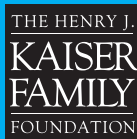


# Reaching the MTV Generation:



fight for your rights:  
protect yourself



Recent Research on the Impact of the  
Kaiser Family Foundation/MTV  
Public Education Campaign on Sexual Health

DECEMBER  
2003

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## Introduction

Over the past 10 years, the rate of sexual activity among high school students has dropped, use of condoms has increased, and the incidence of teen pregnancy has declined.<sup>1</sup> Despite these improvements, sexual health issues among teens and young adults continue to be a major concern. By the time they are seniors in high school, three out of five young people have engaged in sexual intercourse, and one in five has had four or more partners.<sup>2</sup> Even with the reduced rate of teen pregnancy, nearly 900,000 teenagers become pregnant in the United States every year—one out of every five sexually active teen girls.<sup>3</sup> An estimated one in four sexually active teens gets a sexually transmitted disease every year—approximately four million teen cases of STDs annually—and half of all new HIV infections in this country occur among people under age 25.<sup>4</sup>

Recognizing the media-centric focus of young people's lives, many in the public health community have sought to use media campaigns to help address sexual health issues among teens and young adults. But many roadblocks have stood in the way, including the reluctance of major media outlets to address sexual topics frankly, particularly when it comes to youth; a dearth of airtime being donated by TV networks to public service campaigns; and a lack of adequate funding to sustain a long-term media effort with multiple campaign elements.

In 1997, the Kaiser Family Foundation began an effort to get around those roadblocks by partnering directly with the media outlet that had become nearly synonymous with youth: MTV, the number-one cable network among 12- to 24-year-olds. By forgoing the traditional public service advertising (PSA) route and instead creating a public education campaign directly with the network, the goal was to secure a substantial amount of airtime in front of the target audience (sexually active 16- to 24-year-olds), and to use that airtime to engage in a frank discussion of the issues. In addition, marketing input from the creative staff of the network would be used to help craft messages that appeal to this young audience and break through the clutter.

The goals of the campaign are to: raise awareness about personal risks; encourage young people to discuss safer-sex issues with their families, partners, peers, and health providers; promote condom use among sexually active teens and young adults; and encourage testing among those at risk of HIV or other STDs.

No one ad—or even any one campaign—can be a “silver bullet” on such challenging public health issues. Young people's decisions about sex are the result of a complex web of influences, including their relationship with their parents, sex education in the classroom, peer influence, substance use, personal experiences, sexual messages in pop culture, and public education campaigns on abstinence, teen pregnancy, and safer sex.

Across the nation, there are numerous on-the-ground efforts to reach young people with information on sexual health, including hot lines, clinics, church activities, health fairs, school-based programs, and peer outreach efforts, to name just a few. The Foundation's purpose is to contribute to the media component of this broad national effort, with a particular focus on reducing the incidence of HIV and other STDs among teens and young adults.

The partnership with MTV is part of the Foundation's much broader effort to surround youth with a variety of messages, in many different forms and styles. That larger effort has included youth-focused public service campaigns conducted by the Foundation in partnership with other media outlets teens are already turning to, including the TV networks BET (Black Entertainment Television), Univision, and UPN, and the popular teen magazines *seventeen*, *YM*, and *Teen People*, as well as scores of related story lines on TV sitcoms and dramas. In addition, since January 2003 the Foundation has partnered with the media company Viacom, Inc. on the first cross-platform public education campaign on HIV/AIDS, aimed at both youth and adults. This campaign includes messages on Viacom-owned television networks such as CBS and VH1, as well as on radio and outdoor advertising. In its first year, this campaign alone received \$120 million in advertising time. At the same time, other national and local groups have been working toward similar goals, including the National Campaign to Prevent Teen Pregnancy, The Media Project, and Cable Positive, to name just a few.

While the Foundation does not expect any one ad or even any one media campaign to change a specific behavior in a viewer, all of its campaigns are obviously designed to have an impact. Whenever possible, research is conducted to help assess the campaigns. Many different types of campaign-related research have been conducted, with different purposes: to help formulate messages, to monitor the campaigns' implementation, to measure the response among viewers and readers, and to assess the impact on the health issues they were designed to address. That research has included:

**Focus groups:** Focus groups have been used to test messages and formulate approaches for communicating with the target audience. More than 30 focus groups have been held across the country with various subsets of the target population: males and females; whites, African Americans, and Latinos; teens and young adults; and those who do or do not use condoms consistently. In addition to testing messages for future PSAs and programs, the focus groups were also used to test responses to specific PSAs, as well as to get a sense of the penetration of and response to ads that have already aired.

**Dial testing:** Dial tests, often used in commercial television production, involve recruiting viewers to watch programming in a screening room equipped with “dials” that viewers can use to signal their response to what they are watching. Two dial tests have been held to gauge audience response to specific programming and help guide the production of future shows and PSAs.

**Call-back surveys:** More than 800,000 MTV viewers have called the toll-free telephone number included in the on-air programming, where they can request a copy of the printed information guide or can be connected to the Centers for Disease Control and Prevention's national hot line or their local Planned Parenthood clinic. The Foundation has conducted two “call-back” surveys of randomly selected callers who had requested a copy of the information guide. Each survey—one in April 1998, the other in June–July of 2002—included 500 respondents. These surveys allowed the Foundation to explore how callers assess the phone service and the booklet, as well as the impact the campaign has had on their intentions and reported behaviors. Results of the most recent survey are discussed in detail in the section of this report titled Key Findings from Recent Research.

**National telephone surveys:** Since 1997, the Foundation has conducted more than 10 nationally representative, random-digit-dial telephone surveys of various subsets of the target audience. These surveys, many of which were conducted in collaboration with our media partners, have focused on measuring sexual health attitudes, awareness, and behaviors of the target audience, and they have helped guide the development of the public education campaigns. In the spring of 2003, a survey of 1,100 people age 16–24 focused specifically on the MTV campaign, and the results are discussed in detail below.

This report summarizes the results of the Foundation's most recent research on one of its public education campaigns—the partnership with MTV. The report focuses on two surveys mentioned above: a random, nationally representative survey of 16- to 24-year-olds, and a smaller call-back survey of 500 MTV viewers who had called the toll-free telephone number listed in the Foundation's public service ads.

