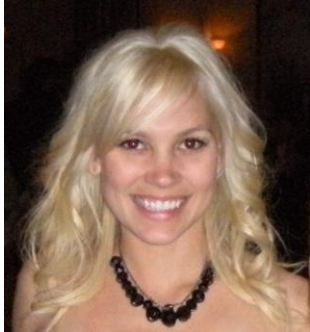




Ashley Jupin
Program Manager
Entertainment Industries Council, Inc.



As Program Manager, Ashley is engaged in the planning, execution, and evaluation of various programs and projects developed by the Entertainment Industries Council, Inc. with the mission

of encouraging the creative community to utilize its influence to help inform the public regarding health and social issues. Ashley is based in the West Coast EIC office located in Burbank where she works as a liaison between the creative community of entertainment industry professionals and experts in health and social issues including addiction, tobacco use and cessation, mental illness, Attention Deficit Hyperactivity Disorder (ADHD), and diabetes. She also co-manages the internship program, coordinates events, writes publications, and develops electronic communications and newsletters.

Ashley is well versed in the creation and framing of promotional and informative health messages. Utilizing these skills, she developed the resulting national action strategy publications for *Picture This: Diabetes*, *Picture This: Attention Deficit Hyperactivity Disorder* and publications for local *Picture This: Diabetes* forums in Atlanta, Chicago, Seattle, and Philadelphia. She plays a key role in the planning and execution of a series of creative briefings providing writers, producers, and directors access to panels of experts regarding issues such as women's health, addiction and recovery, ADHD, diabetes and foster care. As a member of the EIC team Ashley assists in making the nationally aired *PRISM Awards* a success. As assistant to the Executive Producer, Ashley works to coordinate talent as well as the social media outreach and promotion for the annual *PRISM Awards Showcase* television special, which airs

via EIC's simulcast partners in September. She also organizes submissions to the *PRISM Awards* and assists in the facilitation of the judging process.

Ashley graduated from California State University, Fullerton with honors as a member of the Order of Omega Honour Society and received her Bachelors of Science in Kinesiology. Continuing her education, Ashley attended Chapman University in Orange, CA where she studied under Lisa Sparks, PhD. and received her Masters of Science in Health Communications. During her graduate study, Ashley conducted interviews with local minority families living in Orange County focusing on obesity and healthy eating. She utilized this data to create her thesis project, on the reduction of obesity in underserved minority populations through portion control. In November 2010, Ashley presented her graduate research on uncertainty and long distance caregiving at the 2010 National Communication Association Annual Convention in San Francisco.