**“Just a Little Bit”: A Television Media Analysis of Alcohol Consumption during Pregnancy**
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Pregnant women, their partners, and women of childbearing age frequently report obtaining information about alcohol use during pregnancy from the mass media. Trusting mainstream media sources (e.g., television) can be problematic when information is inaccurate, contributing to inconsistent messages about ‘safe levels’ of alcohol consumption during pregnancy. The present study aimed to explore television portrayals of alcohol consumption during pregnancy in mainstream prime time television programs (*n* = 26). The following inclusion criteria guided program selection: (1) top 100 shows on cable/streaming services for women aged 18-49; and (2) shows suggested by targeted social media posts. Using ethnographic content analysis (Altheide & Schneider, 2013), the content and role of television media narratives in the social construction of alcohol meanings concerning the safety of prenatal alcohol exposure was explored. Preliminary results indicate misrepresentations of the safety of alcohol consumption during pregnancy (e.g., *How I Met Your Mother*, *The Mindy Project*), the commonality of drinking alcohol prior to pregnancy recognition (e.g., *Chicago Med*) or while trying to conceive (e.g., *Friends From College*), and difficulty keeping a pregnancy private when not drinking socially (e.g., *Friends, The Office*). The results demonstrate a need to provide clear, consistent messaging about the risks of alcohol use during pregnancy, as mixed messages from television can be an additional source of misinformation. Recommendations for messaging in light of these findings will be discussed.