

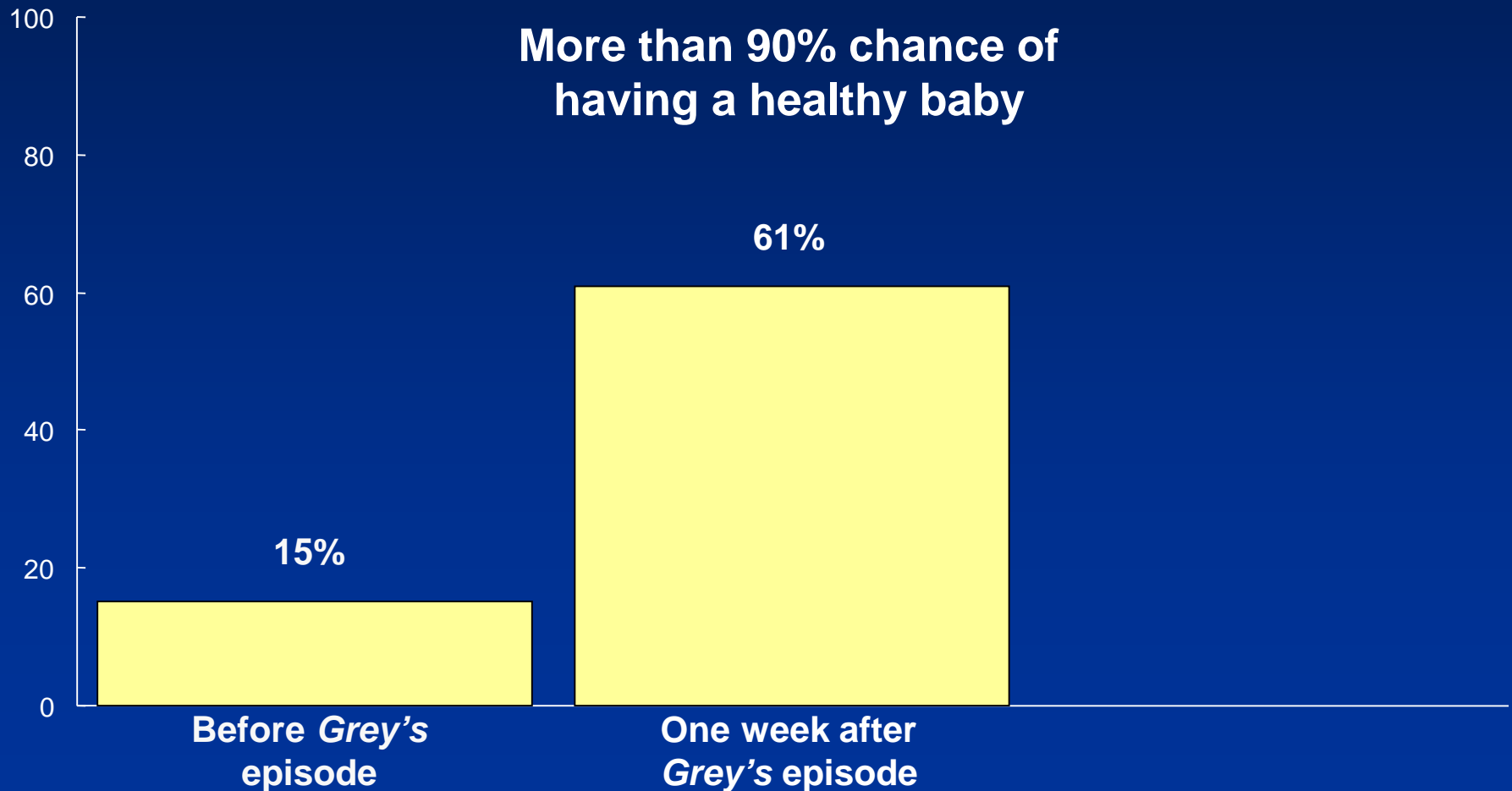
TELEVISION AS A HEALTH EDUCATOR:
A Case Study of **GREY'SANATOMY**



