

Coding Connections to Health

Disclaimer: This project was devised without the knowledge or support of Senator Kamala Harris or Girls Who Code founder and CEO Reshman Saujani. It was created for educational purposes for Boston University class MET HC 758.

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Plan Overview

Tag Line: Coding Connections to Health: Empowering Young Girls

California Senator Kamala Harris is partnering with national non-profit organization Girls Who Code to launch a coding contest for the purpose of connecting girls ages 13-18 to health care legislation that impacts women's health. This contest launch will be announced on a Facebook Live video at the Sheraton Grand Sacramento Hotel. Afterwards, there will be a press conference for the media to ask questions about the contest.

The launch and press conference will take place on Monday, September 4, 2017.

Details:

The Facebook Live launch video will be five-minute scripted speech, featuring Harris, announcing the launch of the contest and directing viewers to find details about the contest on a new page on Harris's website, entitled: CodingConnectionsToHealth.org

The video will be streamed on a large projector screen in the meeting room at the Sheraton Grand Sacramento Hotel in Sacramento, where the press conference will occur. Following the live video, Harris and Saujani will answer questions during the 60-minute press conference with the media.

This publication relations plan includes goals, an organizational overview, an identified target audience and key stakeholders, messages and messengers, media outreach strategies and tactics, promotional tactics, calendar, event brief, budget, evaluation, media pitches, press release, and a works cited page.

The **goals** are defined as follows:

- To increase awareness in young girls in the United States of legislation that affects their health
- To gain earned media coverage in five national broadcasts, three local broadcasts, and ten online news articles
- To obtain 1,000 contest submissions
- To garner 5 million unique hits to Harris’s “Coding Connections to Health” page on her website
- To receive 1 million views on Harris’s launch video
- To increased membership in Girls Who Code by 5,000
- To gain four technology or health care sponsors to offset the cost of the launch and the development of the application at the contest’s conclusion

Organizational Overview and Abilities

Throughout her career, California Senator Kamala Harris has spoken passionately about health care and the importance of citizens getting involved in government. She encourages constituents to educate themselves, call their representatives, or run for office. Harris’s contest, “Coding Connections to Health” is an extension of this, aimed to empower young woman to get involved and be informed about conversations and legislation that can impact their health.

Harris’s position as a senator gives her a platform that can earn media coverage. She has a large social media following: 755,922 Facebook followers, 223,000 Instagram followers, and 22,000 Twitter followers. Harris has been in the [news](#) recently for her outspoken opposition to the GOP’s repeal and replace plan of the Affordable Care Act. Any of Harris’s actions regarding health care will likely garner a response from the media.

Harris is partnering with [Girls Who Code](#), a national non-profit organization committed to closing the gender gap in technology. Girls Who Code have 40,000 members and an extensive list of notable partners, including Amazon, Dell, Facebook, Microsoft, IBM, Twitter, and the Walt Disney Company. Girls Who Code have [summer internship programs](#) and club chapters nationwide. By partnering with this organization, Harris will be able to reach a wider audience.

The current political climate surrounding women's health and [planned parenthood legislation](#) magnifies the newsworthiness of creating an application that connects young girls directly to conversations about their health.

Although the contest is aimed at girls aged 13-18, the primary target audience will be mothers of girls aged 13-18 and high school educators, as they will be key to influencing the girls to become involved in the contest. The partnership with Girls Who Code will also help advance the messaging to girls in this age bracket.

Target Audience

After analyzing several different approaches, it has been determined that the target audience will be women with daughters between the ages of 13 and 18, and high school educators. One way to interest teenage girls in health care policies will be through their mothers and teachers encouraging them to see the importance of it. Harris will be speaking to these mothers and educators.

The secondary target audience will be the girls ages 13-18 who are eligible to enter in the contest. The girls do not have to have any coding experience; only a strong idea of how the application will operate. Harris will use her partnership with Girls Who Code to promote this contest among their 40,000 members and their national chapters.

Stakeholders:

The stakeholders of this contest launch are the individuals or groups who are impacted by its success or failure, including:

- Kamala Harris
- The Non-Profit Organization: Girls Who Code
- Girls aged 13-18
- Technology Sponsors
- Health Care Sponsors
- Mothers of girls aged 13-18
- High School Educators

Key Messenger: California Senator Kamala Harris

Supporting Messenger: Founder and CEO of Girls Who Code: Reshman Saujani

Messages / Talking Points:

The key message of this event is that California Senator Kamala Harris is launching a contest in which girls aged 13-18 can enter ideas for an application that will connect other girls their age to legislation that affects their health. Harris will be partnering with the national non-profit, Girls Who Code. While the contest is for teenage girls, most of the messaging will be aimed at mothers of teenage girls and high school educators.

