

**CONDOM ADS ON TV:  
Unwrapping the Controversy**

*Tuesday, June 19 – 9:30-11:30 a.m.  
Millennium Broadway Hotel, Rooms 304-305  
44<sup>th</sup> and Broadway, New York City*

9:30 am **Registration**

9:50 am **Welcome and Introductions**

Tina Hoff, Vice President of Public Health Information and Partnerships,  
Kaiser Family Foundation

10:00 am **AFTER THESE MESSAGES: The History of Condom Ads – And How Viewers React Today**

- **Vicky Rideout, Vice President for the Study of Entertainment Media and Health, Kaiser Family Foundation**, will provide an overview of network policies and practices on the advertising of condoms and other contraceptives on television – and present *new* data on the public's attitudes toward these ads.
- **Susan Kannel, Senior Analyst, Social Policy Research Institute**, will discuss findings from new “dial-testing” research that explored whether television viewers respond differently to programming with – and without – condom commercials.

10:20 am **A WORD FROM OUR SPONSORS: The Changing Face of Condom Advertising**

Ms. Rideout will moderate a discussion with experts from the entertainment industry, advertising, and public health about recent changes in condom advertising, and their potential impact on safer sex practices, with:

- **Richard Kline, Vice President for Marketing, Carter Products, Carter-Wallace, Inc**, who will discuss the role TV advertising plays in the promotion of **Trojan** condoms and the history of his company's efforts to get airtime for their commercials;
- **Rick Mater, Senior Vice President, Broadcast Standards, The WB Television Network**, who will talk about how decisions about advertising and program content are made at a network, the evolution of network policies toward condom advertising, and what – if anything – they hear from viewers and other advertisers on this subject; and
- **Thomas J. Coates, PhD, Director, Center for AIDS Prevention Studies, University of California at San Francisco**, who will address the kinds of factors that influence people's choices to use condoms – including whether advertising makes a difference.

11:00 am **Questions and Answers**