

Not In My Family Mental Health Anti-Stigma PROGRAM

FINAL REPORT January 2006

EXECUTIVE SUMMARY

This mental illness anti-stigma project centered on a 40 minute documentary, **Not In My Family**, which revolved around the stories of four young people in New Mexico who are at various stages of their own mental illness. Following the documentary, for the first time in this market and perhaps nationally, a live program used text messaging and web cam technology as well as a group of experts to examine next steps in addressing this critical issue **that affects one in five young people in New Mexico**. Coordinated by SafeTeen New Mexico, schools across the state participated in the production through creation of news stories and through the use of cell phone text messaging and video taping interviews with their peers.

The project was funded in part by the New Mexico Mutual Group, Independent Insurance Agents of New Mexico, SafeTeen New Mexico, and the New Mexico Department of Health. Additional funding was provided by Cooperative Educational Services and the UNM Dept. of Psychiatry. Additional in-kind support was provided by the UNM Communication and Journalism Dept. This partnership yielded an unprecedented media and marketing campaign involving the coordination of commercial television partners (KOAT-ABC and KVIA-ABC El Paso), non-commercial television partners (KNME, KRWG and KENW-PBS), the State's major newspaper (Albuquerque Journal) and radio stations throughout the State (Citadel and Clear Channel Broadcasting).

The documentary and follow up program (one hour of programming) was broadcast on:
KNME 5 (PBS Albuquerque/Santa Fe) KRWG 22 (El Paso/Las Cruces) Friday January 6 at 7pm
KOAT 7 (ABC statewide) Saturday January 7 at Noon
KOAT 7 (ABC statewide) Saturday January 7 9:15pm to 10pm (full doc and most of follow show)
KOAT 7 and KVIA 7 (ABC El Paso/Las Cruces) Sunday January 8 3pm
KENW 3 (Portales) Monday January 9 11am / Tuesday January 10 10pm

The teen produced news stories were broadcast on:
KOAT 7 November 14 through 18 during 5pm newscast.

HIGHLIGHTS OF THE PROJECT INCLUDED:

- Over 65 minutes of broadcast quality video developed.
- Over 400 minutes of broadcast time throughout New Mexico.
- 5 major articles in the States leading Newspaper along with 10 days of ads.
- Extensive involvement of high school students in Farmington, Las Cruces, Carlsbad, Espanola and Albuquerque.
- Five news stories created by teenagers across the state that were broadcast on the 5pm news on KOAT-7 during November.
- Over 8500 hits on show website in the week of the program.
- Over 150 text messages sent in during the show broadcasts
- First time use of webcam and text message technology for live program feedback.
- Creation of a curriculum guide to be used in conjunction with the program.
- In-Kind contributions were MORE THAN DOUBLE the cash contributed.

ESTIMATE NUMBER OF UNIQUE AUDIENCE

By all media outreach efforts:

1,150,000

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The following numbers are based on households for television, radio and newspaper. One must assume that more than one person lives in each household watching or reading. In fact, the Albuquerque Journal represents that there are an average of 2 readers per paper and thus one can easily say that ***the number of actual viewers/readers is at least double the given household numbers.*** These numbers also do not reflect the number of viewers in schools statewide who have viewed the program.

TELEVISION BROADCASTS

KOAT DOCUMENTARY/TOWNHALL Broadcast Dates				Households
01/7/06	Sat.,	12 to 1 pm	.84 rating 2.09 share	5,000
01/7/06	Sat.,	9 to 10 pm	2.09 rating 3.9 share	14,000
		3 quarter hours (started 9:15pm)		
01/8/06	Sun.,	3 to 4 pm	0.39 rating .8 share	3,000
			TOTAL	22,000 HH
			VIEWERS	44,000

KOAT NEWS STORIES Broadcast Dates and LENGTH

Friday (1/6) program excerpts in newscasts			
5am	1.83 rating - 10.10 share		12,000
6am	5.50 rating - 19.75 share		36,000
Noon	3.86 rating - 11.21 share		25,000
5pm	8.69 rating - 16.89 share		57,000
6pm	9.71 rating - 15.97 share		63,000
10pm	7.91 rating - 14.31 share		52,000
		TOTAL	245,000 HH
		Non-unique VIEWERS	490,000

November student stories - 5pm newscast numbers			
Monday 11/14	10.37 rating - 20.04 share		68,000
Tuesday 11/15	10.08 rating - 19.20 share		66,000
Wednesday 11/16	7.84 rating - 14.40 share		51,000
Thursday 11/17	9.68 rating - 18.28 share		63,000
Friday 11/18	9.30 rating - 17.31 share		61,000
		TOTAL	309,000 HH
		Non-unique VIEWERS	618,000

Total Non-Unique Households viewing news stories about mental health, and mentioning the Not In My Family program: **576,000 HH**

Assuming similar viewers for each of the same newscasts,
And similar viewers on the one day program segments,
And unique viewers for the documentary broadcasts, we project **157,000 HH**
OR **314,000 VIEWERS**
TOUCHED MULTIPLE TIMES

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KOAT PROMOS

KOAT creative services department ran 163 informational promos about the program between Dec. 12 and Jan. 7 for 1,213 Gross Rating Points or 539,286 households with each household seeing a promo 15 times on average.