Kamala Harris:

1. The rising popularity of Teen Vogue's political articles send a clear message: young women want to become involved and make an impact; teenage girls should not be counted out of these important conversations. Let's give them the tools to become involved and break down the barriers between them and discussions that concern their own health care...
2. There are countless conversations taking place across the country regarding the future of women's healthcare; how could we not invite these young women into the room

where it happens? Better yet, let's give them key to open the door. Healthcare legislation affects everyone, no matter their age...

Reshman Saujani

3. Did you know that 66% of young girls between the ages of 6 and 12 are interested in computer science, but by the age of 13 that percentage has dropped to 32%? We want to empower girls to think about their own health and discover ways to use technology to solve real life problems during the time when girls are most likely to stop caring about computer science...
4. According to Pew Research, 24% of teenagers reported they are online almost constantly, with 92% reporting they use the Internet daily. Teenage girls already have the knowledge they need to best connect with their peers, we just need to empower them with the resources to use that knowledge to create a meaningful health communication tool...

Media Outlets to target:

- KCRA3 – TV affiliate in Sacramento, California, target anchor and reporter Kellie DeMarco
- *San Francisco Chronicle* – newspaper and digital platforms, target Tech Culture Reporter Marissa Lang and K – 12 Education Reporter Jill Tucker
- *Huffington Post* – newspaper and digital platforms, target Voices Editor for Women and Politics Alanna Vagianos
- *Lenny Letter* – digital platform and email newsletter, target site owner and writer Lena Dunham
- *NPR* – radio and digital platform, target Deputy Managing Editor, NPR News Chuck Holmes

Strategies and Tactics for Earned Media

1. Send media pitches to media outlets above, modified for each targeted contact.
2. Send press release to media outlets above modified for each outlet's audience.
3. Send media advisory to local Sacramento news outlets (CBS Local, FOX40, Patch.com 1530 KFBK AM News Talk radio) in addition to the media outlets listed above.
4. Write different Letters to the Editor to the *Sacramento Bee*, *San Francisco Chronicle*, *Huffington Post*, and *Los Angeles Times* during the two weeks leading up to the launch of the contest about the importance of young women becoming involved in conversations about health care.

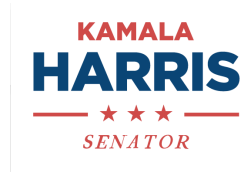
Promotion Tactics

Paid Media:

- We will buy Facebook advertisements filtered to target women aged 25-60 with these individual traits: occupation as a high school educator; interests in technology; women with children aged 13-18. Advertisements will run the entire six-week campaign, in addition to the two weeks leading up to the launch.
 - We will also run a smaller Facebook campaign targeting teenage girls aged 13-18 that will run the entire six-week campaign.
- We will purchase three weeks of radio advertisements on I Heart Radio, 102.7 KIIS FM from September 4 – September 25.
- We will purchase one sponsored blog post on The Cornerstone for Teachers, which has a demographic of women 25-60. It will be published August 5.
- We will purchase a Coding Connection for Health SnapChat filter for September 18, at the 30 largest public high schools in each state in the United States the day the contest launches.

Owned Media:

- Harris will upload weekly videos that will be published across all of her digital and social platforms, including her Website, Twitter, Instagram, and Facebook page. These videos will highlight students who have submitted their ideas to the contest.
- Harris will publish a written letter to educators on her website encouraging them to inspire their students to enter the contest and get involved.
- Saujani will write a letter to alumni and Girls Who Code members to be published on GirlWhoCode.com outlining the contest and avenues to be involved.
- Harris will schedule four Facebook live videos in which she will answer questions about the contest and interact with contestants who watch. Clips will be uploaded to her InstaStory.
- Harris and Saujani will host two Twitter Q and A's with the hashtag #Coding4Health.



For Immediate Release

Contact: Rachel Logan
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California Senator Kamala Harris Launches Contest for Teenage Girls to Create Healthcare App
Partnering with Girls Who Code, Harris Bridges Gap Between Young Girls, Technology, and Healthcare

Sacramento (September 4, 2017) – California Senator Kamala Harris announced the launch of her contest: “Coding Connections to Health,” a technology-based contest targeting girls between the ages of 13 and 18-years-old that encourages them to become involved in women’s healthcare. Harris has partnered with national non-profit organization Girls Who Code. The contest starts on September 18 and will conclude in six weeks on October 30, 2017.

