

Entry Form

Deadline: All entries must be postmarked by Friday, February 26, 2010.

2010 ECCO Recognition Program

Celebrating Excellence in Community Communications and Outreach

Please include this form with one sample of each entry(s). Label each of your entries with the entry category, community name, and contact information.

Entry Procedures

Please see the Call for Entries for complete entry instructions. To access this form electronically, contact your Campaign technical assistance provider at 202-331-9816 or via e-mail.

Copy form and fill out entirely for EACH entry. Photocopy form as needed.

ECCO entries will not be returned; they will be added to the Campaign Resource Center to serve as examples of communications and social marketing for reference by other system of care communities.

★ **Category:** (For complete category descriptions, see the Call for Entries.)

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|--|---|
| <input type="checkbox"/> National Children's Mental Health Awareness Day | <input type="checkbox"/> Professional Outreach |
| <input checked="" type="checkbox"/> Media Outreach | <input type="checkbox"/> Partnership Development |
| <input type="checkbox"/> Community Outreach: Parents and Caregivers | <input type="checkbox"/> Communications/Social Marketing Planning |
| <input type="checkbox"/> Community Outreach: Children and Youth | <input type="checkbox"/> Internal Communications |

★ **Title of entry:** (Please type or print clearly and keep to 10 words or less.)

STARS Youth Board Rules the Radio

★ **Submitted by:** (Note: The person submitting will be the point of contact.)

Name: Tara Freed

Title: Social Marketer

Organization: STARS for Children's Mental Health

Address: 407 Washington Street

City: Monticello State: MN Zip Code: 55362

Telephone: 763.271.5323 Fax: 763.271.5327

E-mail: tfreed@cmmhc.com

★ Please PRINT organization name exactly as it should appear on the recognition plaque:

STARS for Children's Mental Health

★ Was the entry created with or by an external consultant? Yes No

Approximate budget for entry: \$1800 - Creative Radio (Jingle) \$14,000 - Leighton Broadcasting (Radio)



Entry Questions

Please answer all of the following eight questions while adhering to the allowed maximum word count. Answers can either be typed on a separate sheet or completed electronically. (Individual descriptions that exceed the maximum word counts will not be considered beyond the number of words indicated for that section.)

1. Relevance to Category (30-word maximum) (5 points)

Why have you chosen this category for your entry?

The YOUTH [STARS Youth Advisory Board] built an impressive partnership with Leighton Broadcasting – home of Central Minnesota's leading radio stations – to spread their message to the community.

2. Planning (90-word maximum) (10 points)

What were the specific objectives of the entry? How does your entry relate to your social marketing plan and your overall program strategic plan? What overall strategy was employed to meet the objectives?

Our communication plan includes strategies to reduce stigma through radio advertising. One strategy was through youth-guided message development. The YOUTH formed a partnership with Leighton Broadcasting to get their words, their feelings, and what was important to them, out to as many people as possible. They formed a year long agreement where together they would create a "jingle" and PSAs that would capture listeners and get their voices heard.

3. Cultural and Linguistic Competence (70-word maximum) (10 points)

How did you ensure that your entry was culturally and linguistically competent? What resources or methods did you use?

This project was focused on our youth culture and linguistics. As you will see in scripts developed by our youth – these are youth words and messages. According to The YOUTH, adults use adults words, phrasing, and "corniness." By having the youth involved in every step of development, from brainstorming to final approval, we stepped inside their culture.

4. Youth, Family, and Partner Involvement (70-word maximum) (10 points)

How did you involve youth, families, and partners in the planning and execution of your entry?

The YOUTH, parents, and Leighton were driving the bus in this project. Leighton staff attended youth regional events and youth board meetings to understand what words, messages, and feelings the youth wanted to send the community. They would brainstorm together, develop, and edit as a team – far from “token youth approval” at the end of a project. Youth chose the messages, audience, words, sound, and feel of these scripts.

5. Message (50-word maximum) (10 points)

Explain why the message of your entry is appropriate to your target audience.