- **Pre-exposure baseline survey**
- **Post – exposure survey – one week after the episode airs**
- **Follow-up survey – six weeks after the episode airs**
- **Separate samples for each wave, 500 respondents per wave**

Findings

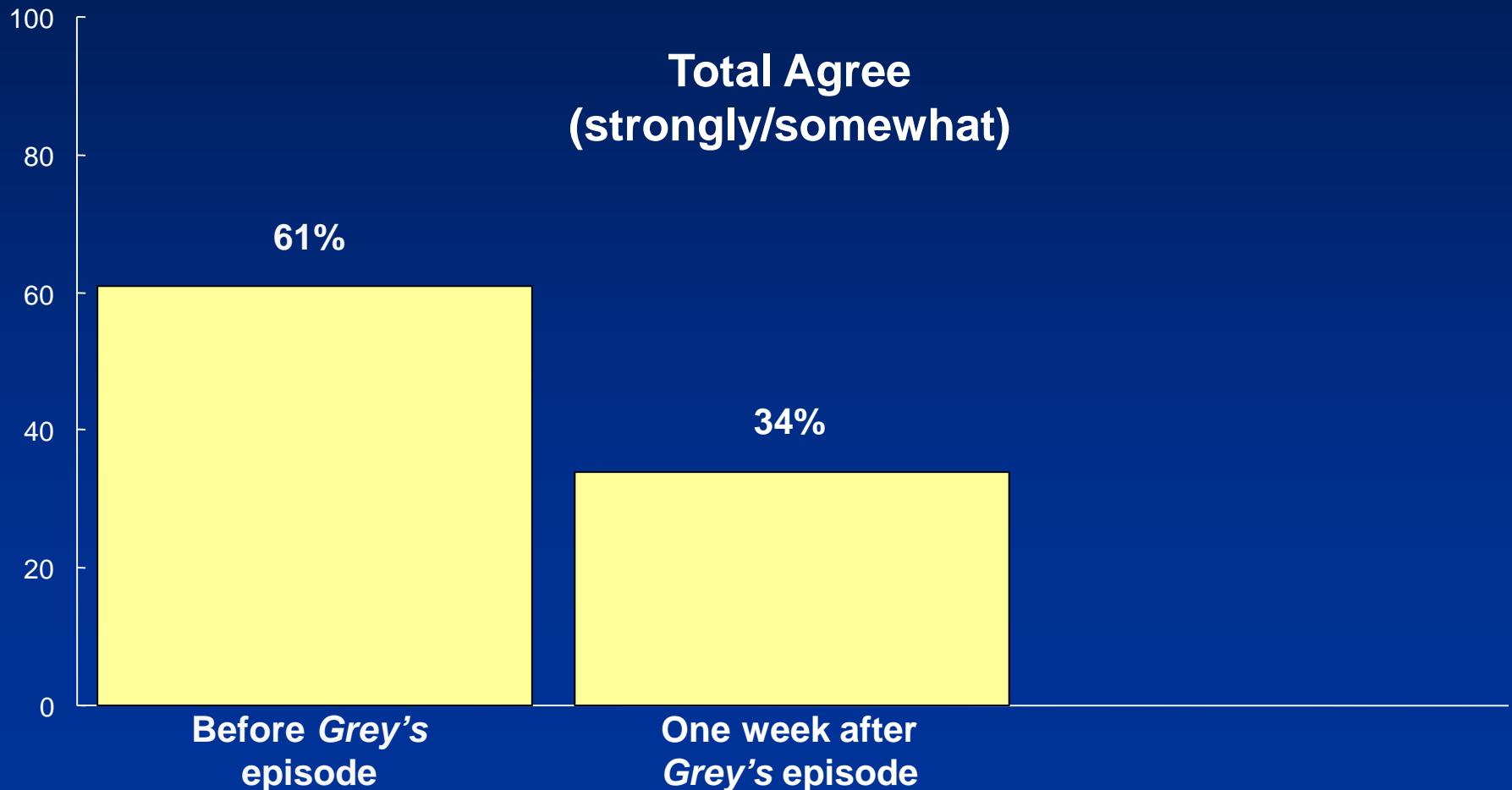
As far as you know, if a woman who is HIV positive becomes pregnant and receives the proper treatment, what is the chance that she will give birth to a healthy baby — that is, a baby who is not infected with HIV? Is there...