## The Kaiser Foundation/MTV Public Education Campaign

From its launch in September 1997, the Foundation's partnership with MTV has included a significant commitment of airtime to a variety of public service messages, along with a substantial amount of full-length special programming. Beginning in April 2002, MTV elevated the award-winning campaign on sexual health to be its highest priority pro-social initiative, which has meant a greater amount of dedicated airtime and greater exposure for sexual health messages.<sup>5</sup> The new campaign—branded under the network's highly visible *Fight For Your Rights* initiative with the tag line Protect Yourself—focuses on HIV/AIDS and other sexually transmitted diseases. This section of the report describes the elements of the MTV/Kaiser Foundation partnership from 1997 through April 2003 (the campaign is ongoing).

The campaign on MTV has included the following components:

**Public service advertising (PSAs):** A total of 62 different PSAs have been produced and broadcast as part of the campaign, airing more than 4,600 times over five and one-half years—an average of 2–3 times a day.<sup>6</sup> Rather than being a “one-size-fits-all” campaign, the PSAs on MTV have featured a variety of appeals and styles, from upbeat and life-affirming to more edgy and hard-hitting. The purpose of this variation is to help keep the content fresh and engaging, and to reach as many viewers as possible. The constantly evolving messages have targeted various subsets of MTV viewers, including African Americans and Latinos, females, males, heterosexuals, and men who have sex with men. For viewers seeking additional information, all ads are tagged with the free hot line (1-888-BE-SAFE-1), the campaign's section of [mtv.com](http://mtv.com) ([www.fightforyourrights.mtv.com](http://www.fightforyourrights.mtv.com)), or the Foundation's youth-oriented Web site [www.itsyoursexlife.com](http://www.itsyoursexlife.com). See Appendix A for a chronological list of PSA titles and airdates.

**Full-length special programming:** Under the partnership with MTV, a total of 19 different full-length (30-minute) shows have been produced and broadcast, airing a total of 84 times to a total national audience of 96 million viewers.<sup>7</sup> These longer-form specials have employed a variety of approaches to examine a range of sexual health issues: One show chronicles a “day –in –the life” of several young people as one gets an HIV test and another a first gynecological exam; another award-winning documentary follows two young HIV-positive women on a tour of the country as they talk with other HIV-positive youth; and a live call-in show focuses on sexually transmitted diseases. See Appendix B for a chronological list of the full-length programming that has been a part of the Foundation's partnership with MTV, including the original airdates and audience estimates from Nielsen.

**Toll-free telephone referral service:** Since the launch of the campaign, the Foundation has maintained a toll-free telephone number that viewers can call for additional information on sexual health topics. Ads and full-length programming broadcast under the campaign have been tagged with this phone number and/or a companion Web site. Those who call the phone line can sign up to receive a free printed information booklet through the mail (*It's Your (Sex) Life*), or they can be connected immediately to a live operator at the CDC's National HIV/AIDS or STD hot lines or to their local Planned Parenthood clinic. To date, there have been a total of 822,000 completed calls to the hot line through the MTV campaign, including 336,000 transfers to the CDC or Planned Parenthood.



**Online content:** In 1999 the Foundation created a Web site targeted to teens and young adults ([www.itsyoursexlife.com](http://www.itsyoursexlife.com)), which is one of the most in-depth online resources available to youth on sexual health issues. Many of the PSAs and shows broadcast under the MTV campaign from 1999 to 2002 included this Web address. Since April 2002, MTV's own Web site has featured a special section on sexual health, created in partnership with the Foundation ([www.fightforyourrights.mtv.com](http://www.fightforyourrights.mtv.com)). This section includes: a searchable nationwide database of HIV and STD



testing facilities; an interactive guide to sexual health; a sexual health news site; monthly features that provide the latest information about HIV/AIDS and other topics; and 24-hour message boards where viewers can meet and discuss sexual health issues in

an ongoing dialogue. From September 1999 through April 2003, [www.itsyoursexlife.com](http://www.itsyoursexlife.com) attracted 1.8 million unique visitors (this Web site has also been promoted via other media partnerships, and through links on other Web sites). From April 2002 through April 2003, the *Fight For Your Rights: Protect Yourself* section of [www.mtv.com](http://www.mtv.com) has had more than 1.3 million unique visitors.

**Free sexual health information guide:**

*It's Your (Sex) Life: Your Guide to Safe & Responsible Sex* is a comprehensive 30-page booklet that is available free of charge through the toll-free hot line, on the Web, and at events nationwide. To date, 400,000 copies of the guide have been distributed.



**Inserts in CDs and videos:** The Foundation created a small promotional insert on safer sex that was included in copies of MTV's Party To Go CD and the network's 1999 Real World video. A total of 117,000 copies of the insert were distributed.



**On-the-ground-activities:** The campaign has included a variety of on-the-ground activities to complement the on-air messages. For example, a sexual health information tent staffed by health counselors accompanied MTV's 1998 Campus Invasion tour to 30 colleges across the country. Several cities have hosted *Fight For Your Rights* sexual health forums at which the TV programming is aired and discussed, and the campaign's print materials have been distributed at hundreds of concerts and other local events nationally.

