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By MICHAEL STARR

Last updated: 1:16 am May 1, 2009 Posted: 12:29 am May 1, 2009

THIS one's a match made in talk-show heaven.

'Maury' is teaming with The National Campaign to Prevent Teen And Unplanned Pregnancy in an effort to help raise awareness of this alarming problem -- even if it puts the show out of business.

And who knows better than Maury Povich -- who has carved a unique niche with its highly rated episodes on 'Who's the Daddy?' paternity-tests shows.

'We approached them and felt that we could be a good resource for them in an effort to publicize what's happening to kids in this country,' Povich told The Post.

'My feeling is that politicians just duck [the issue]. It doesn't matter what their stripe is -- they just duck it. It's too messy for them.'

Povich will be very involved in the alliance. On Tuesday (May 5), he'll participate in a discussion on teen pregnancy and the media at the National Press Club in DC.

Then, on Wednesday -- the National Day to Prevent Teen Pregnancy -- 'Maury' will devote its show (10 a.m./Ch. 11) to 'out-of-control teens.'

The show also will feature in-show billboards and will use its Web site to promote the campaign.

'We are the second-youngest-skewing talk show in the country. I have all kinds of kids watching the show,' Povich said. 'We have a built-in audience for this, which is even more meaningful for me.'

'We thought this was a real seamless effort that would help [The National Campaign] and help us use a legitimate way to get the message out about kids having babies,' Povich said.

'They feel our show is a demonstration of how pervasive this issue is.'

'This renews my belief that despite the edginess of our show and the theme of the show, there are underlying social issues I happen to believe we can help with.'

And what's Povich's personal take on how to prevent teen pregnancy?

'I think abstinence is a great tool, and the second-greatest tool is protection,' he said.



Maury Povich, who built a talk show around 'Who's the Daddy?', is to become the spokesman for prevention of teen pregnancies.

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