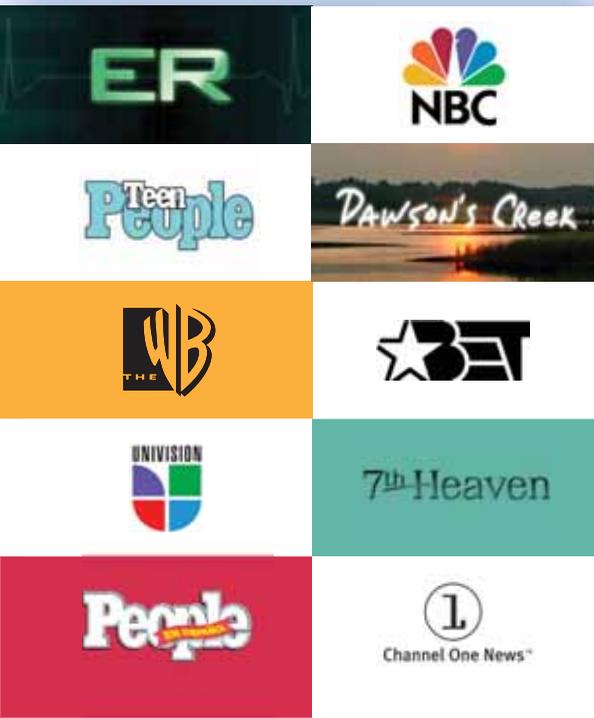


**People en Español**  
*El Sexo y los Adolescentes*

We provided information on teen pregnancy nationwide and among Latinas, and worked closely with editors on their portrayals of young Latina moms and what they want and need from their parents.



**Heart & Soul**  
*From Boys to Men*



**ABC**  
*One Life to Live*

In a year-long storyline, ABC’s “One Life to Live” followed the teen pregnancy of Jessica Buchanan. We collaborated with the show on PSAs, discussion guides, and educational videos. ABC Daytime won a SHINE Award from Advocates for Youth this work.

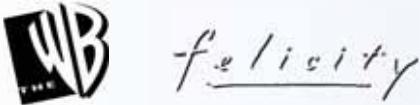


# 2000



## The WB *Felicity*

Storylines we worked on this season explored sex in college as well as emergency contraception.



## NBC *ER*

The show included stories about teen sex, STIs, and contraception and used Campaign posters as set dressing for many seasons.



## NBC *West Wing*



## The Ananda Lewis Show



## Candie's Foundation Launches

Campaign staff joined Destiny's Child to support Neil Cole and the launch of The Candie's Foundation, which created celebrity PSAs and sparked broad awareness about teen pregnancy prevention.



## FOX *Boston Public*



## Teen People

### Postcard contest

Readers submitted PSA ideas for a postcard contest about teen pregnancy prevention. The magazine's art directors produced the ads and the contest continued for six years.



## PSAs

Ogilvy & Mather created thought-provoking PSAs to connect with teens about the consequences of sex and to launch our first teen-focused website. PSAs ran in magazines for several years and attracted media coverage for their fresh approach.



The Washington Post

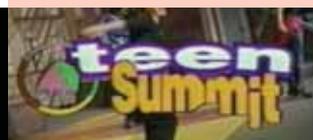
BOSTON PUBLIC



Teen People

7th Heaven

FOX



Dawson's Creek



Channel One News

# 2001



## Ricki Lake

For five years Ricki Lake devoted special episodes of her talk show to teen pregnancy prevention. She worked in partnership with the Campaign on PSAs, press appearances, and other special projects to reach and influence her fans and viewers.



## Working Mother

*First Crush*



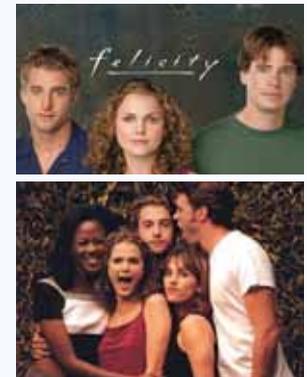
## SPIN *Like a Virgin*



## People en Español

PSAs

*People en Español* launched our Spanish-language PSAs to help parents start conversations with their teens.



## The WB *Felicity*

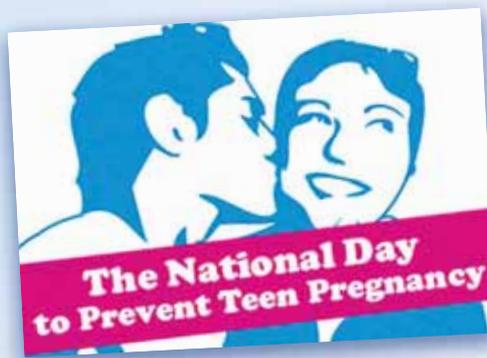


## Teen People *Why Sex Ed Sucks*



## The WB

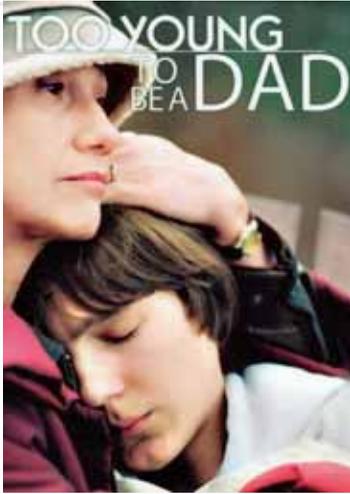
*Seventh Heaven*



## First National Day to Prevent Teen Pregnancy

The National Day to Prevent Teen Pregnancy launched in 2001, creating a national movement to encourage teens to stop and think about what they would do in the heat of the moment. Media, community leaders, and teens nationwide found creative ways to share the message.

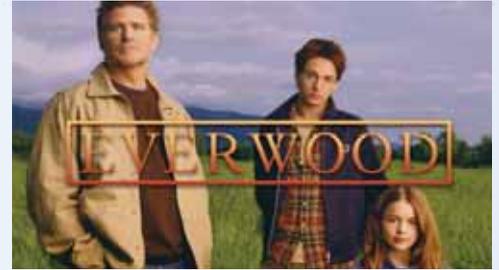
# 2002



## Lifetime

### *Too Young to be a Dad*

Lifetime's original movie told the story of a teen couple's experience with pregnancy and focused on how their lives and relationships changed after parenthood. The movie featured Campaign messages and a PSA.

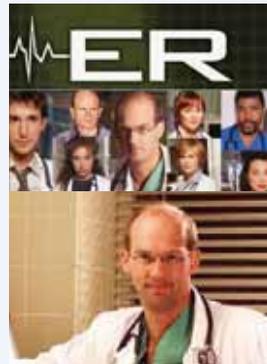


## The WB *Everwood*



## Channel One *Baby Steps*

Channel One News featured the members of our Youth Leadership Team in a three-part series about teen pregnancy that aired in 12,000 schools.



## NBC *ER*



## ABC *George Lopez Show*

## Teen People

*Teen People* joined forces with The National Campaign on the National Day to Prevent Teen Pregnancy. Through a PSA contest, prizes, and editorial content, *Teen People* inspired media leaders, community leaders, and teens to get involved.



## FOX *Grounded for Life*



## Spanish Language Media

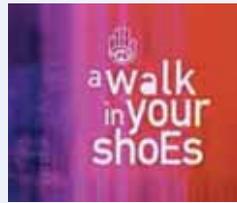
Spanish language media including *Cristina La Revista*, *People en Español*, Univision, *La Opinión*, and Radio Unica promoted our parent messages and "Consejos a los Padres" tips.



# 2003

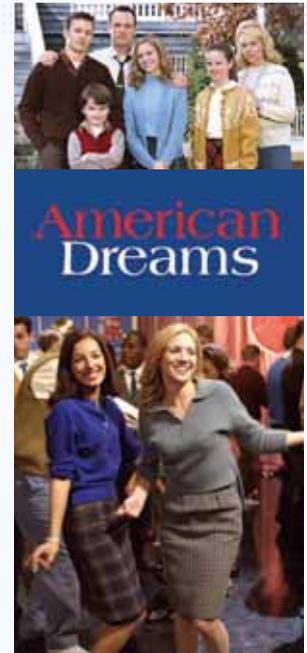


**Teen People**  
*Postcard contest*

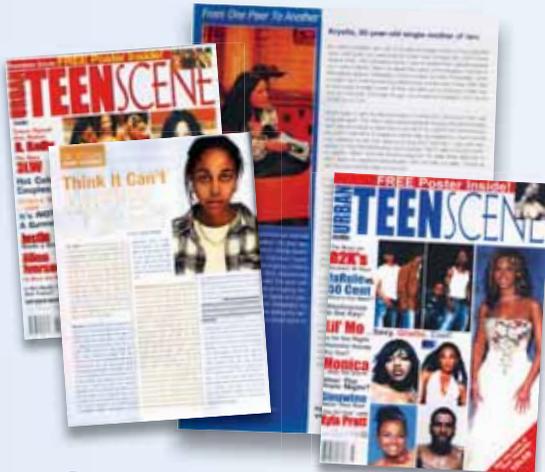


**Noggin/The N**  
*A Walk in Your Shoes: Teen Parent*

Noggin/The N won a SHINE award from Advocates for Youth for “outstanding television portrayals of sexual and reproductive health issues.” In our joint episode, “A Walk In Your Shoes: Teen Parent,” a teenage couple with a child changes places with a teenage couple who are not parents.