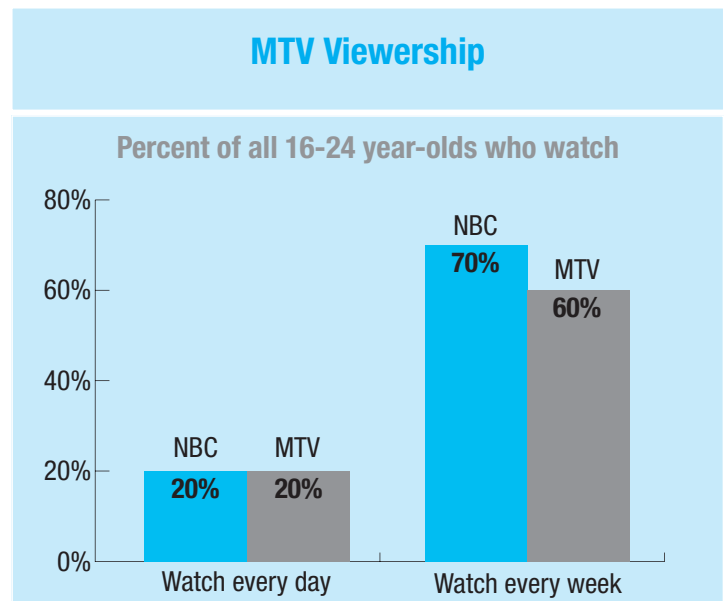
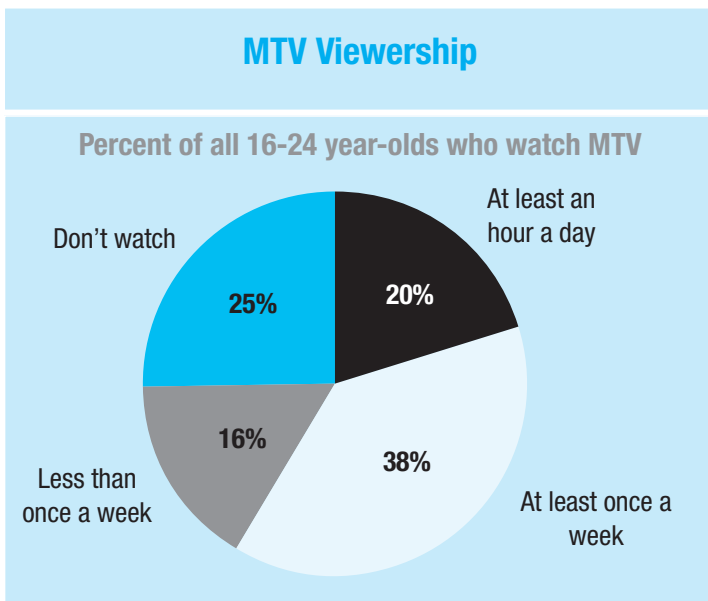


## National Survey of Teens and Young Adults on Sexual Health Public Education Campaigns: Key Findings

This section of the report summarizes the results of the most extensive piece of research assessing the MTV campaign: a nationally representative, random-digit-dial telephone survey of 1,100 young people age 16–24, conducted from January 27 through April 6, 2003. Parental permission was obtained for callers under age 18. The survey was designed and analyzed by Foundation staff in consultation with Princeton Survey Research Associates (PSRA), with field-work conducted by PSRA. The margin of error for the survey is +/- 3 percentage points.

### Reach of MTV

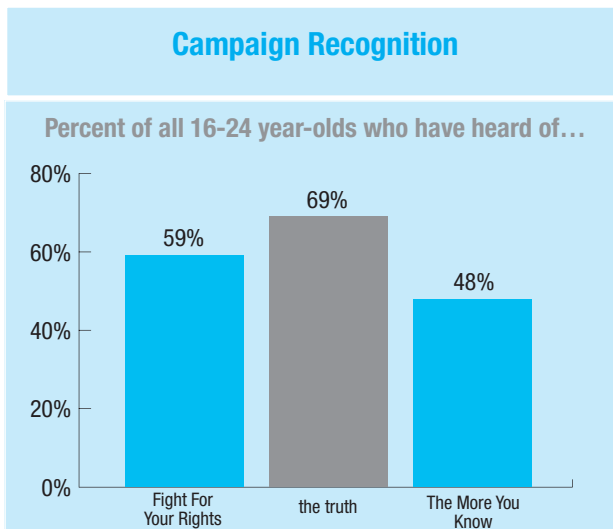
**MTV has a wide viewership among teens and young adults.** Three out of four (75%) 16- to 24-year-olds watch MTV, including nearly six in ten (58%) who watch at least once a week or more, and two in ten (20%) who watch for an hour or more every day. This record compares favorably with that of the much larger broadcast network NBC: while more young people tune in to NBC at some point during the week (70% vs. 60%), the same proportion of young people tune in to each network every day (20%).



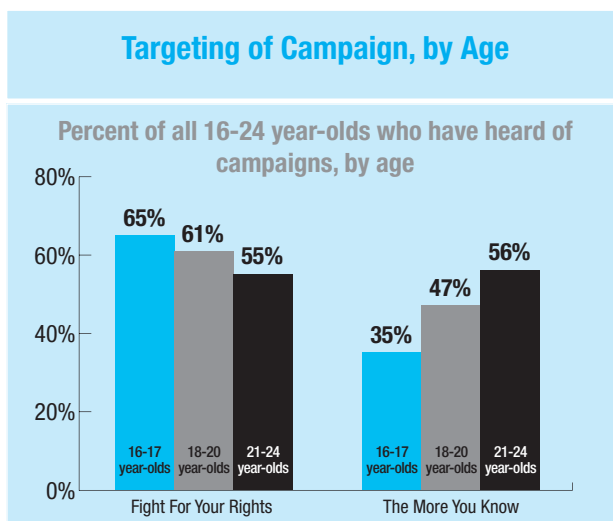
**MTV's Web site is visited by a smaller, but still substantial, proportion of the target audience.** More than one in four (29%) 16- to 24-year-olds nationwide have visited [mtv.com](http://mtv.com).

## Recognition of the *Fight For Your Rights* campaign

Six out of ten (59%) 16- to 24-year-olds across the country recognize the *Fight For Your Rights* brand. This brand has been used by MTV for a variety of campaigns since 1999 and *Fight For Your Rights* has been the brand of the sexual health campaign since April 2002. Recognition of this brand is higher than that of NBC's *The More You Know* campaign (48%), but lower than that of the multi-million-dollar paid anti-tobacco campaign *the truth* (69%).



Younger viewers are more likely than older ones to have heard of the *Fight For Your Rights* campaign. Sixty-five percent of 16- to 17-year-olds have heard of *Fight For Your Rights*, compared to 55% of 21- to 24-year-olds. This is in contrast to NBC's *The More You Know* campaign, where recognition goes up with age (35% of 16- to 17-year-olds, compared to 56% of 21- to 24-year-olds.)

