



Trojan® Brand Condoms and NSRC Seek College Journalists Who've Got Sex Covered with Second Annual Journalism Contest

OFFICIAL CALL FOR ENTRIES: 2008 Trojan Evolve Student Journalism Award

Princeton, NJ · December 2, 2008 – The makers of Trojan® brand condoms and the National Sexuality Resource Center (NSRC) are now accepting entries for the second annual Trojan Evolve Student Journalism Award. The award recognizes college journalists who demonstrate outstanding sexual health reporting in their college print, radio, television or online media outlet, including journalistic blogs, and will be judged by a prestigious panel of experts, including former U.S. Surgeon General Dr. Joycelyn Elders and GOOD Magazine Editor-in-Chief Zach Frechette.

A part of the ongoing national Trojan Evolve campaign, the Trojan Evolve Student Journalism Award is founded in the belief that an open and honest dialogue about sexual health, especially among young people, is essential to improving the poor state of sexual health in America. With one in four young women contracting an STI by age 19^[1] and nearly 34 percent of teen girls pregnant at least once before age 20^[2], it is clear that a deeper discussion on sexual health is urgently needed. The makers of Trojan brand condoms believe student journalists are uniquely positioned to play a vital role in advancing a sexual health dialogue essential to improving sexual health in this country.

“We must evolve the poor sexual health of our nation,” said James Daniels, Vice President of Marketing, Trojan brand condoms. “With this award we hope to empower student journalists to use their influence as a way to raise awareness, and inspire change.”

College students across the U.S. can submit articles relating to sexual health issues, statistics, products, policy, or opinions by emailing them to Trojanjournalismaward@edelman.com. The winner will be determined by a panel of judges consisting of sexual health experts and journalism professionals. One grand prize recipient will be awarded with a \$2,000 cash prize and trip for two to San Francisco, where they will be honored at the

^[1] <http://www.cdc.gov/STDConference/2008/media/release-11march2008.htm>

^[2] Henshaw S.K. (2003). U.S. Teenage Pregnancy Statistics with Comparative Statistics for Women Aged 20-24. New York: The Alan Guttmacher Institute. Data based on reports from National Center for Health Statistics (NCHS), AGI, CDC, and the Bureau of the Census; National Campaign to Prevent Teen Pregnancy. (2004).

2009 NSRC Champions of Sexual Literacy annual event. The winning entry will also be published on the trojancondoms.com web site.

The NSRC believes supporting college journalists strengthens 'sexual literacy' as an expanded view of sexual health and invites positive conversations based on facts instead of hype. "At a time when sexual health misinformation and polarization are all too common, it is essential to shepherd in an honest, two-way dialogue," said NSRC's Executive Director Gil Herdt. "By recognizing outstanding pieces of journalism, this award encourages college journalists to start talking openly about sexual health from their own perspective, and gets students involved with improving the state of sexual health in this country."

For a complete list of rules and regulations, students can log onto

<http://www.trojancondoms.com/Articles.aspx>.

ABOUT THE TROJAN® EVOLVE STUDENT JOURNALISM AWARD

Entries must be submitted to TrojanJournalismAward@edelman.com no later than March 1, 2009. Contest entries must focus on sexual health issues, statistics, products, policy or opinions and align with the Trojan Evolve Campaign, which is aimed at raising awareness about the state of sexual health in America. Evaluations of the entries are based on journalistic quality (30%); communication impact (40%); scope (15%); and comprehensiveness (15%). Essays should include references to condom use and must be consistent with Evolve master narrative.

College print, online and broadcast (television and radio) media stories and journalistic blogs are eligible for submission and must be published in an official American college or university newspaper, magazine or online media outlet, during the 2008 calendar year. There is no fee to enter.

For more information and complete rules and regulations please visit,

<http://www.trojancondoms.com/Articles.aspx>.

ABOUT TROJAN

TROJAN® Brand Condoms are America's #1 condom and have been trusted for over 90 years. TROJAN® brand latex condoms are made from premium quality latex. If used properly, latex condoms will help to reduce the risk of transmission of HIV infection (AIDS) and many other sexually transmitted diseases. When used properly condoms are highly effective against pregnancy. Each condom is electronically tested to help ensure reliability. There are over 22 varieties of TROJAN® Brand Condoms. More Americans trust the TROJAN® brand than any other condom.

ABOUT THE NATIONAL SEXUALITY RESOURCE CENTER

The mission of the National Sexuality Resource Center is to equip advocates, scholars and researchers with the facts, skills and resources to improve lifelong sexual literacy and sexual well being for all Americans. The National Sexuality Resource Center, the Center for Research on Gender and Sexuality and the Department of Sexuality Studies comprise the National Centers on Sexuality at San Francisco State University. Visit us at nsrc.sfsu.edu

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