



NAMI New York State

Instructions for Getting NAMI *I Am Stigma Free* PSA Featuring Mayim Bialik Aired in your community:

1. Use the contact list NAMI-NYS provided to contact the station and PSA contact person for your local affiliates. If the person's email is provided you can just email them. If the email (or contact person) is not listed please call the number provided to get the necessary information.
2. Use the email below and send it out to different networks with the attached "pitch letter." Make sure to attach the letter to your email.
3. Follow up a few days later with a phone call to make sure they received the PSA and to see if they will air it.

Email Message:

I am writing you from NAMI (use your local affiliate) to let you know about NAMI's new anti-stigma PSA NAMI produced featuring actress Mayim Bialik. Attached is a letter detailing the PSA and the importance of this issue. You can use this link to access 15 and 30 second versions of the PSA: <http://www.tvaccessspotsource.com/nami>

I hope we can partner with you in helping raise mental health awareness in our community.

Thank you!