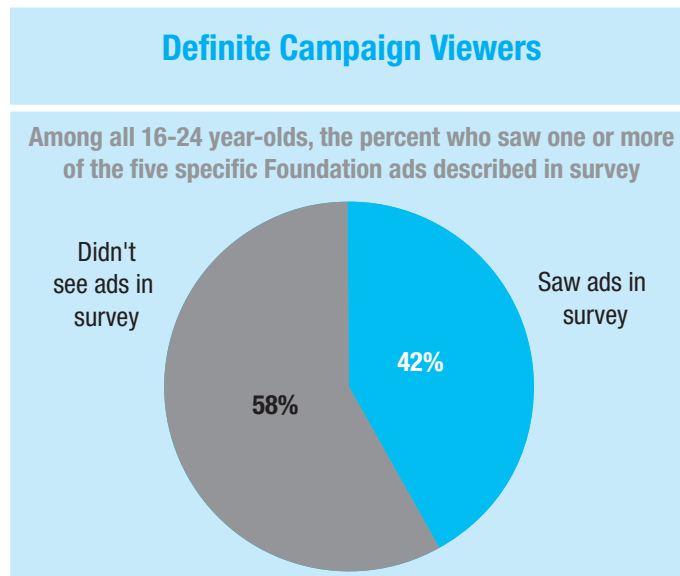


### Reach of the MTV/Kaiser Family Foundation campaign

A majority (52%) of all 16- to 24-year-olds in the country say they have seen sexual health ads on MTV, and a third (32%) say they have seen full-length shows. Those who watch MTV regularly find it hard to miss the campaign. Three out of four (75%) regular MTV viewers (those who watch at least once a week) say they have seen sexual health ads on MTV, and nearly half (47%) say they have seen specials or shows on these topics.

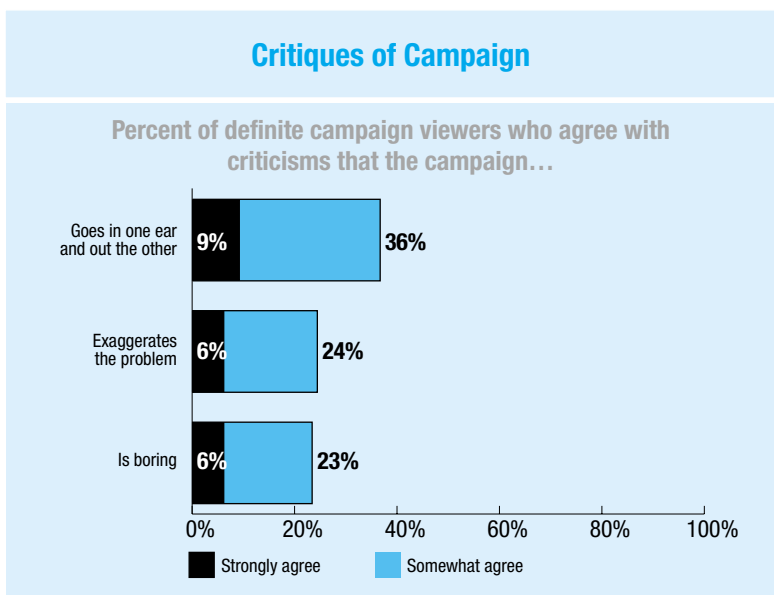
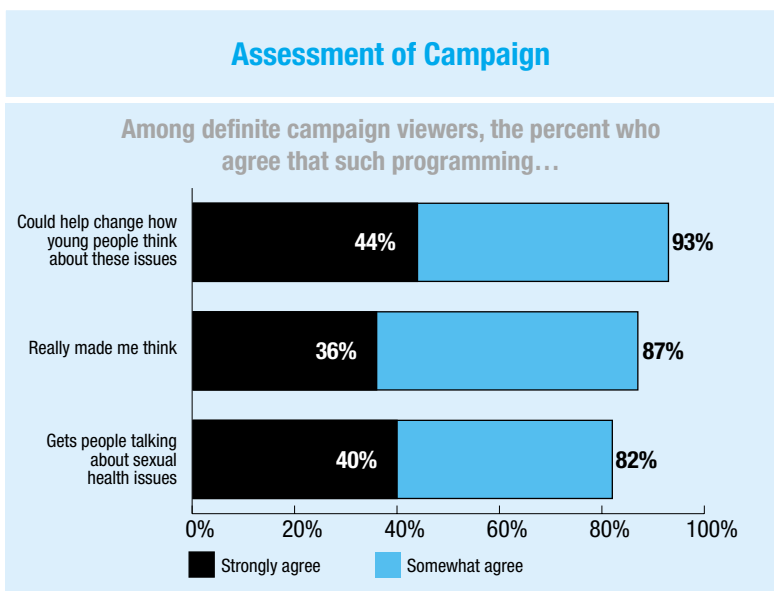
Many young people are seeing the PSAs multiple times. A third (35%) of all 16- to 24-year-olds say they see sexual health ads on MTV at least a few times a week, including a fifth (20%) who say they see them at least once a day or more. Among regular MTV viewers, the majority (55%) say they see such ads at least a few times a week, including about one in five (19%) who say they see them several times a day.

More than four in ten teens and young adults nationally (42%) are considered “definite” viewers of the campaign. These respondents recognized one or more of the five specific ads described in the survey. There are undoubtedly many more definite campaign viewers, since more than 30 ads aired during this period, while the survey asked about just five of these.



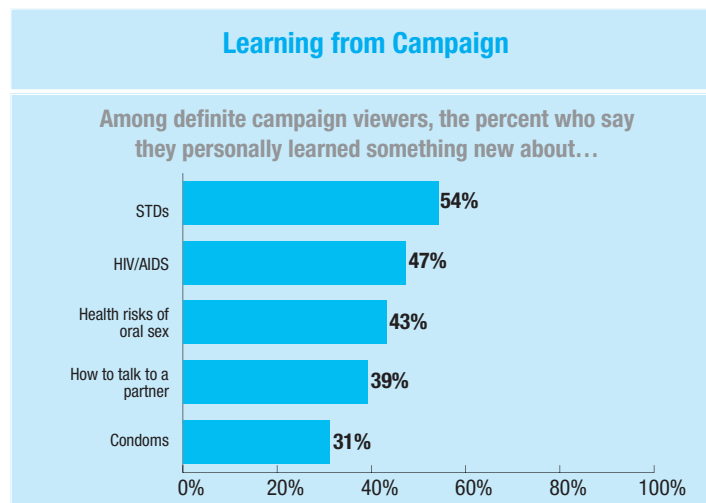
### Evaluation of the campaign among those who saw it

The vast majority of those who have seen the campaign believe it will have an impact. Among the definite campaign viewers, 93% say they agree the campaign could help change how young people think about these issues, including 44% who “strongly” agree. Other campaign viewers say that the campaign “goes in one ear and out the other” (36%), although fewer than one in ten (9%) “strongly” agree with that critique.