**NBC**  
*American Dreams*



**Urban Teen Scene**  
*The Safest Kind of Sex*



**Teen People**  
*Pregnant Pause*



**Zuri**  
*18 and Pregnant*



## Partners in Progress

McKinsey and Co. surveyed entertainment media executives who worked with the Campaign and found that more than **9 in 10** said the Campaign had helped them present teen pregnancy prevention to their audiences in interesting ways. 95% said they were committed to addressing teen pregnancy prevention in their work.

# 9 OUT OF 10





DO YOU KNOW FOR SURE?



TEEN PREGNANCY



**Better Homes and Gardens**  
*Having the Talk*

**Self**  
*Surprise! Half of All Pregnancies Are Accidents*



**FOX**  
*Boston Public*

We worked with producers on several episodes, including one about the impact teen pregnancy can have on education.



**UPN**  
*One on One*

“One on One” included our parent messages and a Campaign PSA.



**REDBOOK**  
*Service for Every Schedule*



**The WB**  
*Dawson's Creek*

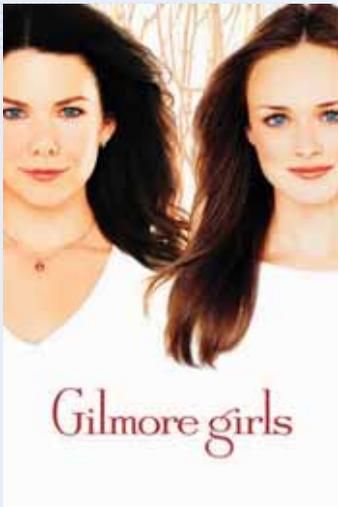
An evaluation of Campaign messages in six episodes of The WB's “Dawson's Creek” found that **7 in 10 teenagers said the show made them more aware of the consequences of sex.** Two-thirds said watching the show helped them decide to be more cautious.



The New York Times



# 2004



**The WB**  
*Gilmore Girls*

Lorelai and Rory talked openly about Rory's decisions about sex and relationships, and how being the daughter of a teen mom affected her life. Campaign messages informed the show over many seasons.

## Lifetime

**Lifetime**  
*She's Too Young*

"She's Too Young" explored the sexual attitudes of a group of young teens as seen through a mother/daughter relationship. Lifetime aired a PSA for the Campaign and posted a discussion guide to help parents talk with their teens.



**FOX**  
*The O.C.*

"The O.C." dealt with the emotional challenges of a teen's unintended pregnancy. A Campaign PSA aired after the season finale which fell on the National Day to Prevent Teen Pregnancy.

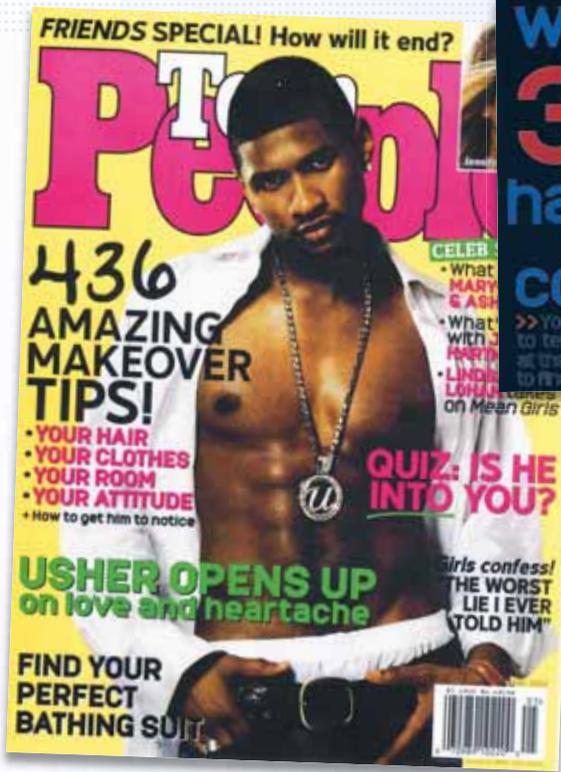


**The WB**  
*One Tree Hill*



**This is My Reality:  
The Price of Sex**

In partnership with Motivational Educational Entertainment, we compiled and shared insights from candid discussions with low-income African-American youth about sex and the power of relationships.



**Teen People**  
*What Do These 3 Girls Have in Common?*

**Online Partnerships**

For the National Day to Prevent Teen Pregnancy and beyond, we worked with new partners to generate original online content.



*AOL Red, BET.com, Lifetime, TheWB.com, Kiwibox, Seventeen.com, Ricki Lake, YM, MTV.COM*



**Teens, TV, and Sex**

Research from the RAND Corporation, published in *The Journal of Pediatrics* in 2004, found that adolescents who watch significant amounts of sexual content on TV were twice as likely as those who watched a limited amount of sexual content to begin having sex in the ensuing year. The report also noted that television can play a positive role by showing the risks and consequences of sex and by giving parents an opportunity to discuss their own views.

ESSENCE

FOX



seventeen



REDBOOK

7th Heaven



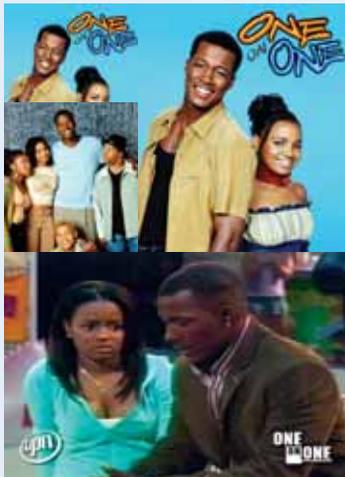
Lifetime



# 2005



CBS Cold Case



UPN One on One



The N South of Nowhere



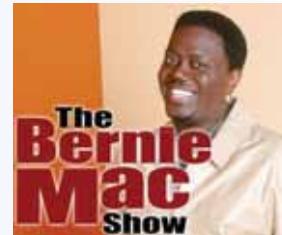
The N Degrassi: The Next Generation



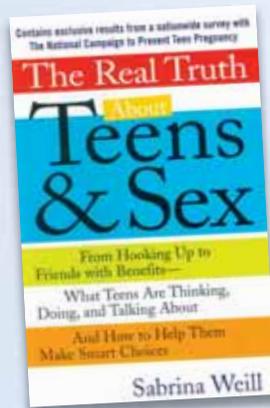
CBS Guiding Light



FOX The OC

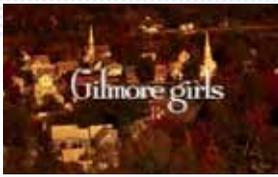


FOX Bernie Mac

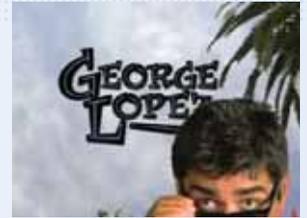


## The Real Truth About Teens and Sex

Writer and former *Seventeen* magazine editor Sabrina Weill worked closely with the Campaign to inform her book *The Real Truth About Teens and Sex*. Results from a joint survey and candid interviews with our Youth Leadership Team were included in the book.



**The WB**  
*Gilmore Girls*



**ABC**  
*George Lopez Show*

As the son of a teen mom and the dad of a teen girl, George Lopez's character explored our issue for several seasons.



**Lifetime**  
*Mom at Sixteen*

The Campaign consulted on the movie's script, helped develop a PSA which aired after the movie, and wrote a discussion guide for parents and teens. Lifetime executives co-hosted a premiere in Washington, DC with the Campaign to encourage parent-teen conversations.



**10 Years of Progress**

The National Campaign celebrated a decade of progress at an event in Washington, DC. Board Member Bruce Rosenblum and "Gilmore Girls" star Alexis Bledel helped kick off the next phase of the Campaign's work.



**The WB**

Four shows on The WB included on-air content and online material about teen pregnancy. PSAs aired after relevant episodes.



# 2006



**FOX**  
*The War at Home*



**CBS**  
*Guiding Light*

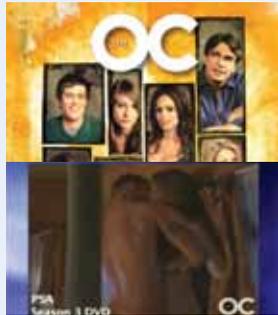


**Latina**  
*Teen Pregnancy*

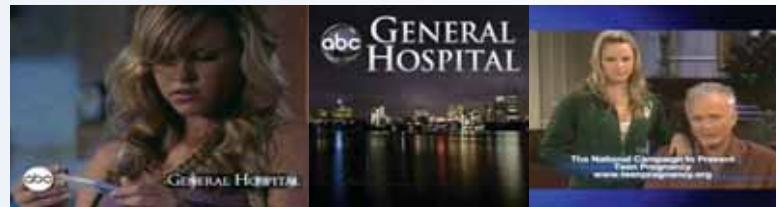
A feature story in Latina magazine about teen pregnancy included findings from a Campaign survey of Hispanic parents and teens. Campaign Youth Leadership Team member Amanda Romero was chosen as one of "10 Latinas Shaping the Future."