Harris conceived the idea of an app for the purpose of engaging teenage girls in health care conversations in November 2016. Girls Who Code founder Reshman Saujani joined the project in early February, committing the resources of Girls Who Code, a non-profit organization determined to bridge the difference between technology and gender. After months of planning, Harris and Saujani, along with Girls Who Code’s 40,000 alumni, are prepared to launch “Coding Connections to Health.”

“Our health care impacts us at every age; this is absolutely a discussion where young women should have a voice,” said Senator Harris. “I want the contestants to show us how they want to communicate and get involved. I am excited to see their ideas and to empower them to make a tangible difference in the United States health care system. We should not count these brilliant minds out.”

“Coding Connections to Health” contestants must submit an idea of an application that would connect teenage girls to health care legislation that impacts women’s health. The contest is open-ended, encouraging contestants to be creative in their ideas in how to engage their peers to get involved in conversations about women’s health. They are invited to enter their ideas as individuals or as a team.

The winning submission will be announced on Friday, November 10th. After the winner is chosen, Harris, with the support of Girls Who Code, will connect the winner(s) with resources to create a fully functioning application, based on their idea. Once the app is completed, Harris will fly the winner to Sacramento, California to celebrate the app's launch on App Store and Google Play.

“Technology plays such an important part our daily lives and the future of the job industry,” said Saujani. “We have an amazing opportunity here to use our resources to embolden young women use their minds and talents to tackle a very large gap in the health care conversation. We are thrilled to see what the contestants create.”

The launch will take place on Monday, September 18, at 4 p.m. PST at the Sheraton Grand Sacramento Hotel in Sacramento, California. For more information, please contact Rachel Logan at 916-475-8222 or via email at Rlogan@teamharris.org. Additional information is available at CodingConnectionsToHealth.org.

About Senator Kamala Harris

Senator Harris has been fighting for civil rights in health care throughout the course of her career, first as the Attorney General of California and now as a California Senator. She is dedicated to empowering young women to advocate for their own health. For more information, please visit kamalaharris.org or the contest website CodingConnectionsToHealth.org.

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Media Pitches

Email pitch to Kellie DeMarco, Anchor and Reporter, KCRA3 Sacramento

Subject Line: California Senator Kamala Harris partners with Girls Who Code Founder to Launch App Contest Connecting Teenage Girls to Heath Care

Dear Ms. DeMarco,

Every day there are conversations taking place in D.C. and across the country concerning women's health care. With Republicans pitted against Democrats, many Americans citizens get lost without a voice to represent them. One group who is often forgotten in this conversation is teenage girls. With many unable to vote, how can they engage a system that is making decisions for them regarding their own health?

Senator Kamala Harris has partnered with Girls Who Code Founder Reshman Saujani to solve this problem. Senator Harris and Saujani are launching an application contest in which girls

between the ages of 13 and 18 can submit ideas for an application that would connect teenage girls to important conversations about health care legislation.

The contest, entitled “Coding Connections to Health: Empowering Young Girls” will be announced at the Grand Sheraton Hotel Sacramento through a Facebook Live video on Senator Harris’s Facebook page on Monday, September 4 at 4 p.m. PST. Afterwards, Senator Harris and Saujani will make statements to the press and answer questions.

The contest will run for six weeks. The girl or team with the winning contest submission will be connected with resources to build their pitched app and then flown to Sacramento for a celebration the day it launches on the App Store and Google Play platforms. Senator Harris and Saujani are optimistic that this will be a positive step toward empowering young women to engage in their health and technology.

Please consider joining us at the Grand Sheraton Hotel Sacramento on Monday, September 4, at 4 p.m. PST for the launch and press conference. Senator Harris and Saujani will answer media questions for 60 minutes, and will be available for follow-up or pre-scheduled interviews.

Thank you for your consideration,

Rachel Logan
Public Relations
Team Harris
Cell: 916-475-8222

Email pitch to Marris Lang, Tech Culture Reporter, *San Francisco Chronicle*

I would use the same pitch above, but with this subject line and Marris Lang’s name: California Senator Kamala Harris Partners with Girls Who Code Founder to Launch Coding Contest for Teenage Girls

Email pitch to Jill Tucker, K – 13 Education Reporter, *San Francisco Chronicle*

I would use the same pitch above, but with the subject line and Jill Tucker’s name: California Senator Kamala Harris Launches Coding Contest for High School Girls with Girls Who Code Founder Reshman Saujani

Email pitch to Chuck Holmes, Deputy Managing Editor, *NPR News*

I would use the same pitch and subject line as KCRA 3, but with Chuck Holmes’ name.