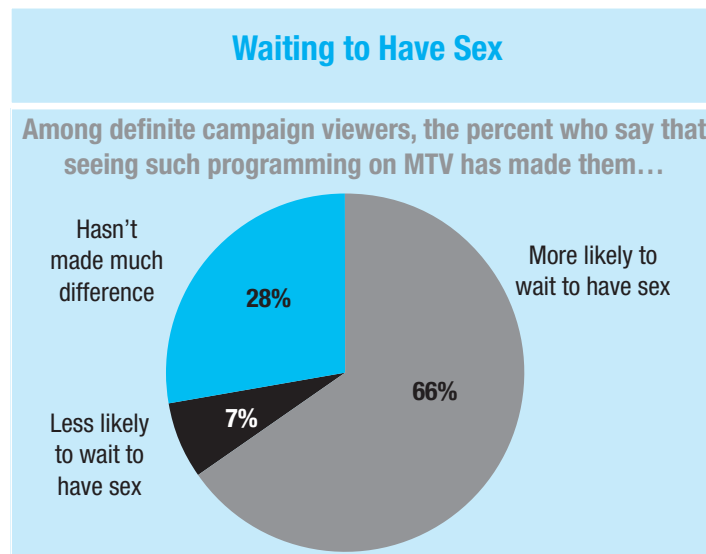
## Learning new information

Nearly two-thirds (63%) of those who have seen the campaign say they personally learned something new from it. About half say they learned something new about HIV/AIDS (47%) or other STDs (54%), and four in ten say they learned something new about the health risks of oral sex (43%).

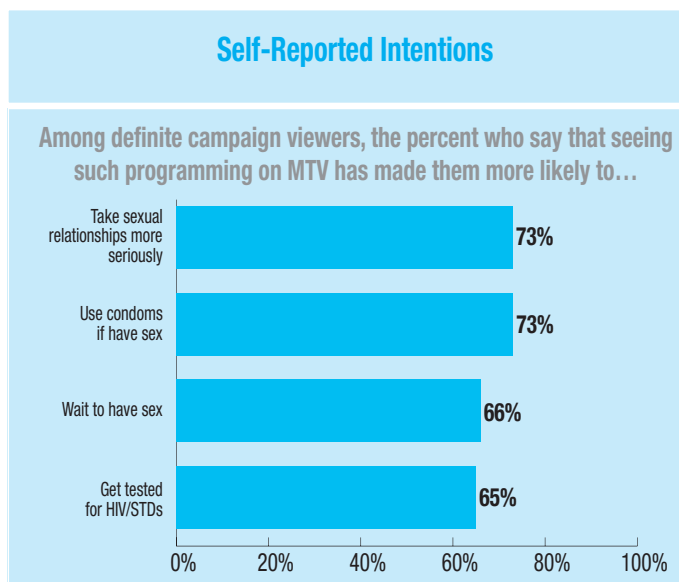


## Reported influence on behaviors

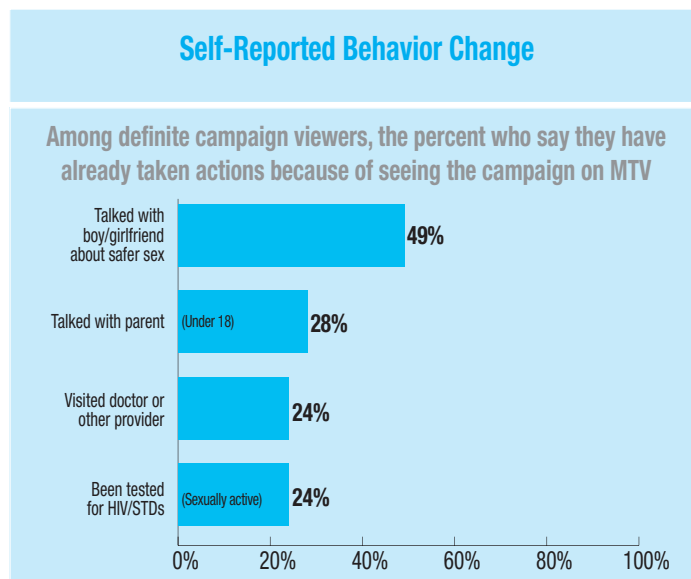
Whether they have had sexual intercourse yet or not, those who have seen the campaign say it has made them **more cautious**. Among those who are not yet sexually active, two out of three (66%) say the campaign made them more likely to wait to have sex.



**Among those who have already had intercourse**, more than two out of three say it has made them more likely to take their sexual relationships more seriously (73%); use condoms (73%); talk to their partner about safer sex (69%); and get tested for HIV or other STDs (65%).



**Many viewers say they have already taken steps to protect their sexual health as a result of the campaign.** Reported behavior changes include nearly half who say they have talked with partner about safer sex (49%), and one in four who say they have visited a doctor or other health provider (24%) or been tested for HIV or other STDs (24%) because of the campaign. Among those under 18, 28% report having a conversation with a parent or other adult about a sexual health issue as a result of the campaign.



### Isolating the effect of the campaign on viewers' attitudes and behaviors

In order to look more closely at any influence the campaign may have had on viewers' attitudes or behaviors related to HIV/AIDS or other sexually transmitted diseases, logistic regression analysis was conducted on the survey results. This type of analysis allows researchers to control for other factors that may influence the likelihood of a response, so that the role of the PSAs, if any, can be better isolated. The factors that were controlled for are race, gender, age, whether or not the respondent is sexually active, whether they watch MTV regularly, and whether or not they report having seen any of the five PSAs described in the survey.