**UPN**  
*Veronica Mars*



**FOX**  
*The OC*



**ABC**  
*General Hospital*

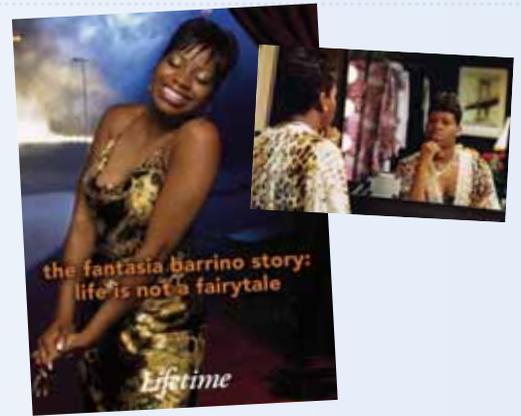


## Expanding Our Circle

Media Advisory Group members held a reception at Fox Studios to showcase Hollywood's role in reducing teen pregnancy and to mobilize the next generation of media executives.



**Seventeen**  
*Pregnancy High*



**Lifetime**  
*The Fantasia Barrino Story: Life is Not a Fairytale*

We produced a discussion guide for this Lifetime original movie about teen mother and "American Idol" winner Fantasia Barrino.



**The WB**  
*Seventh Heaven*

For many seasons, the Camden family talked openly about teen pregnancy and parenthood, delaying sex, and why parents matter.



**Tyra Banks Show**



**Teen People**



Rep. Nancy Johnson (R-CT) meets with Youth Leadership Team member Awilda Rodriguez.

**Youth Leadership Team**

Over the years, members of our Youth Leadership Team have met with Members of Congress, advised our media work, created PSAs, and guided our efforts. These teens from across the country bring a wide variety of backgrounds and viewpoints to the Campaign.



# 2007



**Glamour**  
*Editorial*

"We interrupt the decades-long battle over reproductive rights with this news flash: Abortion is preventable. Reduce the sky-high number of unplanned pregnancies and abortions will decrease too."



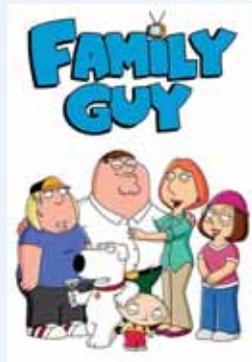
**Latina**  
*Special Report: The State of Latino Education*



**MySpace**  
*Video Contest*

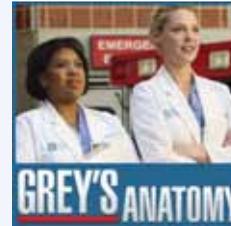


To launch our new Stay Teen brand, we partnered with MySpace on a video contest. The winning entry became a Campaign PSA.

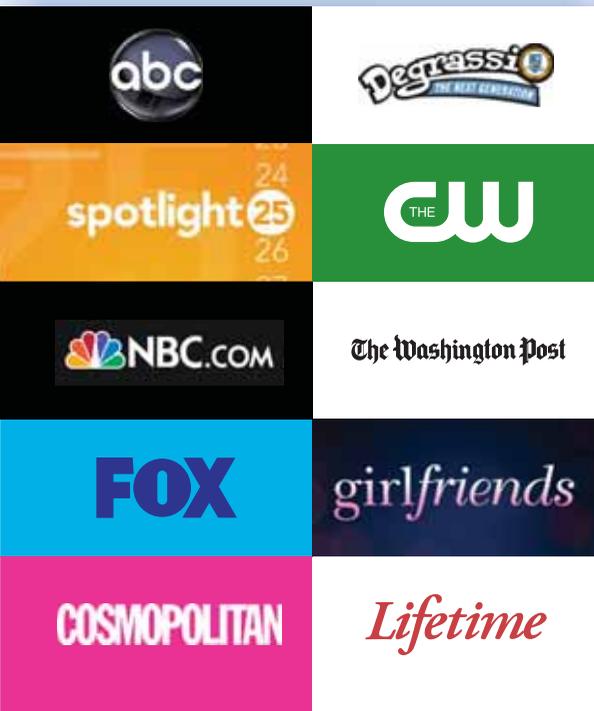


**FOX**  
*Family Guy*

This hit series included our messages in an episode about teen pregnancy, without losing the show's raunchy comedic edge.



**ABC**  
*Grey's Anatomy*



*The Campaign changed its name and expanded its mission to include young adults, giving us even more opportunity to work with storytellers and content creators.*



**USA Today**  
*Walking the Tightrope of the 20s*



**AOL Latino**  
*Embarazo Entre Adolescentes*



**The CW**  
*One Tree Hill*



**The CW**  
*Girlfriends*



**Family Circle**  
*7 Things Never To Say To Your Teen*



**Pop Culture Focus**

Teen and unplanned pregnancy were hot topics in popular culture in 2007, well beyond the reach of the Campaign's work. "Juno" was enormously popular and led to lots of media focus on the issue, as did the pregnancy of 16-year-old Nickelodeon actress Jamie Lynn Spears. "Knocked Up" was also a critically acclaimed comedy about unplanned pregnancy that spent all summer in the box office top 10.



# 2008



**ABC Family**  
*The Secret Life of the American Teenager*

We worked closely with abcfamily.com on discussion guides, advice columns, blog posts, and other online content throughout all five seasons of this show. PSAs ran after every episode.



**CBS**  
*How I Met Your Mother*

To support a pregnancy scare storyline, we met with writers and producers to give them talking points about unplanned pregnancy. HIMYM also offered "Not A Father's Day" shirts, mugs, and cards on its website. This was one of our first media partnerships to focus on unplanned pregnancy among young adults.



**ABC**  
*One Life to Live*



**The CW**  
*Gossip Girl*



**NBC** *The Baby Borrowers*



**Sex & Tech Survey**

One of the first surveys to look at teens and sexting, this joint project with *Cosmogirl!* was picked up by more than 500 media outlets.

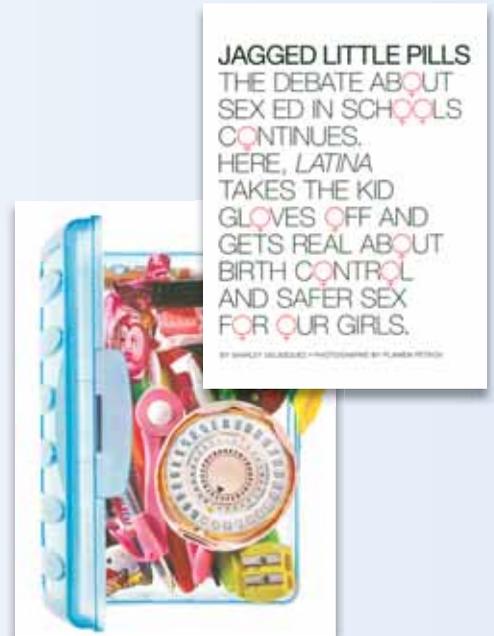




**Seventeen**

*Why Are So Many Girls Still Getting Pregnant?*

# LATINA



**Latina**

*Jagged Little Pills*



**Glamour**

*Find a Better Birth Control*

**PSAs**

Our Stay Teen PSAs were filmed and created by our Youth Leadership Team and aired hundreds of times *pro bono* on popular shows and networks thanks to our media partners.



The Washington Post



momlogic

People



Reader's Digest



abc family  
a new kind of family

# 2009

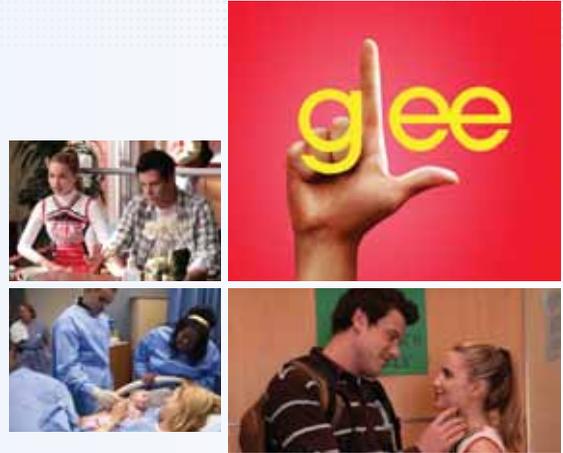


**ABC Family**  
*Greek*



**FOX**  
*Glee*

We worked with Glee for several seasons as they explored pregnancy, virginity and more.



## *seventeen*

**Seventeen**  
*The Secret Life of Pregnant Teenagers*



**MTV**

*16 and Pregnant and Teen Mom*

We have worked closely with the production team, the network, and MTV.com as advisors to these groundbreaking reality shows since they were greenlit.





**SELF**

**Self**

*Single, Pregnant and Panicked*

The writer of this piece accompanied the Campaign to focus groups about unplanned pregnancy.