The consistent message was “Visit StarsNetwork.org.” The YOUTH developed different scripts for the PSAs based on what was most important to them, most important to get out to the community, and what they felt people would need more information on from our website.

6. Execution/Presentation (70-word maximum) (15 points)

How was your entry implemented? How were unexpected circumstances—positive or negative—addressed, and how did they affect the overall presentation of your entry? Please note: To evaluate the written quality of a printed piece (brochure, poster, etc.) or video script, the judges will consider whether the writing is logical and concise.

The YOUTH and Leighton met during youth board meetings to work on message, script, and jingle development (examples enclosed). A positive unexpected circumstance was Leighton’s unfailing support by attending evening youth meetings, Saturday events, and providing free online marketing, personal interviews on air, and :15 and :30 PSAs. This project was also very eye-opening to them – they became committed to the youth message and the importance of end-user product development.

7. Creativity (70-word maximum) (15 points)

How was creativity used in the development of this product or activity? How does the design enhance or detract from the message? Please note: Given that all production components, including budget, are considered, the most expensive entry does not necessarily win.

Our youth are full of fresh, creative, new ideas that capture listeners in a way that adults can’t. One of the most creative parts of this entire partnership was the development of our jingle – a memorable slogan, set to music that creates a consistent “sound” to STARS – whether on radio, tv or online. It has a modern rock sound that youth love – and parents too!

8. Effectiveness and Evaluation (90-word maximum) (25 points)

What methods of evaluation were used? How well did the entry succeed in reaching its target audience and meeting other objectives?

Our 1st objective we met was creating youth-driven, anti-stigma messages over the radio. The youth also provided continuous quality improvement throughout the project – every draft was created by and evaluated on by youth reaction and improved based on feedback. Our 2nd objective of building effective media partnerships was met and deemed effective of Leighton “buy-in” (See 6*). Our 3rd and last objective was met which was to increase hits to our STARS website.

Total Points Possible: 100



PLEASE MAIL ENTRIES TO:

Scott LaLonde
Caring for Every Child's Mental Health Campaign
c/o Vanguard Communications
2121 K Street, NW, Suite 300
Washington, DC 20037



STARS
for Children's Mental Health

STARS YOUTH BOARD

RULES

THE RADIO

2010 ECCO Recognition Program
Media Outreach

STARS for Children's Mental Health
Tara Freed - 763.271.5323 or tfreed@cmmhc.com



This PSA was developed and read by two STARS Youth Advisory Board Members, Mia and Perry. It normalized and destigmatized mental illness by providing a message of being more than their mental illness. Listeners are directed to the STARS Network to get more information on how to show support.

Leighton Broadcasting brought Mia and Perry into the studio to record their PSA, showed them the in's and out's of the station, and let them play with the voice editing equipment. It was a great day and a GREAT PSA that played throughout the month of May.

**KCLD • KZPK • KCML • KNSI
RADIO SCRIPT**

Client: Stars for Children's Mental Health

Start Date:

End Date:

Salesperson: Lavonne

Mia: Check it out. One in five youth have a mental health disorder.

Perry: It's true 1 in 5. You may know someone and not even know it. Like me.

Mia: And me. But we're more than just a statistic.

Perry: And we're more than our mental illness.

Mia: Find out how you can support youth just like us. Visit stars network dot org.

Perry: That's stars network dot org.



The STARS Youth Board spent two months developing the new STARS “jingle.” A jingle is a memorable slogan, set to a engaging melody, broadcasted on the radio, tv commercials, websites, or other media.

The YOUTH developed the script and sound of our jingle by expressing to the audio production team what they wanted the sound and feel to be for listeners. It turned out amazing. As you can hear, it has a modern rock sound that youth love - and parents too!

This STARS jingle will be used on all radio ads, tv commercials and on our website to help create a consistent sound to our advertising.



This PSA was developed by STARS youth and parents. It used their words and phrases in the Awareness Day Post NOW Campaign*.

V1 - V4 represent the negative comments our youth board members have heard or experienced.

V5 and the wrap-up to the script was created by Cecil H., a parent of a child with mental illness who is active in the STARS communications committee.