The results of this analysis indicate that respondents who report having seen the ads differ significantly in their attitudes and reported behaviors from those people who did not report having seen any of the ads—regardless of race, age, gender, sexual activity, or the amount of MTV they watch.

To illustrate these differences Table 1 compares the likelihood of each response for the average 16- to 24-year-old who reported seeing at least one of the ads and the average 16- to 24-year-old who did not report seeing

any of the ads. For example, an estimated 51% of the average 16- to 24-year-olds who did *not* report having seen any of the PSAs described in the survey say that they have been tested for HIV, compared to 60% of the average 16- 24-year-olds who *did* report having seen the ads.

While this analysis indicates that there are differences between those who have seen the ads and those who have not seen the ads, even after controlling for the impact of other demographic measures, it is not possible to say with certainty where the causality lies—that is, to say that it is because they saw the MTV campaign that these respondents are reporting healthier behaviors. However, a regression analysis is the best means available to isolate the effect, if any, of the ads, and it is certainly reassuring to know that whatever the respondent's age, race, or gender, if they saw the campaign they are more likely than someone of their same age, race, and gender who did not see the campaign to report taking positive steps such as having a conversation about sexual health issues with their partner, using condoms regularly, or being tested for HIV or other STDs. These results suggest that the ads may be playing a beneficial role in young peoples' attitudes and behaviors related to HIV/AIDS and other sexually transmitted diseases.

TABLE 1	Did not see PSAs	Saw PSAs	Percent difference in likelihood of response
<b>ATTITUDES</b>			
Consider HIV/AIDS a “very big concern” for people their age	53%	61%	15%
Say they are personally very concerned about HIV/AIDS	47%	56%	19%
Say they are personally very concerned about STDs other than HIV/AIDS	45%	54%	20%
<u>Disagree</u> with the statement “You don’t have to worry about STDs unless you have sex with a lot of people”	88%	93%	6%
<b>REPORTED BEHAVIOR</b>			
Say they have talked to a partner about STDs	60%	67%	12%
Say they have talked to a partner about birth control or condoms	89%	96%	8%
Say they have been tested for HIV (among sexually active)	51%	60%	18%
Say they have been tested for STDs other than HIV (among sexually active)	51%	60%	18%
Say they use condoms regularly (among sexually active who are not married)	63%	73%	16%

## It's Your (Sex) Life Call-Back Survey: Key Findings

In the summer of 2002, the Foundation conducted a telephone call-back survey of 500 15- to 25-year-olds who had recently called the toll-free telephone number advertised in the MTV PSAs and requested a copy of the free informational guide *It's Your (Sex) Life*. This section of the report summarizes the results of that survey. The survey was designed and analyzed by Foundation staff in consultation with Princeton Survey Research Associates (PSRA), with fieldwork conducted by PSRA from June 25 through July 11, 2002. The margin of error for the survey is +/- 4 percentage points.

### Proportion of callers who read the booklet

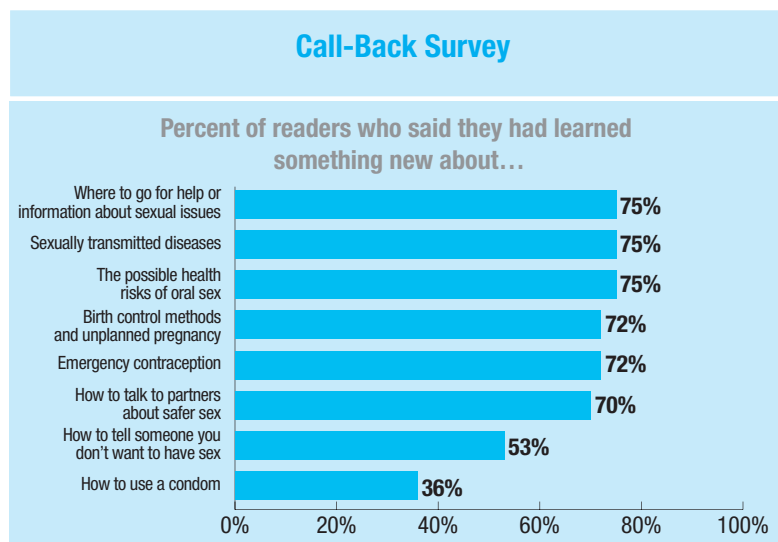
**A large majority say they have read the booklet and have even returned to it again later.** Nearly seven in ten (69%) say they have read all or most of the booklet (47% say "all"). Two-thirds (66%) of those who have at least glanced at the booklet say they have gone back to re-read a section or look something up.

### Evaluation of the booklet among those who read or at least glanced at it

**Almost all respondents say they found the booklet useful.** When asked to rate the booklet on how useful it had been to them, with 10 being "very useful" and 1 being "not useful at all," more than eight in ten (83%) rated the booklet a 7 or higher, including just under half (46%) who gave it a 9 or a 10. Just 2% rated the booklet less than a 5 on the usefulness scale.

### Learning new information

**The vast majority feel the booklet contains new information and say they personally learned something new from it.** Three out of four (75%) say the booklet provides people like them with new information (24% say it "just covers things people like you already know"). Even more—nearly nine out of ten (87%)—say they personally got a lot or some new information from the booklet, including 32% who say they got "a lot" of new information from it.





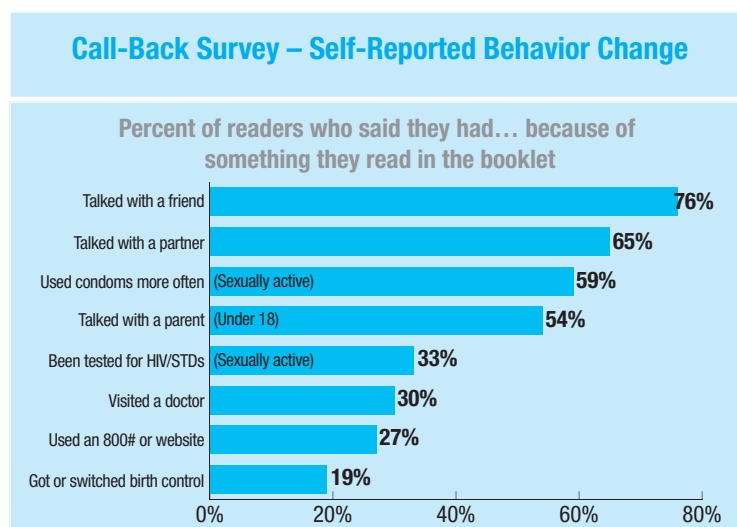
**Most of those who read the booklet say they found out something they didn't already know about a variety of sexual health topics.** At least seven in ten say they found out something they didn't know before about STDs (75%), the possible health risks of oral sex (75%), birth control and avoiding unplanned pregnancy (72%), emergency contraception (72%), and how to talk to a partner about safer sex issues. Half (53%) say they found out something new about how to tell someone they don't want to have sex if they're not ready, and a third (36%) say they found out something they didn't know about how to use a condom.

