

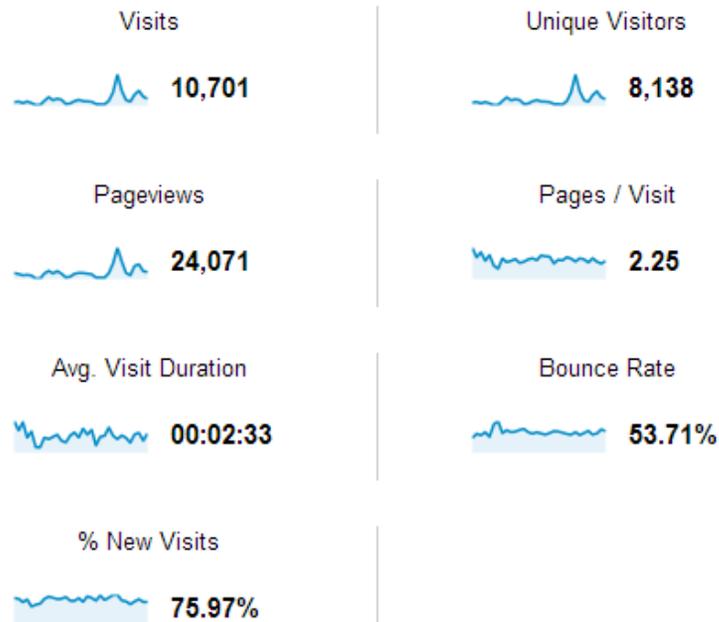
# Mental Health Awareness Month – May 2013

## PUBLIC RELATIONS ACTIVITY MEMO



### EachMindMatters.org Web Traffic (May 6 – June 6, 2013)

**8,138 people visited this site**



**EachMindMatters.org was promoted entirely via word-of-mouth and social media.**

Most users came directly to the site, which means CalMHSA, partners and stakeholders were successful in getting the word out!

The top sources of referred traffic were Facebook and Twitter, with CPT stations, CalMHSA.org and Your Voice Counts contributing significant traffic.

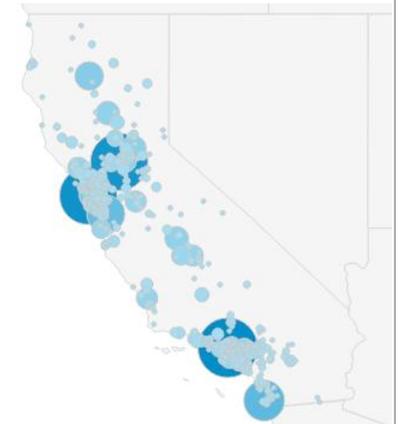
#### Geographic Reach

96.74% of visitors in the U.S.