Email pitch to Lena Dunham, Site Owner and Writer, *Lenny Letter*

Subject Line: Senator Kamala Harris Partners with Girls Who Code Founder to Launch Contest That Give Voice to Young Women

Dear Lena,

Every day women fight to have their voices heard at work, school, or home. Donald Trump has continued to speak out against Planned Parenthood, a service that millions of women depend on for health services. While adult women can fight this with their votes, teenage girls are left to depend on the voices of others to carry their cause. This needs to change.

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Thank you for your consideration,

Rachel Logan
Public Relations
Team Harris
Cell: 916-475-8222

Email pitch to Alanna Vagianos, Voices Editor for Women and Politics Writer, *Huffington Post*

I would use the same pitch as Lenny Letter above, but with this subject and Alanna Vagianos’s name:

Subject Line: Senator Kamala Harris Partners with Girls Who Code Founder to Launch Contest to Give Voice to Young Women Trump Tries to Silence

Timeline / Calendar

July 2 – July 8	<ul style="list-style-type: none"> • Confirm Sheraton Grand Sacramento Hotel for September 4 • Meet with graphic designer to finalize event artwork • Meet with videographer to discuss Facebook Live launch • Seek corporate sponsors • Weekly Project Meeting
July 9 – July 15	<ul style="list-style-type: none"> • Meet with CodingConnectionsToHealth.org website designer to verify if on track to meet September 5th launch date • Meet with set designer to reserve rental furniture and décor for Facebook Live Set • Weekly Project Meeting
July 16 – July 22	<ul style="list-style-type: none"> • Consultation with SnapChat representative to confirm design and geolocations for SnapChat filter • Finalize rundown with Team Harris for day of event • Create final budget • Weekly Project Meeting
July 23 – July 29	<ul style="list-style-type: none"> • Meeting with Team Harris to verify the vendors are on schedule to meet deadlines • Team Harris reviews background information to verify they are ready to work with media day of event • Weekly Project Meeting
July 30 – August 5	<ul style="list-style-type: none"> • Weekly Project Meeting • Sponsored blog post on The Cornerstone for Teachers • Script writing session for Facebook Live video
August 6 – August 12	<ul style="list-style-type: none"> • Weekly Project Meeting • Monitor that budget is still balanced • Fine-tune talking points for day of event
August 13 – August 19	<ul style="list-style-type: none"> • Weekly Project Meeting • Secure budget from corporate sponsors • Walk-thru at the hotel conference room • Meet with AV team
August 20 – August 26	<ul style="list-style-type: none"> • Letters to the editor sent to <i>Sacramento Bee</i> and <i>San Francisco Chronicle</i> • Reach out to Harris's and Saujani's contacts in media to let them know about the launch • Distribute media pitches to targeted earned media

	<ul style="list-style-type: none"> • Weekly Project Meeting
August 27 - September 2	<ul style="list-style-type: none"> • Distribute media releases to targeted earned media • Letter written by Harris to educators publishes on her website • Meeting with Saujani to finalize contest details and review launch day run-down • Print event artwork • Letter to the editor sent to <i>Huffington Post</i> and <i>Los Angeles Times</i> • Letter written by Saujani to alumni and GirlsWhoCode members publishes on GirlWhoCode.com • Facebook advertisements run • Radio ads run on I Heart Radio 102.5 Kiis FM • Weekly Project Meeting
September 3 – September 9	<ul style="list-style-type: none"> • Facebook Live Announcement and Press Conference – See Event Brief • Harris host Facebook Live Q and A • Harris and Saujani hosts Twitter Q and A • Facebook advertisements run • Radio ads run on I Heart Radio 102.5 Kiis FM • Weekly Project Meeting
September 10 – September 16	<ul style="list-style-type: none"> • Facebook advertisements run • Radio ads run on I Heart Radio 102.5 Kiis FM • Weekly Project Meeting
September 17 – September 23	<ul style="list-style-type: none"> • Contest Launches • Harris host Facebook Live Q and A • Weekly video on social media channels from Harris • Facebook advertisements run • Weekly Project Meeting
September 24 – September 30	<ul style="list-style-type: none"> • Weekly video on social media channels from Harris • Facebook advertisements run • Weekly Project Meeting
October 1 – October 7	<ul style="list-style-type: none"> • Weekly video on social media channels from Harris • Harris host Facebook Live Q and A • Harris and Saujani hosts Twitter Q and A • Facebook advertisements run • Weekly Project Meeting
October 8 – October 14	<ul style="list-style-type: none"> • Weekly video on social media channels from Harris • Harris host Facebook Live Q and A • Facebook advertisements run