*Post NOW is a tactic for demonstrating the critical mass of support for addressing children's mental health. It is intended to serve as a means of creating solidarity among the vast and growing community of National Children's Mental Health Awareness Day 2009 program partners, sponsors, supporters, friends, and allies by offering them materials that communicate simple, yet powerful, messages about children's mental health.

**KCLD • KZPK • KCML • KNSI
RADIO SCRIPT**

Client: Stars Network

Start Date:

End Date:

Salesperson:

It's not just a phase.

V1: She's just being naughty

V2: He needs more discipline.

V3: It's a phase.

V4: She's just trying to get attention

V5: Why doesn't he just listen, (fading) listen, (fading), listen

Announcer: Mental illness is real, common and impacts someone you know...
Unfortunately, so are the negative comments.

Every child dealing with a mental illness needs your acceptance and support
to reach their full potential.

It's more than just an excuse, children's mental health matters.

Find out more. Visit Stars Network dot org.



STARS

for Children's Mental Health

When this script came to the youth board from Leighton, they thought it was “corny” and targeted “old people.” Instead of discarding it, they suggested it go to the parent/caregiver group to see if it should run on stations with an “old listener” audience.

As shown, parents reviewed the script and decided it should be used to outreach to caregivers. As shown, they edited the script and the result was a PSA for parents that was essentially youth-driven.

KCLD • KZPK • KCML • KNSI
RADIO SCRIPT

Client: Stars for Children's Mental Health

Start Date: _____ End Date: _____

Salesperson: Lavonne

What holiday color best describes your child? Red, green...silver, gold...or maybe...it's *blue*. While the holiday season *can* be a time of joy, cheer, wonder and excitement...for some kids it's a time of stress and anxiety, confusion, or memories of past disappointments. Sound familiar? We understand...and we're here to help...so you can put the bright colors...back into your family holidays.

Stars for Children's Mental Health...making life easier for children, youth and their and families. Get help today at [stars network dot org](http://starsnetwork.org).

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STARS

for Children's Mental Health

The following 3 scripts were developed after Leighton attended a regional youth board event and various youth advisory board meetings. Leighton attended these events to find out what was important to our youth and what messages they wanted their peers and the community to hear.

Leighton used their professional years of experience to draft the scripts based off message development with the youth. Leighton engaged, involved, and consulted with the youth board in every step of development from brainstorming to final approval.

**KCLD • KZPK • KCML • KNSI
RADIO SCRIPT**

Client: Stars for Children's Mental Health

Start Date:

End Date:

Salesperson: Lavonne

Winter is a time of football dreams and snow day wishes, but it's also a time for seasonal depression... an emotional downturn during months when there is less sunlight. This can cause children and youth to experience a seasonal decline in motivation, school work, mood, and activity. And increase irritability and sadness. The good news...is that there are ways to feel better during this time and we can help you find them.

Stars for Children's Mental Health...making life easier for children...and families. Get help today at **stars network dot org**.

**KCLD • KZPK • KCML • KNSI
RADIO SCRIPT**

Client: Stars for Children's Mental Health

Start Date:

End Date:

Salesperson: Lavonne

Stars for Children's Mental Health...when things happen that are out of your control...that point you in the wrong direction...that challenge you beyond your means...When you feel like there's nowhere to turn...no one to trust and just simply need help NOW. *Stars for Children's Mental Health*...is here...with visions of brighter tomorrows...helping to plan strong futures!

Stars for Children's Mental Health...making life easier for children...and families. Get help today at **stars network dot org**.

**KCLD • KZPK • KCML • KNSI
RADIO SCRIPT**

Client: Stars for Children's Mental Health

Start Date:

End Date:

Salesperson: Lavonne

Jingle music bed

When mental health issues affect your life...you might feel like you're all alone. But in reality...your community is full of people who want to help. Doctors, faith leaders, trusted friends and family, teachers or school counselors...often the help you need is already around you. Still need a helping hand? *Stars for Children's Mental Health* can help you find those resources and more.

Stars for Children's Mental Health...making life easier for children...and families. Get help today at **stars network dot org**.

Jingle out