**FOX**

*Bones*

We worked behind the scenes on this episode about a high school pregnancy pact in which at least four of the expectant mothers got pregnant by the same teen boy. Dialogue included a tough talk about what it means to be a responsible father.



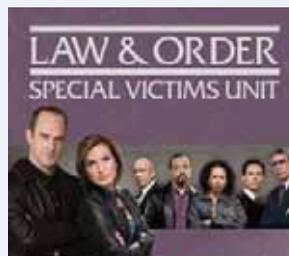
**ABC Family**

*The Secret Life of the American Teenager*



**Lifetime**

*Army Wives*



**NBC**

*Law & Order SVU*



We advised the show on an episode about the dangers of sexting. NBC.com built a special resource page for parents using our data and tips.



**Funding**

Congress approves more than \$100 million in funding for evidence-based teen pregnancy programs.



**COSMOPOLITAN**



**momlogic**



# 2010



**Seventeen**

*What Guys Really Think About Sex*

This piece was based on an exclusive Campaign/Seventeen survey of teen boys and young men.



**Hispanic**

*A Growing Problem*



**Glamour**

*Are You Normal About Birth Control?*



**Family Circle**

*Sext Ed*



**Lifetime**

*The Pregnancy Pact*

We served as advisors on the script, production, and related web content for this movie, which was inspired by reports of an alleged high school pregnancy pact. We also collaborated on an original PSA and parent-teen discussion questions.





**Seventeen**  
*Could Hollywood Trick You Into Getting Pregnant?*



**NBC.com**  
Campaign messages about unplanned pregnancy appeared on NBC.com whenever shows had relevant storylines.



**NBC**  
*Friday Night Lights*



**Women's Health**  
*When Did Unsafe Sex Stop Being Scary?*



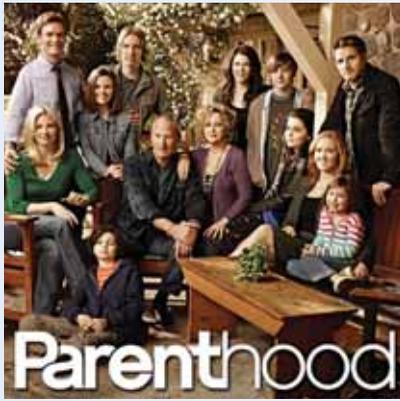
**Black America Web**



**MTV**  
*16 and Pregnant and Teen Mom*  
Less than a year after MTV's "16 and Pregnant" premiered, The National Campaign surveyed teens about the show. More than 6 in 10 had seen the program and of those, **82% said it helped teens better understand the challenges of pregnancy and parenthood.** Only 15% said it glamorized the issue. Similarly, a 2010 Campaign study done with Boys & Girls Clubs found that more than 90% of teens who watched and discussed the show said they learned teen pregnancy was harder than they had imagined. Forty percent of teens in the study talked to a parent about it after watching.



# 2011

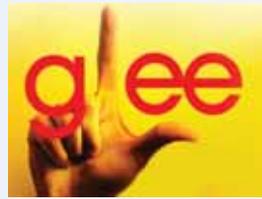
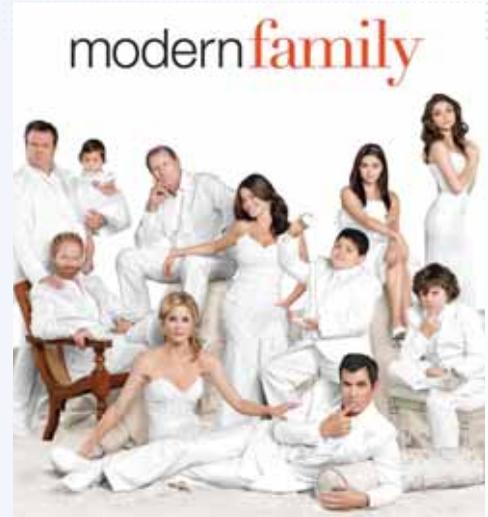


**NBC**  
*Parenthood*

We consulted on various "Parenthood" storylines and wrote blog posts and other related online content for NBC.com throughout the life of the series.



**ABC**  
*Modern Family*

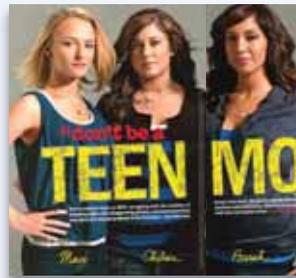


**FOX**  
*Glee*



**MTV**  
*Teen Mom*

Proceeds from sales of MTV's "Teen Mom" soundtrack benefitted The National Campaign.



**Seventeen**  
*Don't be a Teen Mom*



*seventeen*



**ESSENCE**

*Our Teens' Secret Sex Lives*

An exclusive Campaign/ESSENCE survey about the experiences and feelings of black youth provided the backbone of this award-winning story.



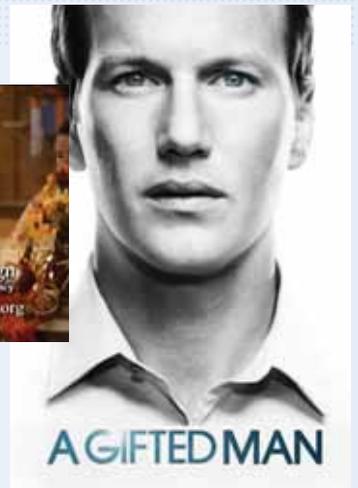
# GLAMOUR



**Glamour**  
*Are You Playing Baby Roulette?*

## Campaign PSAs

Campaign PSAs created by teens aired pro bono hundreds of times thanks to our network partners.



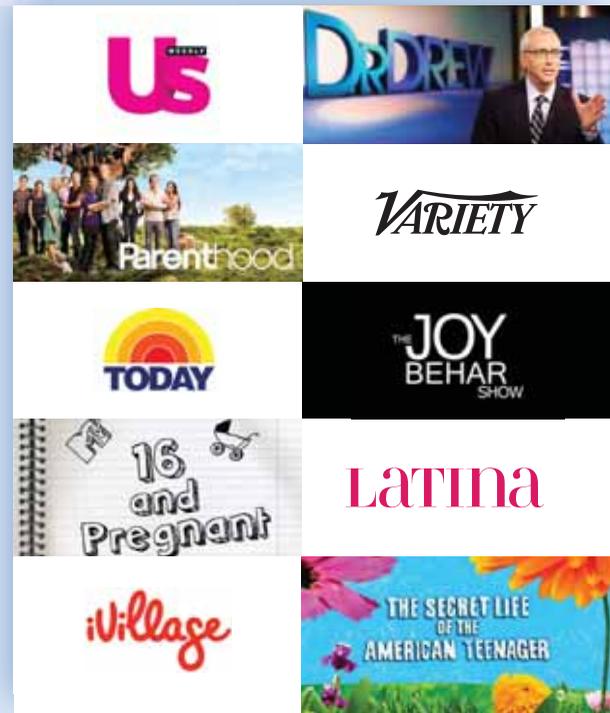
**CBS**  
*A Gifted Man*  
 A Campaign PSA followed an episode about a teen who keeps her birth control a secret from her parents.



**ABC**  
*The Middle*

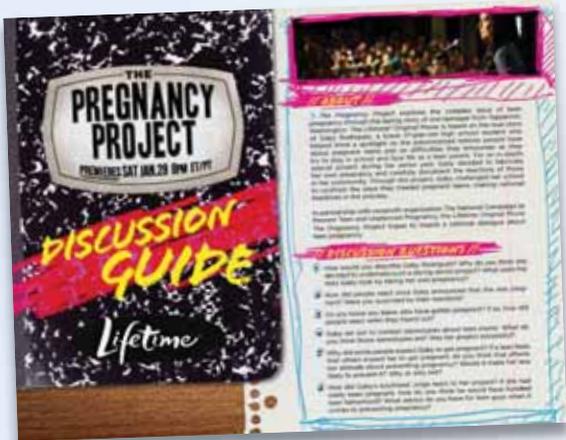


The groundbreaking findings from this survey sparked conversations among practitioners, parents, and the Congressional Black Caucus.





# 2012



**Lifetime**  
*The Pregnancy Project*

## Men's Fitness 10 Dumb Mistakes That Can Get Her Pregnant



You're about six beers deep and finally—after several overpriced dinners and cocktails—you've convinced a super hot chick that you're the all-around awesome guy she initially hoped you'd be. Score! So as you head back to your place and things get heated, there's no shot you're killing the mood with a *cumshot*...right?

Bad idea. Terrible idea. In fact, that logic is so flawed, we're going to go ahead and counter it with the ultimate mood killer: In the first year of a baby's life—between doctor visits, clothing, food, and everything else, a parent can expect to spend more than \$10,000. (Yeah. Let that sink in.)

So unless you're ready to trade beer for baby formula? Read this—our expansive guide to making sure you don't knock her up. Because even if you play it safe most of the time, you're probably screwing up in ways you didn't even know were possible. And like your old man always said, it only takes one mistake.