**While most respondents felt the booklet provided enough information on most issues, there were several topics about which at least a third of respondents felt there should have been more information.** Those topics were the possible health risks of anal sex (40% say there should have been more information),<sup>8</sup> how much testing or birth control costs (37%), and what to do if you or your partner gets pregnant (36%).

### Reported influence on behaviors

Many respondents say they have taken specific actions to protect their health since receiving the booklet, because of something they read in it.

- Two-thirds (65%) say they have **talked with a partner** about something they read in the booklet.
- Among those who are sexually active (and at least 16 years old), 59% say they have **used condoms more often** since reading the booklet.
- About half (54%) of those under age 18 say they have **talked with a parent** or other adult about something in the booklet since receiving it.
- Half (52%) say they are “much more likely” to **abstain from sex** because of something they read in the booklet.
- A third (33%) say they have **been tested for HIV** or another STD since receiving the guide, because of something they read in it.
- Nearly one in three (30%) say that since they received the booklet, they have **visited a doctor** or other health provider to discuss an issue raised in the booklet.
- One in four (27%) say they have used at least one of the toll-free numbers or Web sites listed in the booklet.
- About one in five (19%) of those who are sexually active and age 16 or older say they have either gotten birth control for the first time, or switched methods, because of something they read in the booklet.



## End Notes

<sup>1</sup> CDC, Youth Risk Behavior Survey, 1993, 1995, 1997, 1999; CDC, Youth Risk Behavior Trends, from Youth Risk Behavior Survey, 1991, 1993, 1995, 1997, 1999; Darroch, JE and S Singh, *Occasional Report: Why is Teenage Pregnancy Declining? The Roles of Abstinence, Sexual Activity and Contraceptive Use*, 1999, The Alan Guttmacher Institute (AGI): New York.

<sup>2</sup> CDC, Youth Risk Behavior Surveillance – United States, 2001, Morbidity and Mortality Weekly Report, June, 2002, 51(4).

<sup>3</sup> Henshaw, S, U.S. Teenage Pregnancy Statistics, March, 2001, AGI: New York; Darroch; AGI, *Teenage Pregnancy: Overall Trends and State-by-State Information*, 1999, AGI: New York.

<sup>4</sup> AGI, *Sex and America's Teenagers*, 1994, AGI: New York; American Social Health Association/Kaiser Family Foundation, *STDs in America: How Many Cases and at What Cost?*, 1998; CDC, *HIV Prevention Strategic Plan Through 2005*, January 2001.

<sup>5</sup> See Appendix E for a partial list of awards.

<sup>6</sup> From September 1997 through April 2003. This figure includes two Spanish-language PSAs that ran on MTV Espanol 160 times and three spots produced independently of the Foundation that were tagged with the campaign logo and website/phone number, which ran a total of 82 times.

<sup>7</sup> This figure includes three shows that were produced independently of the Foundation but aired as part of the *Fight For Your Rights: Protect Yourself* campaign, tagged with the campaign's hotline/website.

<sup>8</sup> This question is based on those ages 18–25 who read/glanced at the booklet; N=235.

## Appendix A

### *Be Safe and Fight For Your Rights: Protect Yourself*

#### Public Service Advertisements

September 1997–April 2003

PSA Title	Run Period	PSA Title	Run Period
Kiss	09/97–03/99	Crap 6 :10	04/02–08/02
Sweet Talk	09/97–03/99	Crap 7 :10	04/02–08/02
Profiles A	12/97–03/99	Crap 8 :10	04/02–08/02
Profiles B	12/97–03/99	Crap 9 :10	04/02–08/02
Homeboy	12/98–07/99	Crap 10 :10	04/02–08/02
Friends	12/98–07/99	One at a Time :10	06/02–07/02
Pickup Lines	03/99–12/99	One at a Time :10	06/02–07/02
Beach	09/99–01/00	Assume Positive	06/02–09/02
Country	09/99–01/00	Doesn't Have to Happen	06/02–12/02
Skate	09/99–01/00	Protect	06/02–12/02
2nd Chance	12/99–12/00	Risk	06/02–12/02
Confidential	12/99–12/00	Make Con Fun	08/02–09/02
Ignorance	12/99–12/00	Locker Room	08/02–09/02
2 Types	12/99–12/00	Living Room	08/02–12/02
How Do I Ask	12/99–12/00	Pharmacy (aka "Grandma")	08/02–12/02
Assembly	02/01–05/01	Sex in the High School	08/02–01/03
Football	05/01–08/01	Worthy	08/02–09/02
Nightclub	05/01–08/01	Safe Sex 1	09/02–09/02
Girls Who Talk	08/01–09/01	Communication	12/02–12/02
Girls Tease	08/01–09/01	Empowerment	12/02–12/02
Boys Who Talk	08/01–09/01	Safe Sex 2	12/02–12/02
Boys Tease	08/01–09/01	Computer Class	12/02–
Convenience Store	12/01–12/02	Gym Class	12/02–
Gameshow*	01/02–09/02	Home Ec	12/02–
Beauty Contest*	01/02–09/02	Mountain**	12/02–
X-Ray	04/02–12/02	Shark**	12/02–
Crap 1 :10	04/02–08/02	Roller Coaster**	12/02–
Crap 2 :10	04/02–08/02	Deli	04/03–
Crap 3 :10	04/02–08/02	Night Kids	04/03–
Crap 4 :10	04/02–08/02	Drug Store	04/03–
Crap 5 :10	04/02–08/02		

\* Spanish-language PSA.

