



Mental Health PSAs

Senior Project

In partial fulfillment of the requirements for
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By

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Mass Communications
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Acknowledgements

Thank you to the Interim Director, Ms. Charla Suggs, Counselor, Matthew Miles, and Case Manager, Hillary Locklear, as well as all of CAPS for allowing me to come in and interview them and make my video. Also, Thank you to the Mass Communications department for allowing me to use their equipment and for everyone who participated in these videos.

Abstract

This paper's purpose is to demonstrate the skills I have learned throughout my college experience in the Broadcasting major in correlation to 3 videos produced. The paper talks about the process, struggles, and steps of making the three videos dealing with mental health. This paper includes the thought process behind a video documenting the purpose and benefits of the CAPS program at UNC Pembroke, an animated video dealing with depression statistics, and a dramatic skit about anxiety.

All of these videos were created in the span of a semester using school provided materials, equipment and students and faculty. This paper will also include storyboards, screenshots, production schedules, and scripts from the videos to show the indepth process that went in to planning the videos.

Mental Health PSAs

Mental health is a skyrocketing epidemic that has impacted our society for years and continues to do so through these past challenging years. Covid-19 was a damaging Global Pandemic that caused the world to stop. Stores shut down, schools went virtual, and isolation and lockdown went into full effect. Those two years of isolation alone were enough to send people spiraling but people who suffered from mental illness felt the weight of isolation worse. According to research from the Boston University School of Public Health, Depression among adults in the US in early 2020 (the height of the Covid-19 Pandemic) went from 8.5 percent before the pandemic to a staggering 27.8 percent and even worsened to 32.8 percent in 2021. Now as the world is slowly getting better, and things are getting back to normal we need to take time to focus on ourselves. Our physical health has been a topic of conversation for these last 2 years and now it's time to focus once again on our mental health.

My research project is based on bringing mental health back into focus and creating videos (PSAs) to showcase the importance of talking about mental health and ways to get help. However, the focus is how I present this information. I am a Broadcasting major and wanted to demonstrate the skills that I have learned over my four years including videography, editing, lighting, etc. To make these videos I would need to not only film and edit but also take the preparatory steps taught to me for many years in this field. Each video needed a concept, an outline, a

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storyboard, and a creation schedule that would outline when I completed each process of the video from casting, to writing, to final edits. These schedules would coincide with the main schedule I would create to make sure I make each video with enough time to have all three completed by the end of the semester.

According to UNCP's website, "The mission of Counseling and Psychological Services (CAPS) is to provide clinical mental health services to support the well-being and academic success of students and contribute to a healthy campus climate.

This is accomplished by providing individual and group counseling, crisis management, consultation and referral services, and prevention education to the campus community." They provide a number of services to the student of UNCP including counseling, group and individual, crisis services, prevention education, and advocacy programs for those who suffer from mental illness to stalking to bullying. As a program that focuses on helping the mental and emotional wellbeing of students here on campus I decided to focus on them for one of my videos to help promote their services. My video interviews the Interim Director, Charla Suggs, a counselor, Matthew Miles, and a case manager, Hillary Locklear and talks to them about the CAPS program and all that they have to offer.




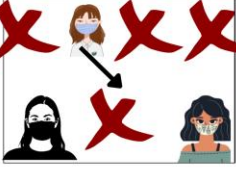




The only challenging part of this video was scheduling, the CAPS office is very busy at the end of the school year and finding time where the most amount of workers were free and not a lot of students were in the building to avoid filming any of them and violating confidentiality was difficult. However, this was eventually worked out and I was able to do a sit down interview style with the workers.

My second PSA is an animated video that talks about the statistics of rising depression during the past two years of Covid and ways or places to get help at. This video was made using Adobe animate, a program that I had never used, so it was a challenging process. When I first went in to this video I tried to just dive head first and animate, even though I knew nothing about the software, but I learned that doing this would get me nowhere. I had to storyboard and come up with my vision before I could do anything else. I had to study and research how to animate, how to use the software and what the easiest way was to get my vision across. However, due to my novice status, most of this was harder than anticipated. Learning a new software from scratch even with videos and teachers is a challenge and it's a challenge that set me back farther than I thought it would. Based on this schedule change everything had to be pushed around in order to give me the proper time to get a video out.