- 1. The Mistake: You think having sex standing up prevents pregnancy.**  
**The Potential Damage:** We couldn't believe that nearly 1 in 5 of men buy into this, but according to a 2010 study, it's true. Yikes. "The law of gravity is not a contraceptive," says Debby Herbenick, Ph.D., the co-director of The Center for Sexual Health Promotion. That's a seemingly obvious assessment, right? Use it.
- 2. The Mistake: You blindly grab some lube.**  
**The Potential Damage:** Always, always, always check what your lube is made out



**Seventeen**  
*The Sex Files*

This piece was based on an exclusive Campaign/Seventeen survey of 12<sup>th</sup> grade girls.



## Someecards

These hilarious cards were a joint production of Someecards and Bedsider.org.





Telemundo *iLevantate!*

FOX  
*Raising Hope*



MTV  
*16 and Pregnant, Teen Mom, and Teen Mom 2*

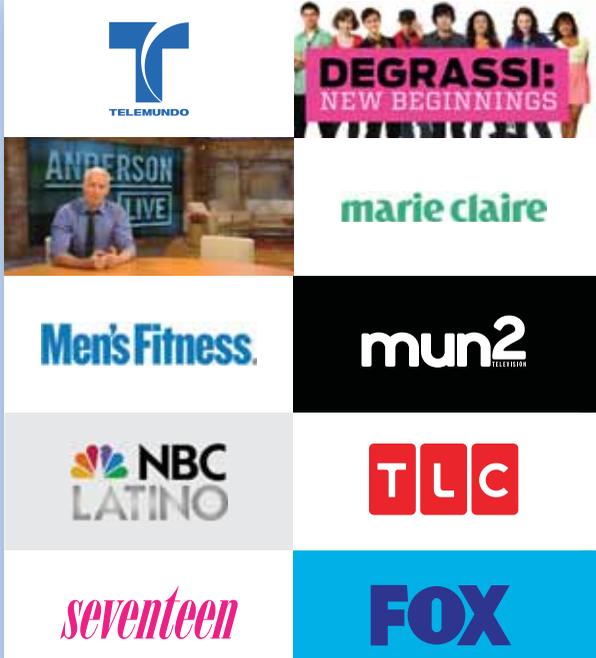
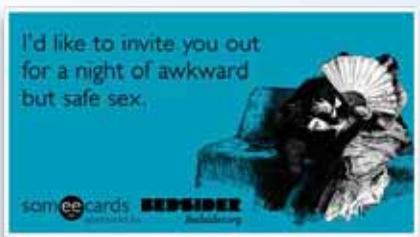


NBC *Parenthood*



**Talk Shows**

The success and impact of MTV's "16 and Pregnant" and "Teen Mom" led to wide-ranging coverage in popular media of teen pregnancy and parenthood, including segments on "Anderson Cooper," "The Rosie Show," "Dr. Drew's Lifechangers," "Dr. Oz," "Good Morning America," and others.



# 2013

hulu



## Hulu

### East Los High

We have served as advisors on this award-winning show since its inception. In addition to providing behind the scenes counsel on scripts, we also contributed to the show's robust transmedia content.



## FOX

### The Mindy Project

We worked with the show's creator on an episode about teens and birth control.



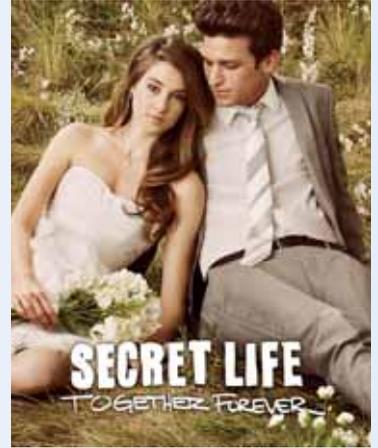
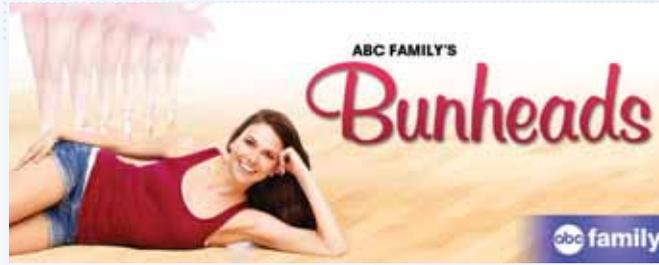
### The Ricki Lake Show



## Cosmopolitan

### Contraception Guide

Cosmopolitan won its first ever National Magazine Award for this in-depth look at contraception. The 12-page feature was based on information from Bedsider.org and an exclusive Campaign/Cosmopolitan survey of young women.



ABC *The Neighbors*

NBC *Smash*

### Launch of the #ThxBirthControl Social Campaign

On November 12, 2013, the nation started a new and positive conversation about birth control and all it makes possible. We asked media leaders to speak up for birth control using the #ThxBirthControl hashtag. Our partners pulled out all the stops on Twitter, Facebook, Instagram, blogs, television, print, billboards, and more. This first year of #ThxBirthControl laid the groundwork for what has grown into an annual social media event that trends nationally and inspires conversations about the benefits of contraception.



marieclaire

hulu



FOX

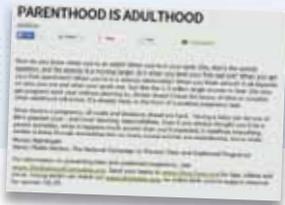


tr3s

Parks and Recreation

HUFF POST TEEN

# 2014



**Parenthood**  
October 4 · 48

Single women in their 20s have twice as many unplanned pregnancies as teens do. Surprised? The National Campaign to Prevent Teen and Unplanned Pregnancy can help you talk about this sensitive topic with your sons and daughters. <http://bit.ly/1yBLUoS>

NBC Parenthood



BET  
*Being Mary Jane*

We contributed related BET.com content and ideas behind the scenes for a storyline about a young mother seeking birth control.



## 'Virgin Territory' Will Explore The Pressures To Keep — Or Swipe — The V-Card

For some young people, there's no such thing as 'casual sex.'

by **matthew scott donnelly** 08/02/14

Having sex, especially for the first time, is a matter of personal preference. For some people, with the proper precautions considered, it's not such a big deal. For others, the act carries a

MTV  
*Virgin Territory*

An exclusive Campaign/MTV survey about virginity provided insight and additional online content to this reality show about having sex for the first time.



## A True Cautionary Tale *16 and Pregnant and Teen Mom*

A study by leading economists found that “16 and Pregnant” was responsible for accelerating the decline in teen births by one-third. The researchers studied birth data, Nielsen ratings, and Google/Twitter analytics.



## THE HUFFINGTON POST



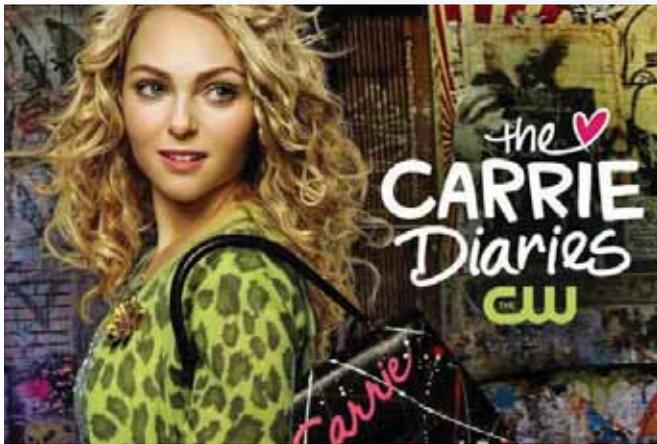


ABC Family  
Switched at Birth

Switched  
at  
Birth



Hulu  
East Los High



The CW  
The Carrie Diaries



FOX  
The Mindy Project



The New York Times



# 2015



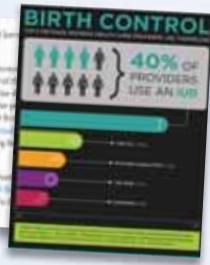
**Marie Claire**

*Smart Girl's Guide to Birth Control*

We held focus groups to inform this story and provided extensive information throughout the writing and editing process.



**Women's Health**



**WomensHealthMag.com**



**FamilyCircle**

**Family Circle**  
*Download This*

This piece about teens' media consumption was based on exclusive research conducted for the Campaign.



**ABC**

*Black-ish and Fresh Off the Boat*

ABC aired 'sex talk' episodes of "Fresh Off the Boat" and "Black-ish" with a Campaign PSA in between episodes. They also spread Campaign messages about parent-teen communication via the shows' social channels.





**Cosmopolitan**  
*We Love the IUD*



**The CW**  
*Jane the Virgin*

We worked with the show's creator to explore themes about sex, contraception, and single young motherhood.