\*\* Produced independently of the Foundation, but aired as part of the *Fight For Your Rights* campaign.

## Appendix B

### *Be Safe and Fight For Your Rights: Protect Yourself*

#### Full-Length Special Programming

September 1997–April 2003

TITLE	ORIGINAL AIRDATE	TOTAL VIEWERS**
<b>Coming to Terms Update</b> This news-style show explores the many different ways that teens deal with pregnancy.	10/28/98	224,000
<b>True Life: It Could Be You</b> A documentary by two HIV-positive filmmakers who travel around the United States speaking to young people who are living with HIV/AIDS about their lives and how the disease has affected them.	12/1/98 Revised: 6/05/01	1,908,000 Revised: 1,669,000
<b>Sex in the '90s: Fact or Fiction</b> An interview-style show that debunks myths surrounding safer sex and STDs, and gives factual data about STDs including symptoms, treatments, and coping methods.	3/23/99	6,402,000
<b>Live Loveline</b> Comedian Adam Corolla and Dr. Drew Pinsky appear live in NYC at the MTV studios and take questions about STDs from the audience as well as live callers.	3/23/99	1,495,000
<b>True Life: I Need Sex RX</b> A documentary that chronicles the journeys of several young people as they set out to the clinic to get exams and be tested for STDs and HIV.	10/20/99	4,948,000
<b>Director's Cut: World AIDS Day</b> Hosted by Jennifer Love Hewitt, this special aired two 4-minute films about how HIV/AIDS has affected the filmmakers' lives. The films selected won the MTV-sponsored contest.	12/1/99	565,000
<b>Choose or Lose: Sex Laws</b> Centered around the 2001 presidential election and the topics of abortion, sex education, gay rights, and age of consent, this show explores both sides of each issue, and encourages viewers to learn about public policies affecting their lives.	10/23/01	999,000
<b>Staying Alive 3</b> This show looks at how young people around the world have been impacted by HIV/AIDS. The show was produced with the support of UNAIDS and the World Bank. It was broadcast in approximately 150 countries, including South Africa, Kazakhstan, Russia, and China.	12/1/01	6,327,000
<b>Sex Quiz</b> Celebrities and everyday people on the street took MTV's 21-question pop quiz on sex and health. This special showed their answers and gave the facts on each topic.	4/20/02	14,846,000
<b>STD Show "9 Things You Need to Know Before You're Good to Go"</b> R&B/Hip-Hop star Tweet hosts this show on safer sex issues.	5/22/02	3,407,000
<b>Dangerous Liaisons</b> The third in a series of special programs created as part of the Fight For Your Rights campaign, the show focused on the intersection of drugs, alcohol, coercion, and sex.	7/30/02	3,762,000
<b>*Diary of Bono and Chris Tucker: Aiding Africa</b> Chris Tucker and Bono take U.S. Secretary of the Treasury Paul O'Neil to Africa to show him how a small amount of money can make huge improvements in the lives of African people.	10/9/02	5,776,000
<b>*MTV/Time Magazine: Sex in the Classroom</b> A show on abstinence-only and comprehensive sex education curricula in the nation's schools—students, educators, and experts speak out.	10/30/02	3,416,000
<b>Staying Alive 4</b> A half-hour special profiling young people from around the world infected with or affected by HIV and AIDS.	11/24/02	8,346,000
<b>*True Life: I've Got Baby Mama Drama</b> This show focuses on the challenges that young, unmarried parents face in raising their children.	2/20/03	8,000,000
<b>Busting the Double Standards: The Girls, the Guys</b> (2 shows) Two shows focused on gender-related sexual myths and stereotypes and the ways in which these issues may present barriers to practicing safer sex and maintaining healthy relationships, produced with support from the Ford Foundation.	4/29/03	8,266,000
<b>Staying Alive: A Global Forum</b> Young people are given the opportunity to ask questions about HIV/AIDS. Panel members include former President Clinton and actor Rupert Everett.	7/14/03	1,210,000

\* Produced independently of the Foundation, but aired as part of the *Fight For Your Rights* campaign.

\*\* Includes rebroadcasts

## Appendix C

### MTV/Kaiser Family Foundation Public Education Campaign

#### Honors and Awards—Partial List 1998–2003

2003 Cable Television Public Affairs Association Joel A. Berger Award for outstanding public affairs initiative on HIV/AIDS for *Fight For Your Rights: Protect Yourself* campaign

2003 Cable Television Public Affairs Association Website Award for *Fight For Your Rights: Protect Yourself* Web site: [www.fightforyourrights.mtv.com](http://www.fightforyourrights.mtv.com)

2002 Academy of Television Arts and Sciences National Emmy Award for Best Public Service Announcement for *Be Safe/Fight for Your Rights: Protect Yourself*

2002 Cable Positive POP Award for Outstanding Special Programming for *Staying Alive 3*

2002 Cable Positive POP Award for Outstanding Special Programming for *MTV's First National Sex Quiz*

2001 Telly Award for *Nightclub, Football, and Assembly* PSAs

2001 Aegis Award for *Nightclub, Football, and Assembly* PSAs

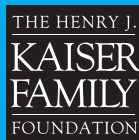
2001 Academy of Television Arts and Sciences Ribbon of Hope Award for *Convenience Store* AIDS Awareness PSA

1999 New York Festivals Television Programming and Promotions Gold Medal Award for best public affairs program for World AIDS Day Special, *True Life: It Could Be You*

1999 Academy of Television Arts and Sciences Ribbon of Hope Award for World AIDS Day Special, *True Life: It Could Be You*

1998 Cable Television Public Affairs Association Beacon Award for Outstanding HIV/AIDS Public Affairs Campaign for *Be Safe* campaign

1998 Cine Golden Eagle Award for World AIDS Day Special, *True Life: It Could Be You*



Additional copies of this publication (#3384) are available on the Kaiser Family Foundation's website at [www.kff.org](http://www.kff.org). Copies of the two survey topline (#3385 and #3386) are also available online at [www.kff.org](http://www.kff.org).

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