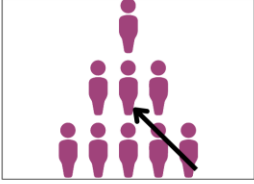



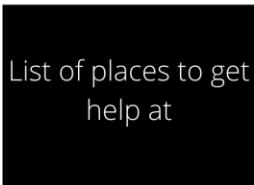
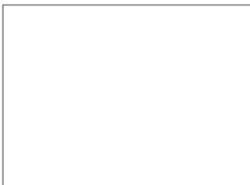
Animated Video Storyboard

TITLE _____ PAGE ____ OF ____
 NAME Trinity Russell YEAR & SUBJECT _____ DATE _____

<p>EXPOSITION</p> 	<p>CONFLICT</p> 	<p>RISING ACTION</p> 
<p>skyline rolling through stop at the word "stop"</p>	<p>shows people sitting along in rooms, dining tables, porches</p>	<p>shows a bunch of people</p>
<p>CLIMAX</p> 	<p>FALLING ACTION</p> 	<p>RESOLUTION</p> 
<p>People start disappearing from screen</p>	<p>One person left</p>	<p>shows person sitting alone with facts on the other side of the wall</p>

Animated Video Storyboard

TITLE _____ PAGE ____ OF ____
NAME Trinity Russell YEAR & SUBJECT _____ DATE _____

<p>EXPOSITION</p>  <p>Shows a group, people get highlighted to show the statistics</p>	<p>CONFLICT</p>  <p>Shows different people with depression as it talks about side effects of depression</p>	<p>RISING ACTION</p>  <p>Talks about ways to get help and shows people helping others</p>
<p>CLIMAX</p>  <p>Shows a person's thought bubble and talks about steps to get help</p>	<p>FALLING ACTION</p>  <p>Black screen with websites to get help at</p>	<p>RESOLUTION</p>  <p></p>

My last video is based on anxiety and the pressure a person can feel even when they are in a regular setting or just hanging out with friends. My idea was to have a Group of friends playing games loudly talking while one of the friends looks off in the distance at dark figure standing. There would be a loud buzzing static drowning out the loud friends while the camera zooms in on the friend breathing heavy as the camera keeps getting closer in a back and forth staring contest between the friend and the dark figure until there's a close up of a hand on friend's shoulder. The noise would fade and the friend would help calm the main character down until everything goes back to normal and joins back in and loud talking continues. The fade to black words on the screen quote about anxiety statics

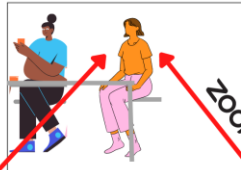
TITLE Anxiety Video Storyboard PAGE ____ OF ____
 NAME Trinity Russell YEAR & SUBJECT _____ DATE _____

EXPOSITION



Wide shot: Group of friends laughing and playing games loudly, music is playing

CONFLICT



Zoom in on main character (Music fade) heartbeat picks up

RISING ACTION



Medium Shot: main character looking off in the distance nervously (heartbeat only is heard)

CLIMAX



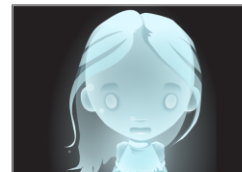
Long shot: ghost/ dark figure down the hall staring (heartbeat)

FALLING ACTION



Close up: main character getting more nervous staring (heartbeat getting faster)

RESOLUTION



Close up: ghost still staring back (faster heartbeat)

TITLE Anxiety Video Storyboard PAGE ____ OF ____
 NAME Trinity Russell YEAR & SUBJECT _____ DATE _____

EXPOSITION



Extreme Close up: Girl freaking out / heartbeat extremely loud

CONFLICT



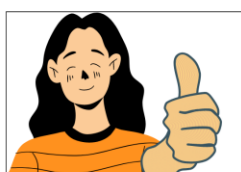
Medium close up: friends hand on shoulder, heartbeat stops/ friend turns to look

RISING ACTION



Medium shot: friend smiling and asks if she's okay

CLIMAX



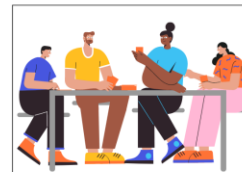
Medium shot, girl says shes okay and looks around and her friends as the noise comes back to normal