**YouTube**



**YouTube**

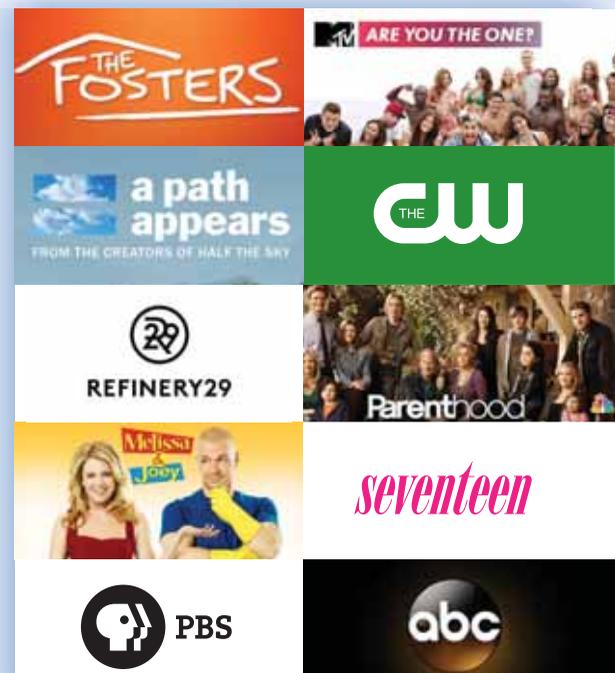
We collaborated with popular YouTube talent on videos about contraception which encouraged viewers to visit Bedsider.org.



**BET.com**  
*B\*real Birth Control Slide Show*



**Scholastic**  
*Kids with Kids*



# 2016

**Latina**



**Cosmopolitan**

*What Guys Really Think About Birth Control*

This piece was based on an exclusive Campaign/*Cosmopolitan* survey of single men and included extensive input from Bedsider doctors and Campaign partners.



**Seventeen**

*Teens and Birth Control*

An exclusive Campaign/*Seventeen* survey of teen girls informed this piece about teens and birth control.



**Latina**

*The Gamble No One Should Take*

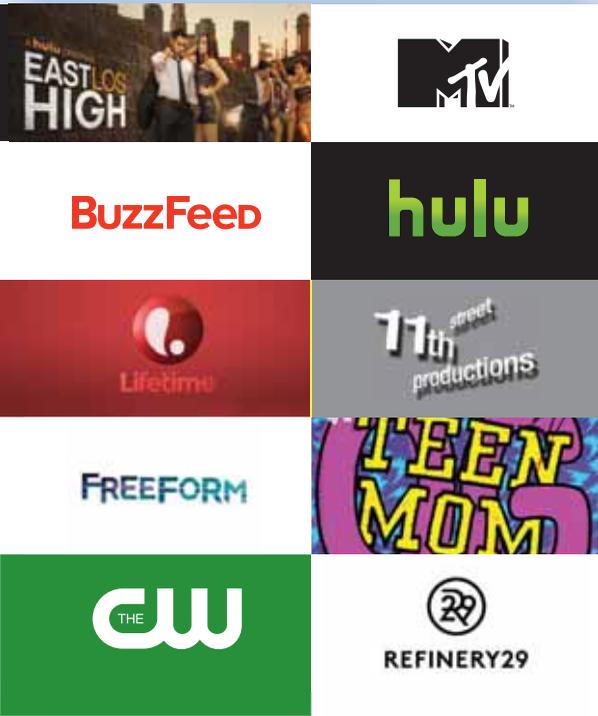
We worked with *Latina* to bring readers real stories from young Latinas who chose IUDs and other low-maintenance birth control.



**Bustle**

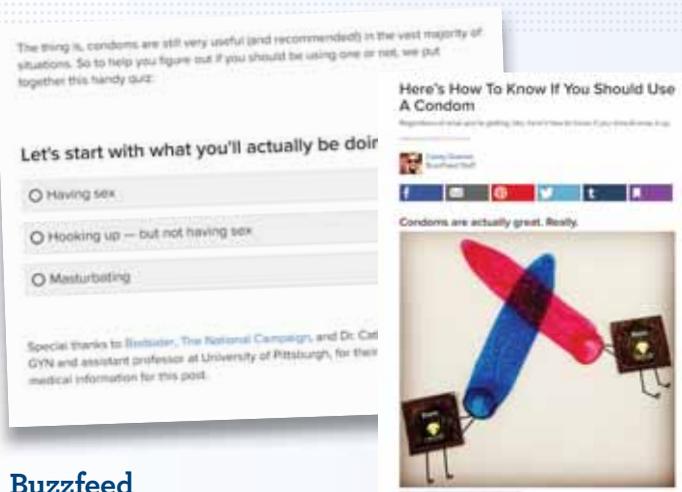
*Sex, Unplanned Pregnancy, and More*

We provided ideas, inspiration, quotes, medical experts, and more for numerous stories on Bustle.com.



The National Campaign Celebrates its 20th Anniversary!

TheNC@20 | OUR STORY + YOURS



**Buzzfeed**  
*Condom Quiz*

This condom quiz was inspired and informed by our messages and medical experts. It was a trending “top story” on BuzzFeed, with more than 700,000 views in the first two weeks it was posted.



**Buzzfeed**  
*Teens and Sex*



# BuzzFeed



**Hulu**  
*East Los High*



**Hulu**  
*Casual*

We shared the latest information on teen pregnancy and contraception with producers, and were thrilled to see one of the main character wearing our Thanks, Birth Control t-shirt in the finale.

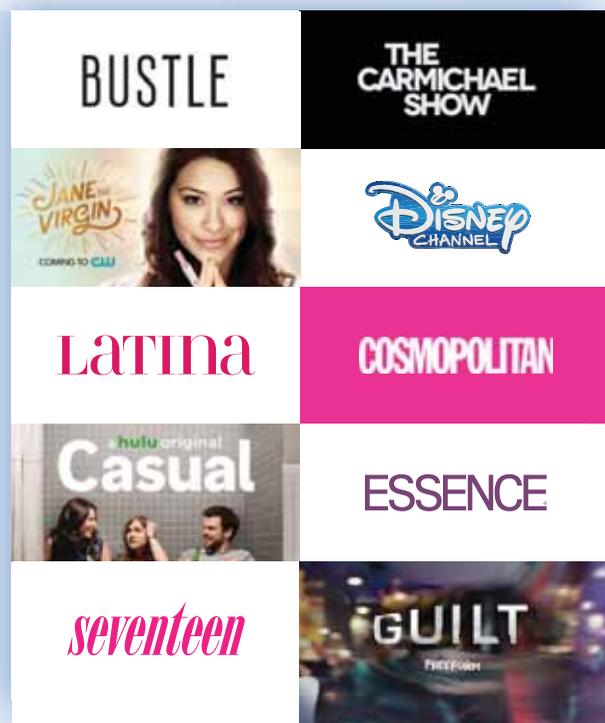


**MTV**  
*Teen Mom OG and Teen Mom 2*

We worked with the show's creators on a birth control themed after show, where the cast disproved the myth that 'he's too big for a condom.'

**Our Story + Yours**

Over the past two decades, teen pregnancy has dropped more than 50% and teen births have dropped more than 60%. This is thanks to a generation of young people who decided to delay sex longer, use contraception more, and plan for brighter futures. Parents, media, and many other sectors have created a cultural shift and turned a seemingly intractable problem into one of the nation's biggest public health success stories. When young women have the power to decide if, when, and under what circumstances to get pregnant, everybody wins. Still, nearly 1 in 4 girls will get pregnant by age 20. **We cannot mistake progress for victory. Learn more and join us at [www.TheNationalCampaign.org](http://www.TheNationalCampaign.org).**



CBS

# HOW DO YOU SCORE?

abc family  
a new kind of family

FamilyCircle



7th Heaven

WORKING MOTHER



VIRGIN TERRITORY

FIND OUT! TAKE THE  
TEEN PREGNANCY  
QUIZ AT STAYTEEN.ORG



TOM JOYNER  
morning show

THE NATIONAL DAY TO PREVENT  
TEEN PREGNANCY



COSMOPOLITAN



Women's Health

CBS Paramount  
TELEVISION

The New York Times



COSMO  
girl!



Channel One News™

VIRGIN TERRITORY

ESSENCE



LATINA



Journal



HISPANIC  
MAGAZINE



FUNNY & DIE

omg!  
YAHOO!

seventeen



**EXCLUSIVE SURVEYS**

**DISCUSSION GUIDES**

**PSAs**

**SPONSORED CONTENT**

**THANKS, BIRTH CONTROL**

**TEEN PREGNANCY  
PREVENTION MONTH**

# Exclusive Surveys

We have periodically joined forces with media partners to find out what our audiences think and feel about our issues. These exclusive surveys have explored topics like sex, love, relationships, virginity, sexting, pregnancy, birth control, and more. These studies fuel feature stories in leading magazines, attract wide media attention, and inform the field more broadly. Some highlights:

## 2006

We collaborated with *Latina* on a survey of Hispanic teens and parents of teens. Among the findings: 45% of teens said they'd had a helpful conversation about sex with their parents, while 80% of parents believed they had. An extensive feature in the magazine encouraged parent-teen communication.



*LATINA*



## 2008

Our joint survey with *CosmoGirl!* was one of the first to explore sexting among teens and young adults and found that 21% of teen girls and 18% of teen boys had sent or posted nude or semi-nude pictures of themselves. Survey results kicked off a national conversation about sexting and were covered by thousands of media outlets.

