



**Organization:**  
The Jenna Druck Foundation  
Young Women's Leadership  
Program

**PR Challenge:**  
Increase awareness and  
press coverage of an event

**PR Tactic:**  
A sustained campaign of  
weekly media contacts

**www.ondine.us**

## **Dr. Jean Kilbourne to Give Keynote Speech at Young Women's Leadership Conference**

SAN DIEGO, CA—March 10, 2005 -- Dr. Jean Kilbourne, “a superstar lecturer,” as described by *The Boston Globe*, will give the keynote address at the Young Women's Spirit of Leadership Conference on April 23, 2005 at the Town and Country Hotel and Convention Center, hosted by the Jenna Druck Foundation.

Known for her ability to present provocative topics with warmth and wit, Dr. Kilbourne's style encourages dialogue and action in society's interest. Students, faculty and staff from over a thousand colleges and universities twice voted to bestow Kilbourne with the Lecturer of the Year award on behalf of the National Association for Campus Activities.

Dr. Kilbourne has made several award-winning documentary films, including *Killing Us Softly: Advertising's Image of Women*, among the most popular educational films of all time. Her videos include *Spin the Bottle: Sex, Lies and Alcohol*, *Slim Hopes: Advertising and the Obsession with Thinness* and *Pack of Lies: The Advertising of Tobacco*.

Kilbourne presents controversial themes in a way that unites rather than divides, leaving her audience with an ability to view themselves and society-weakening images with new perspective.

Dr. Kilbourne's latest publication is her book *Can't Buy My Love: How Advertising Changes the Way We Think and Feel*. Her editorials have appeared in *The New York Times*, *USA Today* and *The Journal of the American Medical Women's Association*. The Young Women's Spirit of Leadership Conference offers 500 high school students the opportunity to learn how to become future leaders by developing confidence and encouraging involvement in community philanthropic activities.

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