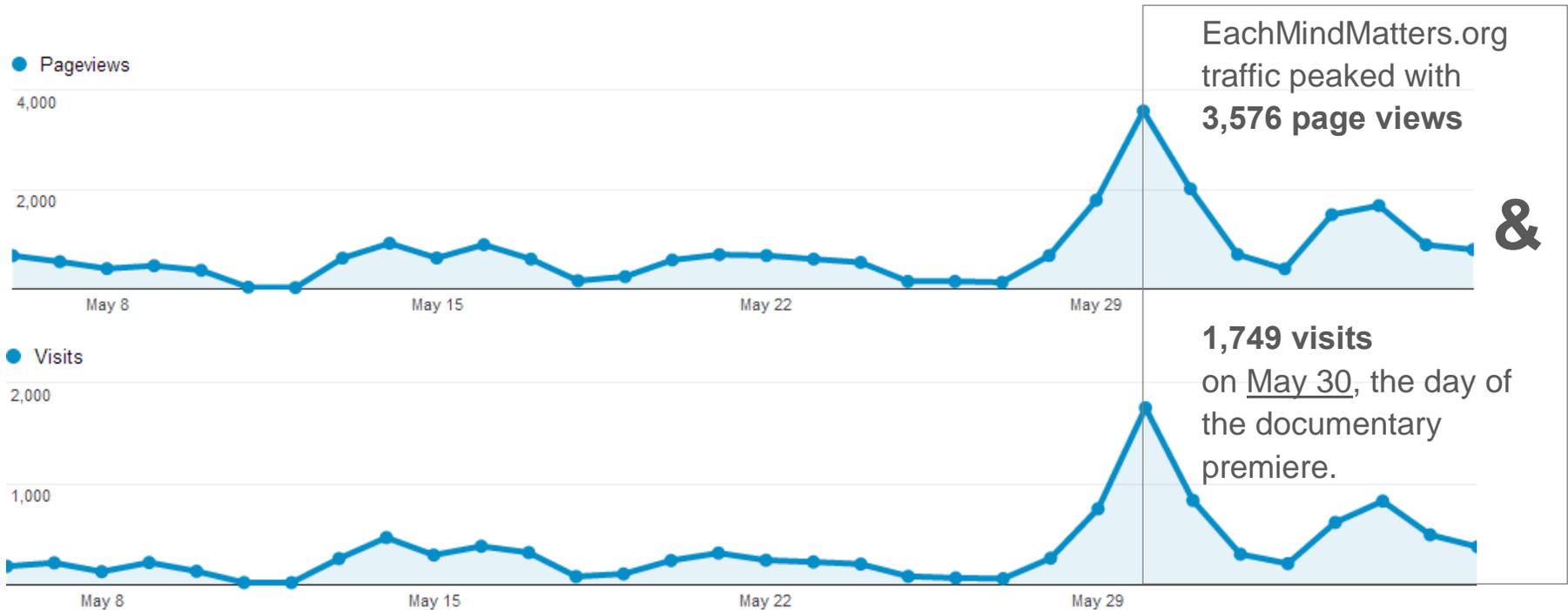
80.26% of visitors in California

California reach aligns with population density figures:

1. Los Angeles
2. San Francisco
3. Sacramento
4. San Diego
5. San Jose



## EachMindMatters.org Web Traffic (May 6 – June 6, 2013)



The most popular pages, other than the homepage (represented here by %), are the pages related to % New State of Mind: Ending the Stigma of Mental Illness.+

### Page

- |  |  |
|--|--|
| 1. /                                   | 6. /join-the-movement/get-the-tools/               |
| 2. /great-minds-gallery/view-the-film/ | 7. /blog-news/                                     |
| 3. /great-minds-gallery/               | 8. /blog/glenn-close-narrates-a-new-state-of-mind/ |
| 4. /get-informed/                      | 9. /get-informed/our-partners/                     |
| 5. /join-the-movement/                 | 10. /get-informed/why-each-mind-matters/           |

## Twitter: @EachMindMatters (160 followers)

**Each Mind Matters**  
 @EachMindMatters  
 California's Mental Health Movement - #eachmindmatters  
 The Golden State - eachmindmatters.org

232 TWEETS    120 FOLLOWING    160 FOLLOWERS    Edit profile

**Tweets**

**Each Mind Matters** @EachMindMatters 7h  
 I pledge to support and accept myself in my own recovery from mental illness. - Stephenie G. #eachmindmatters eachmindmatters.org/join-the-movem...  
 Expand

**UACF** @UACF 8h  
 Free, confidential support to Veterans in crisis, as well as their family and friends. fb.me/J7dVecG7  
 Retweeted by Each Mind Matters  
 Expand

## Interactions:

**Karen Delaney** @volunteerkaren 4 Jun  
 Today I pledged to end the stigma of mental illness. Join the campaign and pledge today! eachmindmatters.org/join-the-movem... via @EachMindMatters  
 Expand

**AnneColleen** @AnneColleen\_org 3 Jun  
 Amen. RT @EachMindMatters: President Obama's "critical goal: to make sure people aren't suffering in silence." #mentalhealthmatters  
 Expand

**Keris Myrick** @KerisWithaK 31 May  
 Thanks to @KVIEPBS & @EachMindMatters for shining a light on lives people w/ #mentalhealth issues lead throughout CA! We can stop #stigma!  
 Expand

**BringChange2Mind.org** @BC2M 30 May  
 TUNE IN TONIGHT for @EachMindMatters doc, A New State of Mind: Ending the Stigma of Mental Illness, on @PBSSoCaL narrated by #GlennClose!!!  
 Expand

**Mayra Hodges** and 17 others followed you 30 May

## Facebook: facebook.com/eachmindmatters (337 likes)



**Each Mind Matters**  
California's Mental Health Movement

Total Likes? **337** ↑9.06%  
Friends of Fans? **62,621** ↑78.6%

✓ Liked Message

Each Mind Matters  
337 likes · 313 talking about this

 Each Mind Matters shared a link.  
June 3 near Los Angeles

NOW SHOWING! A New State of Mind: Ending the Stigma of Mental Illness

In California and beyond, our friends have been asking to see "A New State of Mind" again, or for the first time, online. We're happy to say the full documentary is now available for online viewing. Check it out, tell your friends, and remember to come back and share with us what "A New State of Mind" means to you!