Source: Kaiser Family Foundation, *Television as a Health Educator: A Case Study of Grey's Anatomy*, September 2008.

Findings

Agree/Disagree: It is irresponsible for a woman who knows she is HIV positive to have a baby.



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Nielsen Ratings

Weekly Prime-Time Ratings









Week of April 28 - May

Household ratings and shares (18-49 rating in parentheses)

■ Time-slot winner by households

■ Nightly winner by households

Thursday

	7 p.m.	8 p.m.	9 p.m.	10 p.m.	Avg. Rtg./Share
		Ugly Betty 5.4/9 (2.2) 5.7/9 (2.6)	Grey's Anatomy 9.9/15 (5.7) 10.4/16 (6.3)	Lost 6.8/11 (4.8) 6.5/11 (4.6)	7.5/12 (4.4)
		Survivor: Micronesia 7.4/13 (3.8) 7.8/13 (4.3)	CSI 10.8/17 (4.9) 11.5/18 (5.3)	Without a Trace 8.8/15 (3.4) 8.5/15 (3.1)	9.1/15 (4.1)
		My Name Is Earl 4.4/8 (2.8)	Scrubs 3.8/6 (2.9)	The Office 4.7/7 (4.0)	30 Rock 3.3/5 (2.6)
		Are You Smarter Than a Fifth Grader? 5.1/9 (2.0) 5.9/10 (2.4)	Don't Forget the Lyrics 4.4/7 (2.3) 4.8/7 (2.8)	ER 4.9/8 (2.9) 5.5/10 (3.2)	4.4/7 (2.3)
		Smallville 2.3/4 (1.5)			
		"Grey's Anatomy" (ABC) 0.8/1 (0.4)			
	Yo Amo a Juan Querendón 1.4/3 (1.1) 1.6/3 (1.3)	Al Diablo Con los 2.2/4 (1.9)			

TOP SHOWS

THURSDAY

Adults 18 to 49: "Grey's Anatomy" (ABC) 6.1/16

Total viewers: "Grey's Anatomy" (ABC) 17.5 million

17.5 million viewers

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Grey's Anatomy Last Night

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REPLY

Grey's Anatomy Last Night

Posted by: [mj2008](#) | Posted on 5/2/2008 11:49:27 AM: 5 Replies

Did anyone watch Grey's last night? It made me bawl [sic] my eyes out... I had no idea that someone with HIV would have a 98% chance of having a healthy baby. The surgery on the baby was amazing to see to.

A young girl in my hometown had a baby with her bowels growing outside of her body and she is a happy and healthy child now. These kinds of stories are amazing and inspirational to me.

“Did anyone watch Grey’s last night? It made me baul [sic] my eyes out... I had no idea that someone with HIV would have a 98% chance of having a healthy baby...”



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“That stunned me too. I thought it was almost a certainty for the child to get it. Wow.”

This is a response to: [wow 98 percent](#)

Lelie

Moderator

Lit Lady

Reged: 08/11/05

Posts: 42987

Loc: Having breakfast at Tiffany's

• that stunned me, too. I thought it was almost a certainty for the child to get it. wow. 141

05/01/08 06:49 PM [BOOKMARK](#) [Facebook](#) [Twitter](#) [Google+](#) [LinkedIn](#) [Print](#) [More](#)

