

Media Relations

Pitching PSAs for the Campaign for Mental Health Recovery

Part 1

Bob Carolla
National Alliance on Mental Illness



Media Lists—Targets

Who are you going to call?

Television or Radio

- Public Service Directors
- Programming Directors
- Station Managers

Print

- Editors in Chief
- Publishers
- Advertising Managers

*Roles vary based on size of newspaper or station
Don't forget weekly or college newspapers*

Targets—Site Kit

Mental Health National Anti-Stigma Campaign

Welcome to the Mental Health Anti-Stigma Campaign PSA Kit for Local Partners

This kit allows you to share the “What a Difference Friend Makes” Public Service Advertising created by the Substance Abuse and Mental Health Services Administration (SAMHSA) and the Ad Council.

The ads encourage viewers to support their friends who are living with a mental illness and visit the campaign website to learn more about mental health and what they can do to support their friend's recovery. The information on this screen will help you find the materials contained on this CD-ROM. This is an enhanced CD which enables you to play the radio spots on a regular CD player. The following folders are available on the CD:

Television

The “Television” page contains national television spots in English and Spanish. All TV spots are in MPEG format and will play on computers equipped with Windows

Television

Radio

Print

Web Banners

Additional Materials

Website



Television Public Service Announcements (PSAs)

- Require special BETA tapes
- Request directly from Campaign Liaisons
 - Elizabeth Edgar or America Doria-Medina
- Mailed to you to deliver to television stations (meetings or mail)

Radio PSAs

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-  Friends :60
-  7.40 Movie :60
-  7.40 Movie :30
-  7.40 Movie :25/:05
-  Dead Air :30

[Spanish Language Spots](#)



Radio PSAs

- Access is available directly on site kit (CD)
- Listen using Windows Media Player or similar program
- Download to “My Documents” or your desktop
- Send file by email as an attachment

Site Kits can be delivered to stations in meetings or by mail—they’ll know what to do. In communities, where there are many stations, email may be easier and faster, but ask first if it’s okay to send an audio file as an attachment.

Print PSAs

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Baseball Field 7x10 4C

Cafeteria 7x10 4C

Grass 7x10 4C

Grass 7x4.875 4C

Grass 4.625x 10 4C

Grass 3.5x 10 4C

[more print ads](#)



Print PSA



my friend's got **mental illness.**

To a friend with mental illness, your caring and understanding greatly increases their chance of recovery. Visit whatadifference.samhsa.gov for more information. Mental illness – What a difference a friend makes.

 

Print PSAs

- Access is available directly on site kit (CD)
- Files are in PDF file format
 - Save a copy directly to your computer
- Email to print media—but ask first

Site kits can also be presented in meetings or sent by regular mail. Print media will know how to access and use the files.

PSA Central

Even better, even simpler

<http://psacentral.adcouncil.org>

Search under: Campaigns;

National Mental Health Anti-Stigma Campaign

- Print and radio media will find everything they need
- Most already know about the Ad Council and this site
- Send website address inside emails as direct links (cut and paste)
- Include website address on handouts



Technical Assistance

- For more information, assistance in ordering Campaign materials, technical assistance, or to become involved with the Campaign for Mental Health Recovery, contact the Campaign liaisons:

America Doria-Medina

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cmhr-liaison@nami.org