**A New State of Mind: Ending the Stigma of Mental Illness**  
[www.eachmindmatters.org](http://www.eachmindmatters.org)

1 in 4 American adults are living with a diagnosable mental illness in a given year, but many of them are afraid to reach out for the help they need. "A New

Unlike · Comment · Share

14

You, Bryce McAnally and 5 others like this.

1,000 people saw this post

### Recent Posts By Others



**Mental Health News Hub**

glad to have found you! posted your video today. well done!

Like · Comment · Tuesday at 2:41pm



**Robbie Sheppard**

This documentary has helped me to see the mental illness of my sons in a new light.

Unlike · Comment · June 3 at 10:07pm near Ojai, CA

You, Julie Stephens and Each Mind Matters like this.



**Gaylene Tompkins**

Very poignant and extremely well done. The face of those of us who suffer from depression and other mental health issues is often a brave and smiling one, but we are experts at masking our true feelings. Thank you for shedding light on this very touchy subject.

Unlike · Comment · May 31 at 7:44am via mobile

You and 2 others like this.

## Vimeo: via EachMindMatters.org (1,041 views of full documentary June 3-7)

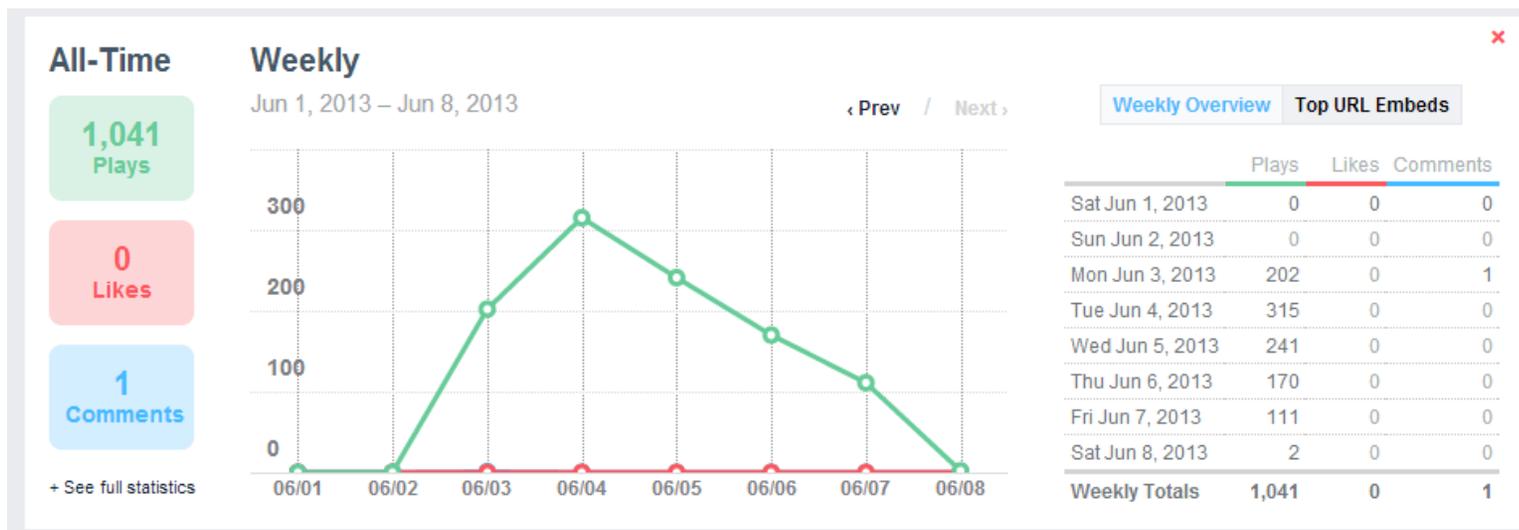


In its first week online, “A New State of Mind” received more than 1,000 plays.