IN KIND DONATION: \$109,170 in commercial time

UNIQUE HOUSEHOLDS (REACH) APPX:

539,286 HH

UNIQUE VIEWERS REACHED APPX:

1,078,572 VIEWERS

KNME DOCUMENTARY/TOWN HALL

Households

1/6 Fri. 7 to 8pm 1.5 rating 2 share

10,000

VIEWERS 20,000

KNME PROMOS

12/20 – 1/6 36 Informational Promos
(no info provided on total GRPs)

25,000

RADIO BROADCASTS

CLEAR CHANNEL RADIO

Households

1/5 morning drive interview TJ Trout
8-8:15am (Fri) K

94 FM

20,000

1/5 morning drive interview Chaz Malibu
8:30-8:45am (Fri) K

95.1 FM

5,000

CITADEL RADIO

Households

1/4 afternoon drive interview Jim Villanucci
4-6:15pm Wed. **KKOB**

770 AM

195,000

QUAY COUNTY RADIO TOWN HALL MEETING

1/6 informational program in Spanish
7-8pm **KTNM-AM**

500 (appx)

1/12 community forum call-in radio program that included local mental health
providers, ministers, students and suicide survivors.
7-9pm **KTNM-AM**

500 (appx)

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PRINT MEDIA Households

ALBUQUERQUE JOURNAL

12/31	Saturday	110,000
	Feature story on documentary	
1/3	Tuesday Youth front page B1 and page B2	110,000
	Youth perspective	
1/4	Front Page Article (+3/4 of page A2)	110,000
1/5	Journal Editor Editorial	110,000
1/7	Article follow up to premiere promo for Sat/Sun	110,000

ALBUQUERQUE TRIBUNE

1-6-06	TV "What to Watch" 1 of 3 shows mentioned	12,800
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QUAY COUNTY SUN

1-6-07	Front Page Article on issue and doc	3,800
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CURRENT ARGUS CARLSBAD

1-6-06	Front Page Article on issue and doc	8,200
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NEW MEXICO BUSINESS WEEKLY

12-27-05	Article on issue and doc	7,000
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VENTANA KNME TV5 MAGAZINE

	January highlight on doc	25,000
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DOCUMENTARY ADS AND INFORMATIONAL STORIES:

1/1	3X3 ad	110,000
1/2	3X3 ad	110,000
1/3	3X3 ad	110,000
1/4	3X3 ad	110,000
1/5	3X3 ad	110,000
1/6	3X3 ad and 1/4 page ad Journal and Tribune	122,800
1/7	1/4 page ad Entertainer Journal and Tribune	122,800
1/9	3X3 ad	110,000
1/10	3X3 ad	110,000
12/04	COOPERATIVE EDUCATIONAL SERVICES December Newsletter, 900 School Administrators	900
1/6	ALB. PUB. SCHOOLS Email Announcement	10,000
1/4	BELEN PUB. SCHOOLS Email Announcement	2,500

TOTALS Not in My Family WEBSITE

Hits

Website included a survey, feedback and forum sections for discussion and ways to connect to the live follow up program.		
November (site release)		8316
December		5242
January (Up to end of Broadcast Schedule)		8772

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TOTALS DOCUMENTARY	Households
KOAT	22,000
KNME	10,000
KVIA (ABC El Paso/Las Cruces) appx	500
KENW (PBS Portales) appx	500
KRWG (PBS Las Cruces) appx	500
TOTAL HOUSEHOLDS	33,500
TOTAL PEOPLE	67,000

ALL TOUCHES INCLUDING STORIES	Households
KOAT	1,115,286
KNME	35,000
Albuquerque Journal	1,540,000
Other Newspaper	24,800
Cooperative Educational Services	900
Radio	221,000
TOTAL NON UNIQUE HHs TOUCHED	2,936,986

UNIQUE AUDIENCE	Households
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Please note: Since there is certainly some overlap in viewers, readers and listeners, especially among the same media audience (ie: KOAT 5 pm news most likely gets similar viewers every night) we have estimated conservatively based on that assumption. Also, this is House Holds and we have conservatively used an average of 2 people per household for audience.

KOAT documentary	22,000
KOAT News program excerpts	75,000
KOAT News Stories (by youth)	75,000
KOAT info/promos	500,000
KOAT UNIQUE AUDIENCE (assuming cross viewing above)	500,000

KNME documentary	10,000
KNME info/promos	25,000
KNME UNIQUE AUDIENCE (assuming cross viewing above)	25,000

Albuquerque Journal	110,000
Other Newspapers/releases	56,800

Radio	221,000
RADIO UNIQUE AUDIENCE (assuming cross viewing)	50,000

ESTIMATED UNIQUE TOTAL HH **575,000**
(assuming all readers also viewed some television or listened to radio)

ESTIMATED UNIQUE AUDIENCE **1,150,000**