**MEDIA OUTREACH LANGUAGE TEMPLATE**

***Suicide Prevention Campaign***

Dear **[NAME OF MEDIA CONTACT]**:

I’m writing to put the support of **[ORGANIZATION]** behind a new Ad Council PSA campaign that greatly impacts our local community.

**In [INSERT NAME OF STATE/CITY], [INSERT %] young adults commit suicide every year.** Suicide is the second leading cause of death in young adults, and for every youth suicide, it is estimated that 100-200 attempts are made. Unfortunately, almost half of young adults with mental illness do not receive counseling or treatment. However, friends of those struggling with mental health issues can be incredibly influential in getting them the help that they need. The key is empowering friends to start the conversation about mental health.

You’ve likely already received PSAs for the new Suicide Prevention campaign, which were distributed by the Ad Council via [PSA Central](https://www.psacentral.org/home) and [Extreme Reach](http://extremereach.com/) on January 17th, 2018. **[PLEASE ONLY INCLUDE THE FOLLOWING SENTENCE ABOUT EXTREME REACH FOR TV AND RADIO STATIONS] You should have traffic instructions and an Extreme Reach AD ID in house by now.** Developed in partnership with the American Foundation for Suicide Prevention and the JED Foundation, the PSAs highlight how an awkward silence can help start the important conversation about mental health with a friend. The creative concept encourages viewers to reach out to peers who may be struggling, and empowers them to start a conversation. Viewers are encouraged to visit [SeizeTheAwkward.org](https://www.LowerYourHBP.org) to learn more.

By supporting the PSAs you are supporting the young adults and their families in our community, and helping to make our community a healthier place.

Thank you in advance for your support. Please direct questions to myself or the Ad Council media team at [https://www.psacentral.org/contactus](https://www.psacentral.org/contactUs)**.**

Sincerely,

\_  **[YOUR NAME]\_**\_\_\_\_\_\_