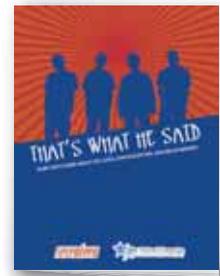
*COSMO girl!*



## 2010

Because girls don't get pregnant by themselves, we worked with *Seventeen* to find out what guys age 15-22 think about sex and relationships. Among the findings: 66% said they could be happy in a relationship that didn't include sexual intercourse and 1 in 5 said they'd been pressured by a girl to go farther than they wanted to.

*seventeen*



## 2011

We teamed up with *ESSENCE* on a survey of African-Americans age 13-21 to better understand their attitudes about sex, relationships, parents, and media. Nine out of 10 respondents said they didn't want a pregnancy right now but 45% admitted they use contraception inconsistently. The *ESSENCE* story won awards from Planned Parenthood and the National Association of Black Journalists.

### ESSENCE



## 2012

In partnership with *Seventeen*, we surveyed 12<sup>th</sup> grade girls to see how they felt about sex and love in high school. Seventy-six percent of sexually active girls said they would change something about their first time if they could re-do it and 43% said they wish they had waited longer to have sex.



## 2013

*Cosmopolitan* won its first ever National Magazine Award for their feature on birth control which was based in large part on a survey we did of young women. Among the findings: Although 8 out of 10 respondents said they would be upset if they got pregnant right now, 58% admitted to not using contraception consistently. One in 4 said they've had a partner talk them out of using birth control.

### COSMOPOLITAN



## 2014

In conjunction with MTV and to support their reality show "Virgin Territory," we surveyed young adults age 18-24 about their feelings and experiences regarding the first time. Nearly 7 in 10 respondents said it's okay for someone their age to be a virgin and less than half of those who'd had sex recall their first time as a positive experience.



## 2016

For a feature story on men and contraception, we teamed up with *Cosmopolitan* to survey unmarried men age 20-39 about their knowledge and attitudes. Among the findings: 80% said using a condom was better than not having sex at all although 24% said they'd rather watch porn alone than wear a condom.



# Discussion Guides

Over the years we have collaborated with television partners on discussion guides to help teens, parents, and other adults think and talk about the shows they're watching. Some highlights include:

## 1999

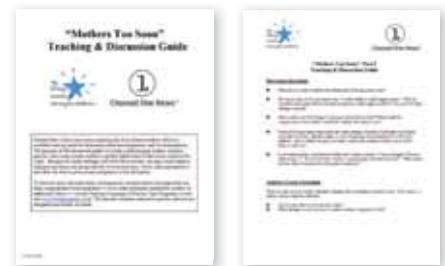
We produced materials in conjunction with ABC Daytime's "One Life to Live" to complement a storyline about teenager Jessica Buchanan's pregnancy. These materials—including a video and written discussion questions—were distributed to 15,000 educators and 300 chapters of Girls, Inc.



oneline  
tolive

## 1999-2000

In collaboration with Channel One News, we produced discussion guides to accompany their series "Mothers Too Soon" and "Fathers Too Soon." The guides included facts, questions, and activities to help viewers learn more about the issues and to think about their own feelings and risks. They were made available to 8 million students in classrooms nationwide.



## 2004

Lifetime's original movie, "She's Too Young," used the lens of a mother/daughter relationship to explore the sexual attitudes of teens and consequences of sex. We wrote a parent-teen discussion guide for the network, which was posted on their website and downloaded 3,000 times.



## 2005

In partnership with Lifetime for its original movie, "Mom at Sixteen," we produced a discussion guide and online content to encourage parents to talk with their teens about preventing pregnancy and the hardships of teen parenthood.



Lifetime

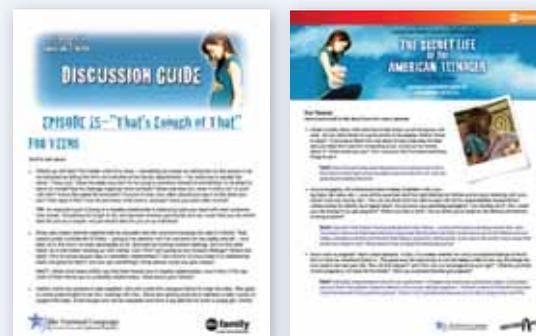
## 2008

The discussion guides we created for NBC's "The Baby Borrowers"—a reality show about teens taking on parental responsibilities—were a hit on the NBC website and remain a favorite of classroom teachers to this day. The discussion guides and DVDs of the series are still available on the Campaign's website.



## 2008-2013

We wrote discussion guides for every episode of ABC Family's hit teen drama "The Secret Life of the American Teenager" throughout its five-season run. These guides were posted on the show's website and presented discussion ideas for teens and parents based on themes in the show.



## 2009-2015

In collaboration with MTV, we wrote discussion guides for every episode of "16 and Pregnant," picking up on the specific issues in each girl's story. These guides were posted on MTV.com, as well as used by teachers, Boys & Girls Clubs nationwide, and other youth-serving organizations.



## 2010

We worked with Lifetime to create discussion-starters and resources for "The Pregnancy Pact," a movie about a group of teens who planned to get pregnant at the same time. These materials helped foster parent-teen conversations about sex and preventing pregnancy.



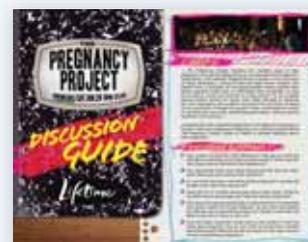
## 2012

We worked with TLC and Discovery Health on discussion guides for "High School Moms," a reality show about students in a special school for pregnant and parenting teens. The guides were available on Discovery's website and distributed to schools nationwide by Discovery Education's efforts.



## 2012

In another collaboration with Lifetime, discussion guides for "The Pregnancy Project" were part of educational materials distributed by the network to schools nationwide.



## 2015

We contributed to discussion guides for the PBS series "A Path Appears" which dealt with issues of teen pregnancy and poverty domestically and abroad.



## PSAs

Over the past two decades, National Campaign PSAs have won advertising industry awards and received millions of dollars in free placements on-air and in print thanks to the support of our media partners.

Our Stay Teen PSAs were originally conceived and created by Ogilvy & Mather and launched in 2007 as part of a contest with MySpace. These ads were subsequently produced in-house using video from our own Youth Leadership Team and aired on FOX during popular shows including “American Idol” and “The Simpsons.” TeenNick aired them hundreds of times throughout National Teen Pregnancy Prevention Month for many years, and many partners have linked to them online.

We have also worked with shows and networks directly on original PSAs using their talent. These ads have aired adjacent to relevant episodes and movies on ABC, CBS, Lifetime, MTV, ABC Family, TeenNick, and elsewhere.

We also collaborated with the Ad Council on a multi-year effort for Bedsider.org—the first-ever national PSA campaign designed to reduce rates of unplanned pregnancy and increase contraceptive use among young adults. As a part of this effort, ads were also made in conjunction with BET Networks and aired on BET and its digital properties.

We’ve used print PSAs over the years as well, including some which came from an annual reader contest with *Teen People* magazine and one aimed at teen boys featuring former NBA player Grant Hill. Ogilvy & Mather also created print ads which generated extensive press coverage and placements in a wide range of teen outlets, including *Entertainment Weekly*, *Sports Illustrated*, *Vibe*, *Spin*, and others.



# Sponsored Content

When resources allow and opportunity knocks, we have paid for relevant online video content with media partners. Some examples of this include:

## Funny or Die

We worked with Funny or Die producers and writers on this three-part 2012 series “After Last Night”—a comical look at young adults at a party and how they approach issues of sex. These videos got more than 125,000 views in the first month they were posted and were voted more than “70% funny” by viewers.



## ABC Family

In 2013 we worked with writers and producers of the sitcom “Baby Daddy” on a series of segments promoting contraceptive use among young adults. These webisodes, featuring the cast of the show, appeared online following an on-air episode about a pregnancy scare.



## MTV

In close collaboration with the producers and casts of “16 and Pregnant” and “Teen Mom,” we’ve sponsored a variety of segments to dig deeper into issues raised on the shows. These projects included a “quiz show” about contraception facts, a “Where Are They Now” look at past “16 and Pregnant” moms, and an in-depth look at the “birth control journeys” of the Teen Moms. All told, these videos received millions of views on MTV’s website and social properties.



## YouTube

Throughout 2014-15 we collaborated with more than a dozen YouTube creators on nearly 40 videos which got more than 1.5 million views. The videos ranged from beauty tutorials to sketch comedies to birth control information and more. All videos encouraged viewers to go to Bedsider.org.



# Thanks, BirthControl

*Thanks, Birth Control* is an annual social media campaign launched in 2013 that asks everyone to take a moment to publicly support birth control and all that it makes possible. Our goal is to turn up the volume and turn down the controversy on this important topic. Whether you participate with your media outlet or personally, we've seen thousands of people and organizations speak up and mobilize others to say #ThxBirthControl with us. In 2015, the hashtag trended nationally on Twitter and gave rise to extensive media coverage about the effort.