The documentary is hosted on Vimeo.com, a video storage and sharing tool that also provides data reports. All future video content will be available on EachMindMatters.org and hosted by Vimeo as well.

### Geographic Reach (online views since June 3)

1. Los Angeles
2. San Francisco
3. Sacramento
4. Auburn
5. Oakland



## Media Relations: A Two-Phase Approach

**Phase 1:** Invite media to attend advance screenings of the documentary in select markets: Orange County, Riverside, Sacramento, Redding and Eureka. [Larger events to come in other major markets and rural/frontier communities.]

**Phase 2:** Conduct statewide media outreach to promote the May 30<sup>th</sup> airdate. Outreach included print, TV, radio and online media, plus our growing network of parent bloggers.

### Summary: “A New State of Mind” in the Media

Date	Outlet	Reporter	Impressions
6.4.2013	<i>The Redding Record Searchlight</i> (online update)	Record Searchlight staff	149,157
5.30.2013	<i>Sacramento News &amp; Review</i> (online)	Nick Miller, Co-Editor	49,233
5.30.2013	<i>The Orange County Register</i> (print & online)	Courtney Perkes, Health Reporter	4,089,533
5.30.2013	<i>OC Weekly</i> (online)	Michael Goldstein, Contributor	83,703
5.29.2013	<i>Visalia-Times Delta</i> (print & online)	Visalia-Times Delta staff	47,497
5.29.2013	<i>The Redding Record Searchlight</i> (print & online)	Alayna Shulman, Multimedia Journalist	169,018
5.28.2013	KCRW, <i>Which Way LA?</i> (broadcast & online)	Lisa Napoli, Contributor	221,651 (online only)
5.27.2013	Geisha School Dropout (blog)	Julie Kang, Blogger	1,173
5.26.2013	LatinoLA.com (online)	LatinoLA.com staff	N/A
5.23.2013	<i>Davis Enterprise</i> (print & online)	Davis Enterprise staff	53,296
5.21.2013	PBS SoCaL (online)	PBS SoCaL staff	38,962
5.20.2013	<i>The San Bernardino County Sun</i> (print)	City Desk	52,821
5.15.2013	<i>The Riverside Press-Enterprise</i> (online)	Press-Enterprise staff	359,000
5.13.2013	<i>The Redwood Times</i> (online)	Redwood Times staff	Unknown
Late May	PR Newswire . Press release (California distribution, national pick-up)		77,873,208
		<b>TOTAL IMPRESSIONS</b>	<b>83,188,252</b>

## Moving Forward with Media Relations...

In our conversations with editors, producers and reporters across California, the following preferences emerged, which will guide our strategic media engagement in the months to come:

- **Human Interest Works:** We considered several strategies for framing documentary promotion to the media, and ultimately decided the best approach would be to let the contact strategy that grounds the documentary do its work through the media as well. We focused our pitches on the human-interest element . challenges faced and then overcome, communicating hope, resilience and recovery . and indeed these were the details the media wanted.

This approach will continue to serve us as we work alongside the Entertainment Industries Council and other partners to engage the media in a positive and balanced conversation about mental health.

- **Local Trumps Statewide:** Media are much more interested in stories that are local to their regions and, by extension, highly targeted to their audiences. Although aligning a local effort with a statewide campaign or movement does provide helpful context, story pitches moving forward should include a local organization or individual whose work exemplifies CalMHSA's mission, Prevention and Early Intervention initiatives, Stigma and Discrimination Reduction programs, etc.

We are experienced in finding and leveraging local angles to gain media traction, and we utilized documentary participants and local speakers bureau grantees to fill this need. However, the report reflects that areas that did not have a local screening and/or a local documentary participant did not get as much media coverage. Fortunately, we will be able to fill in these gaps with the upcoming Community Dialogues, both in major markets and in rural/frontier counties.

- **Language Matters:** We reached out to Spanish-language media statewide to promote the documentary, and were successful in planting the seeds of interest, although we were not able to secure media stories. The fact that the documentary aired only in English was the primary factor in low media coverage this time around, however we do plan to follow up with these outlets when we have Spanish-language vignettes available for download on EachMindMatters.org. The same will be true for promoting vignettes produced in other languages as well.