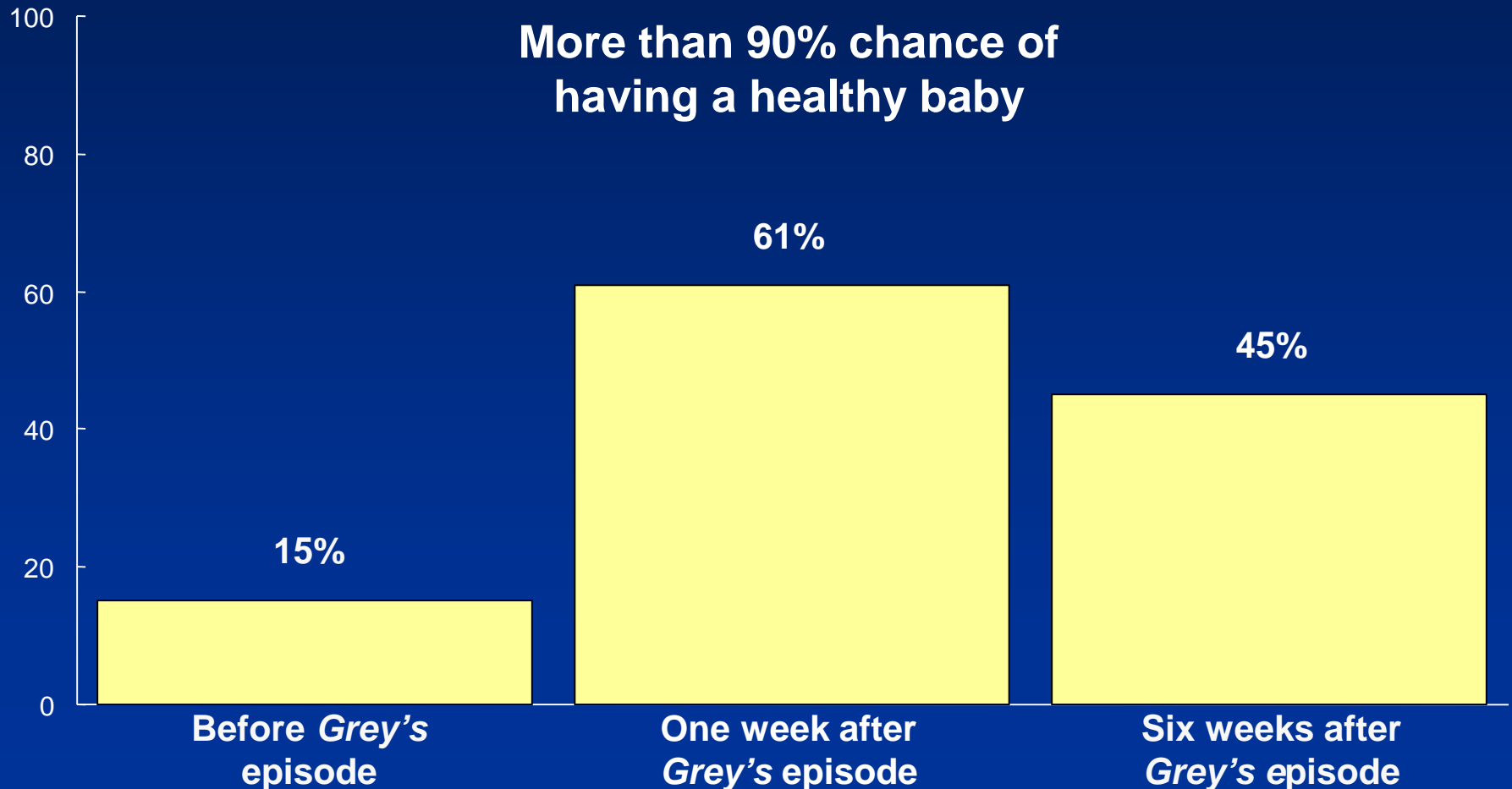
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“2008 Diet Of The Year:”