FALLING ACTION



Medium shot: friends hug

RESOLUTION



Wide shot: friends go back to their game

Throughout this process I struggled with many things including scheduling conflicts, people backing out, poor time management, and a simple lack of resources, which are all normal in my field. Many of my original concepts had to change to fit the time

and people that I had and I learned more than anything how to be flexible and make things out of nothing, which is a gift in my career field as well as a necessary skill. The video for the CAPS program turned from one person talking and showing off the program and building to sit down interviews with staff members because of privacy issues and filming around their staff's busy schedules at the end of the semester. The animated video was challenging because it was a new experience on a software that I had never used before, so many changes were made to produce the video in a timely manner by a novice user. The video on anxiety was also changed due to scheduling conflicts and cast members backing out causing my bigger vision to be slimed down from 6 people to three.

In conclusion, while I was able to get the message of mental health out there like I wanted, I believe my skills could have been better demonstrated with the proper time and help. I was still able to show off my adaptability and make efficient videos using Adobe Premiere and Adobe Animate but if I were to do this project again, I would not make an animated video and focus more on my videography and I would not make videos that relied so much on other people's schedules.

CAPS Video Script:

[Meet the members of CAPS]

Charla Suggs: I'm Charla Suggs, I'm the interim director of counseling and psychological services at UNC Pembroke.

Hillary Locklear: Hello, I am Hillary Locklear, I am the case manager in counseling and psychological services

Matthew Miles: My name is Matthew Miles, Im a counselor at CAPS, I provide services to all students

[What is CAPS?]

Charla Suggs: CAPS stands for counseling and psychological services and we are a full mental health clinic and we serve students enrolled here at uncp so all it takes ot receive our services is to be a student enrolled taking classes here on campus.

[Where is CAPS located?]

Charla Suggs: CAPS is located on the second floor of Braves Health Center, so if you know where pap johns is we are located right beside that building and across the street from courtyard apartments.

[What services does CAPS offer?]

Matthew Miles: So some of the services we provide are of course individual counseling so sitting in a room one on one with somebody, but we also provide groups. So things that can teach you how to deal with emotion regulation, distress, and provide you with different skills to get through everyday life that not everybody has.

[What are some benefits of CAPS?]

Matthew Miles: Definite benefits is being able to have somebody in your corner like somebody you feel like understands you and empathizing with you and can help you come up with your own best solution

Hillary Locklear: counseling can provide an outlet for growth, for developing healthy coping skills, processing trauma and just self development

[What is a secret about CAPS?]

Charla Suggs: Something that a lot of people don't know about CAPS is that we're the best kept secret on campus that nobody is trying to keep and what I mean by that is every staff member here is a licensed professional and we also have a clinical training program so not only are we licensed professionals and therapists working in the field we also are supervising new professionals and the only difference between us and what we call our interns or trainees is the fact that they have to complete their grad program and actually walk across stage and take their licensure exam so one of the greatest benefits that students have upcoming to caps is getting to work with a new professional not that that new professional is learning that new professional already knows so much but because they're fresh and they have fresh eyes and fresh ears and treatment outcomes substantiated by the research time and time again is often better than a senior clinicians treatment outcome so a lot of students don't realize just how much we have to offer and how varied our staff is we have three clinical social workers on staff and the rest of us are clinical counselors and we have a psychiatric provider as well so for the best kept secret on campus

Animated Video Script:

In 2020 Covid-19 emerged and we faced a global epidemic. The world stopped. Schools went virtual, stores closed and we were placed in lockdown, and isolation set in.

Holidays, Birthdays, special occasions, family gatherings, everything we were so used to being around others for started to disappear as we saw less and less of each other. Until we were alone.

In According to research from the Boston University School of Public Health, Depression among adults in the US in early 2020 went from 8.5 percent before the pandemic to a staggering 27.8 percent and even worsened to 32.8 percent in 2021.

That means that Depression has gone from impacting 1 in every 5 Americans to 1 in every 3 in the span of 2 years.

Depression can cause loss of interest, insomnia, fatigue, agitation, mood swings, and many other things.

However, talking about your feelings of sadness or depression can help with some of these symptoms.

The first way to help with depression is to seek help.

Ways to get help: betterhelp.com, healthline.com, www.samhsa.gov

If you or a loved one are experiencing depression symptoms call 1-800-662-HELP

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