	<ul style="list-style-type: none"> • Weekly Project Meeting
October 15 – October 28	<ul style="list-style-type: none"> • Weekly video on social media channels from Harris • Facebook advertisements run • Harris and Saujani hosts Twitter Q and A • Weekly Project Meeting
October 29 – November 4	<ul style="list-style-type: none"> • Weekly video on social media channels from Harris • Facebook advertisements run • Contest concludes • Weekly Project Meeting
November 5 – November 11	<ul style="list-style-type: none"> • Evaluations conducted to determine if event met project goals

Event Brief for September 4, 2017

Coding Connections for Health Contest Launch

Sheraton Grand Sacramento Hotel

Background: *California Senator Kamala Harris is partnering with national non-profit organization Girls Who Code to launch a coding contest aimed at connecting girls ages 13 – 18 to health care legislation that impacts women’s health.*

Tag Line: Coding Connections for Health: Empowering Young Girls

Set up: Hotel staff will set up chairs for press and podium for Harris and Saujani. AV equipment and set will be prepared for the Facebook Live Video.

Doors open to conference room at 3 p.m. for press and other media. AV personnel with the hotel will be on hand to assist media. Team Harris will have been briefed to assist media in the hour leading up to the launch announcement. Team Harris will be identifiable by their name badges with Coding Connections to Health graphic.

- | | |
|------------------------|--|
| 3:00 P.M. – 3:50 P.M. | Doors open |
| 4:00 P.M. – 4: 05 P.M. | Facebook Live video begins streaming with Harris and Saujani |
| 4:05 P.M. – 4:10 P.M. | Live Stream Ends |
| 4: 10 P.M. – 4:20 P.M. | Harris gives opening remarks and statement |
| 4:20 P.M. – 4:30 P.M. | Saujani joins Harris on stage to give statement |
| 4: 30 P.M. – 5:30 P.M. | Floor opens for press questions |
| 5:30 P.M. | Floor closes for press questions (PR lead on hand to cut the conference short if it is running for too long and questions are becoming less substantial) |

5: 30 P.M. – 8:30 P.M. Harris and Saujani are available to the press for individual interviews

8:30 P.M. Event concludes. Break down equipment and pack up.
Team Harris Contact: Rachel Logan at 916-475-8222

Budget: Coding Connections to Health: Empowering Young Girls

Sheraton Grand Sacramento Hotel (Banquet Room + AV):	\$15,000
Facebook Advertisements:	\$25,000
Videographer:	\$5,000
Graphic Designer + Printing (Press Packet) (Podium Logo) (ID Badges)	\$4,500
Website Page Design:	In house: 40 billable hours 65/hr = \$2,600
Miscellaneous Expenses:	\$5,000
Set Design for Facebook Live Video	\$2,500
Airfare and Lodging for Reshma Saujani	\$1,150
Snap Chat Filter	\$25,000
On Air with Ryan Seacrest Ad KiisFM	\$10,000
Sponsored blog post:	\$1,200
Subtotal:	
Money Gained Through Sponsorships	\$75,000
Total:	

Evaluation: Goals to be completed by November 10, 2017

Goals	Measurement
To gain earned media coverage in five national broadcasts, three local broadcasts, and ten online news articles	Team Harris will be monitoring coverage of the event and keeping track of mentions. Did the outlets we targetted feature Coding Connections to Health?
To obtain 1,000 contest submissions	Team Harris will review number of entries received at CodingConnectionsToHealth.org. Did it receive 1,000 submissions?
To garner 5 million unique hits to Harris's CodingConnectionstoHealth.org page on her website	Team Harris will review the number of unique hits on CodingConnectionsToHealth.org. Was it more or less than 5 million unique hits?
To receive 1 million views on Harris's launch video	Team Harris will review the number of views on Harris's Facebook Live launch video. Was it more or less than 1 million views?
To increased membership in Girls Who Code by 5,000	Team Harris will work with Girls Who Code to see if their membership numbers increased between September 5, 2017 when the contest was announced through November 5, 2017. Was it by more or less than 5,000?

<p>To gain four technology or health care sponsors to offset the cost of the launch and developing the application at the conclusion of the contest.</p>	<p>Did Coding Connections to Health achieve 4 sponsorships from technology or health care organizations? Did they give more or less than \$75,00?</p>
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