Finally, A Diet That Really Works!
As Seen On CNN, NBC, CBS &
Fox News

Information Retention

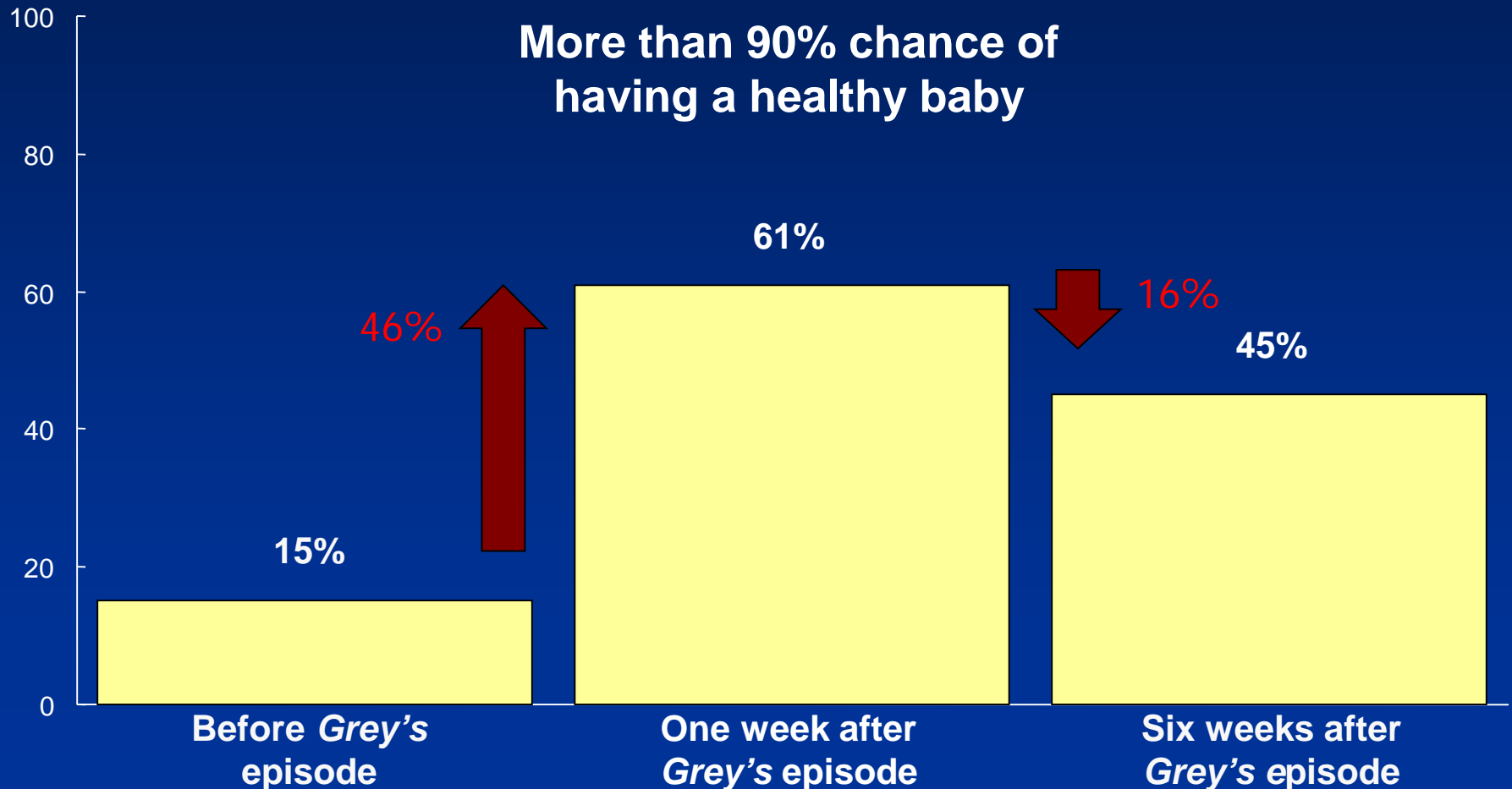
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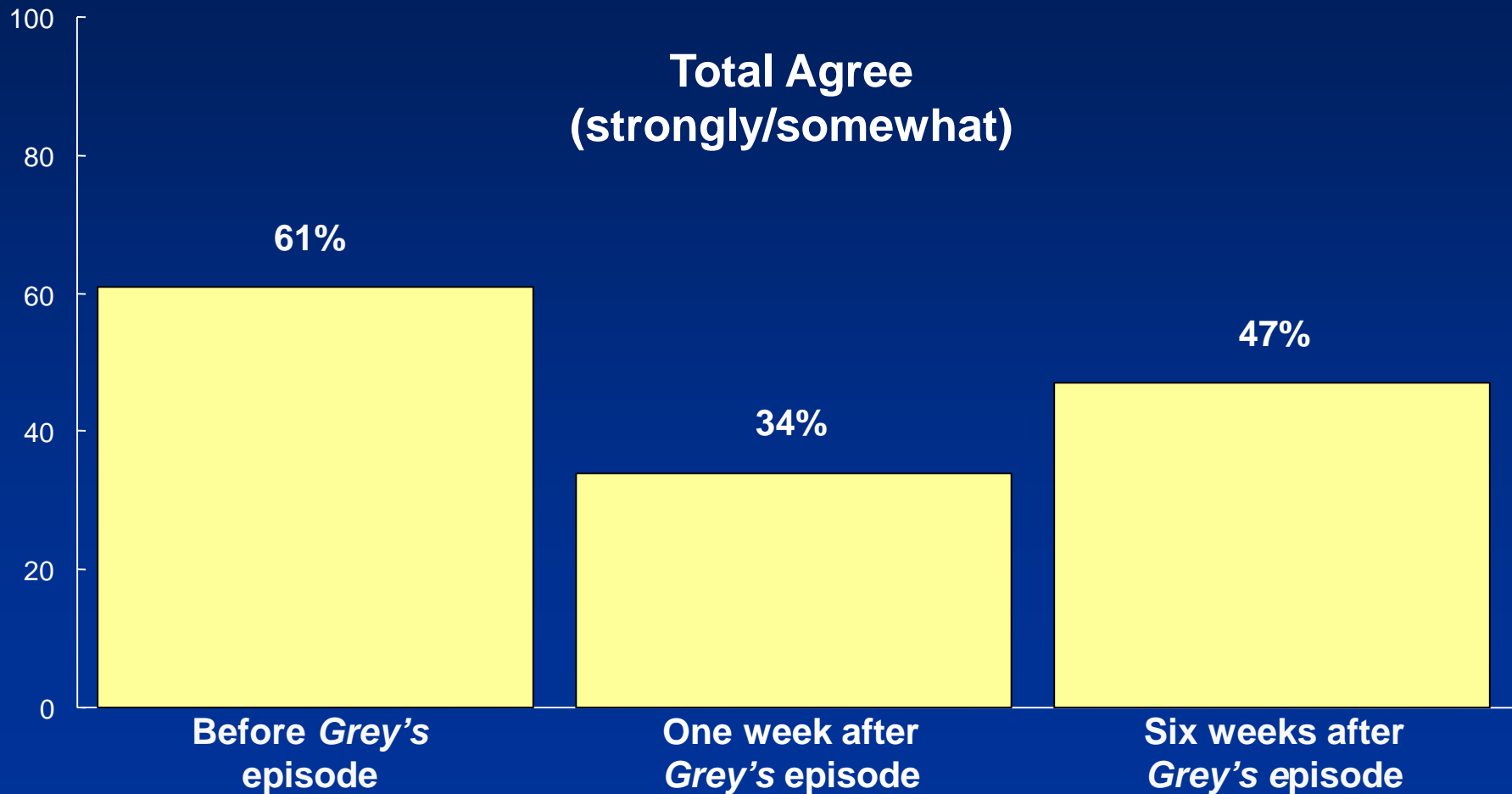
