

Dear Friends and Colleagues,

Once more, it is a pleasure to welcome you to another week of discussing topics related to youth, media and sexual and reproductive health promotion.

As you may remember, our first week addressed general questions regarding behaviour change techniques using various media, including definitions of media and communication. In the second week we learned about one model of partnering with TV executives (that utilized by Hollywood, Health and Society), and we received a unique opportunity to hear directly from writers and producers of some of the highest rated shows on television today in the US and beyond.

The upcoming week will be nothing short of amazing as well. I am honoured to introduce you to you Bill Ryerson and his team members from the Population Media Center, Kriss Barker and Katie Elmore. Bill, Kriss and Katie will facilitate a week entitled: “Riding the Airwaves: Radio-based Interventions.” For their impressive biographies, please click <http://tinyurl.com/27qxr6>.

Once more, I wish to thank Tim and Vicki for a fantastic two weeks of discussion. I look forward to our continued success.

Best,

Srdjan