Why are we saying #ThxBirthControl? The ability to plan, prevent, and space pregnancies is directly linked to benefits for women, men, children, and society, including more educational and economic opportunities, healthier babies, more stable families, and reduced taxpayer burden.

Talking is power. Say it with us: #ThxBirthControl!



# Teen Pregnancy Prevention Month

The purpose of Teen Pregnancy Prevention Month and the National Day to Prevent Teen Pregnancy is to give people a chance to focus on pregnancy prevention and to talk with teens about what they might do in the heat of the moment before that moment arrives. An interactive quiz on StayTeen.org encourages teens to navigate potentially risky situations while learning facts about pregnancy prevention. Resources for parents help make conversations about these issues more comfortable and productive.

More than 9 in 10 teens who take the quiz say it makes them think about what they might do in similar situations. 70% say the quiz makes the risks of sex and pregnancy seem more real to them, and two-thirds say the scenarios depicted are similar to things they and their friends face in real life. Over the years, our media partners have participated in a variety of creative ways—from scheduling programming blocks and themed online content to linking to our quiz in digital and social media.

## What Teachers Can Do to Prevent Teen Pregnancy (Even if They Can't Talk About Sex in the Classroom!)

Jacque Itanes

According to the National Campaign to Prevent Teen and Unplanned Pregnancy, 4 in 10 teens have never thought about how a pregnancy would affect their lives. Yet, 1 in 4 girls will become pregnant by the time they reach age 20.

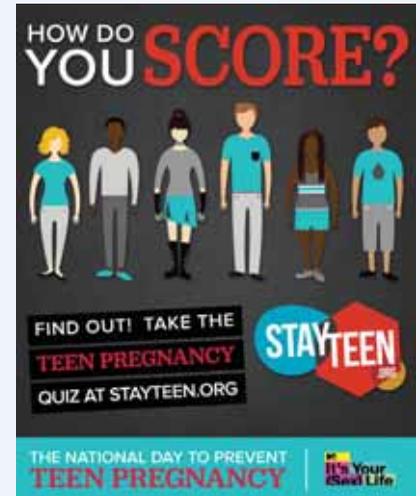
To help knock down the teen pregnancy rate, the National Campaign wants teachers and parents to step up their prevention efforts throughout May—Teen Pregnancy Prevention Month.

Here are three ways to empower teens to think critically about how unprotected sex can affect their future—regardless of your school's sex-ed policy.

- 1. Let students hear from their peers.**

"Kids With Kids" shares the stories of three high school students who traded in their carefree teen lifestyles for major responsibility: Early parenthood. The profiles of Devon, Dominique, and Luis will open your students' eyes (and hearts) to the extraordinary financial, social, and emotional struggles faced by teen parents. And it's 100% PG—without any mention of sex or contraception.

2. Be direct



# Board of Directors

## CHAIRMAN

**The Honorable Thomas H. Kean**  
CEO, THK Consulting Chairman, The Carnegie Corporation of New York Chairman Emeritus, The Robert Wood Johnson Foundation  
former Governor of New Jersey

## PRESIDENT

**Isabel V. Sawhill, Ph.D.**  
Senior Fellow, Economic Studies  
The Brookings Institution

## TREASURER

**Stephen A. Weiswasser**  
Senior Counsel  
Covington & Burling

## CEO

**Ginny Ehrlich, D.Ed., M.P.H., M.S.**

## MEMBERS

**Forrest Alton**  
President  
1000 Feathers

**Kristen Soltis Anderson**  
Partner and Co-founder  
Echelon Insights

**Robert Wm. Blum, M.D., Ph.D.**  
William H. Gates Sr. Professor and Chair  
Department of Population, Family, and Reproductive Health  
Johns Hopkins Bloomberg School of Public Health

**Susanne Daniels**  
Vice President  
YouTube Originals

**Amanda Deaver**  
President  
Upstream Strategic Communications

**Mark Edwards**  
Co-Founder, Upstream  
Co-Chair, OpportunityNation

**Ira Fishman**  
Chief Operating Officer and Managing Director  
NFL Players Association

**William Galston, Ph.D.**  
Senior Fellow, Governance Studies  
The Brookings Institution

**Ron Haskins, Ph.D.**  
Senior Fellow, Economic Studies  
Co-Director, Center for Children and Families  
The Brookings Institution  
Senior Consultant, The Annie E. Casey Foundation

**Ivan Juzang**  
Founder and President  
MEE Productions, Inc.

**Jody Greenstone Miller**  
President and CEO  
The Business Talent Group

**Melanie Nathanson**  
Partner  
Nathanson+Hauck

**Reverend Father Michael D. Place, STD**  
Corporate Ethicist  
Former Senior Vice President, Social Mission and Ministerial Development  
Resurrection Health Care

**Hon. Deborah P. Pryce**  
Senior Public Policy Advisor  
Ice Miller LLP

**Bruce Rosenblum**  
Chairman and CEO,  
Academy of Television Arts & Sciences

**Victoria P. Sant**  
President  
The Summit Foundation

**Matthew Stagner, Ph.D.**  
Senior Fellow  
Director, Chicago Human Services  
Mathematica Policy Research

**Mary C. Tydings**  
Managing Director  
Russell Reynolds Associates

**Gail R. Wilensky, Ph.D.**  
Senior Fellow  
Project HOPE

**Kiah Williams**  
Director and Co-founder  
SIRUM

**Kimberlydawn Wisdom, M.D.**  
Senior Vice President  
Community Health & Equity  
and Chief Wellness Officer  
Henry Ford Health System

**Judy Woodruff**  
Co-Anchor and Managing Editor  
PBS NewsHour

# Media Advisory Group

## CHAIR

**Jody Greenstone Miller**  
Founder and CEO  
Business Talent Group

## VICE-CHAIR

**Susanne Daniels**  
Vice President  
YouTube Originals

## MEMBERS

**Lauren Anderson**  
Senior Vice President, Comedy  
Programming  
NBC

**Sara Austin**  
Senior Deputy Editor  
Cosmopolitan

**Karey Burke**  
Executive Vice President,  
Programming and Development  
Freeform

**Reynaldo Casas**  
Television Producer  
Media Consultant

**Lucia Cottone**  
Creative Consultant, Content Producer,  
and Speaker

**Todd Cunningham**  
Insights Architect

**Lauren Dolgen**  
Former Head of West Coast Reality  
Programming  
Former Executive Vice President of  
Series Development  
MTV

**Craig H. Erwich**  
Senior Vice President, Head of Content  
Hulu

**Samie Falvey**  
Chief Content Officer  
Unnamed Media Venture

**Lynya Floyd**  
Health Director  
Family Circle

**Amy Friedman**  
Senior Vice President of Programming  
and Development, Sprout  
President, Redhead Consulting

**Gina Girolamo**  
Senior Vice President  
Television Production and  
Development  
Alloy Entertainment

**Jeffrey Glaser**  
Head of Content  
Wondery

**Sibyl Goldman**  
Head of Entertainment Partnerships  
Facebook

**Nancy Josephson**  
Partner  
William Morris Endeavor Agency

**Jose Marquez**  
Principal, Fluency Productions, NBC  
Hispanic Enterprises  
Vice President, Video Production and  
Development, Telemundo

**Beth Miyares**  
Senior Vice President, Drama  
Development & Programming  
Fox Broadcasting Co.

**Chris Moeser**  
Former Vice President, Programming  
and Development  
Resignation Media

**Hiram Norman**  
Senior Vice President, Digital Media  
and General Manager, CWTV.com  
Warner Bros. Worldwide Television  
Marketing

**Dr. Drew Pinsky**  
Physician, Television/Radio Host

**Alfredo Richard**  
Senior Vice President, Communications  
and Talent Development  
Telemundo Network

**Bruce Rosenblum**  
Chairman and CEO,  
Academy of Television Arts & Sciences

**Dia Sokol Savage**  
Owner, 11th Street Productions  
Executive Producer, “16 and Pregnant”  
and “Teen Mom”

**Susan Schulz**  
Lead Strategist, Masthead Media  
Company  
Marketing Director, The New York  
Academy of Sciences

**Ann Shoket**  
Author

**Shana C. Waterman**  
Head of Television  
One Race TV



The National Campaign to Prevent Teen and Unplanned Pregnancy seeks to improve the lives and future prospects of children and families and, in particular, to help ensure that children are born into stable, two-parent families who are committed to and ready for the demanding task of raising the next generation.

Our specific strategy is to prevent teen pregnancy and unplanned pregnancy among single, young adults. We support a combination of responsible values and behavior by both men and women and responsible policies in both the public and private sectors. If we are successful, child and family well-being will improve. There will be less poverty, more opportunities for young men and women to complete their education or achieve other life goals, fewer abortions, and a stronger nation.

### **Amy Kramer**

Senior Director, Entertainment Media  
akramer@thenc.org  
Office (202) 478-8517  
Cell (202) 236-9191

### **Marisa Nightingale**

Senior Media Advisor  
mnightingale@thenc.org  
Cell (202) 607-4666  
Office (202) 478-8500

### **Paige Whipple**

Entertainment Media Coordinator  
pwhipple@thenc.org  
Office (202) 478-8531  
Cell (443) 801-3074