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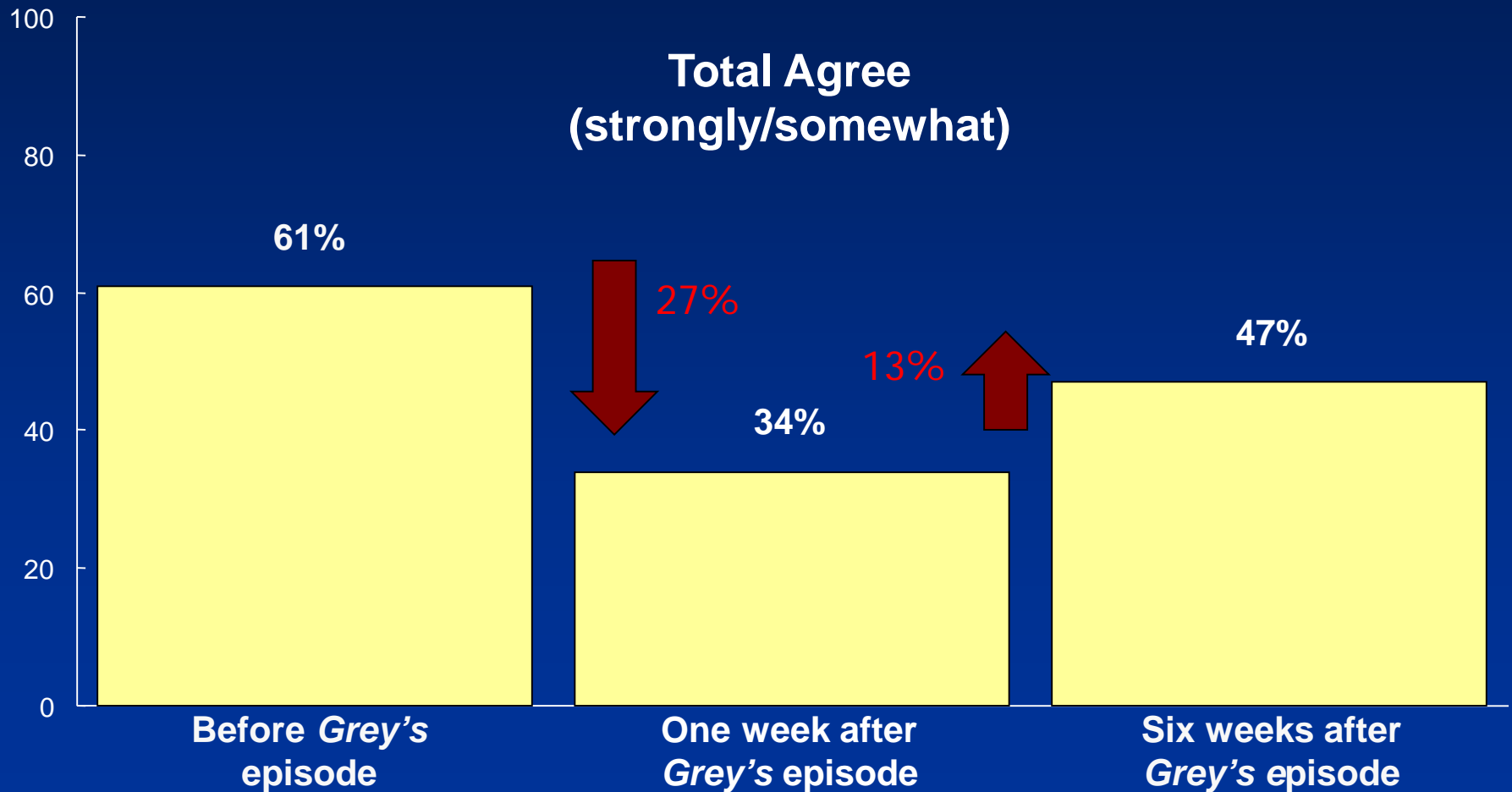
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Advantages of Content Integration

- It can be very effective in communicating information and affecting attitudes
- You can reach a large audience quickly
- You can target your audience effectively – instead of having to attract them to your content, put your content where their eyeballs already are

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