

Title: MHA for the soul
Writer: Angel Peña Pabon
Length: 30 Seconds

VIDEO	AUDIO
INT. MHALC BUILDING IN LANCASTER COUNTY.	TRACK OVER AND UNDER
EXECUTIVE DIRECTOR WALKING THROUGH THE OFFICES GREETING EVERYONE	HERE AT MENTAL HEALTH AMERICA OF LANCASTER COUNTY WE WORK HARD TO MAKE SURE YOUR MENTAL HEALTH IS AS BEST AS IT COULD BE.
MU. OF HER WITH COWORKERS TALKING	WITH MONTHLY EVENTS, WE CREATE A COMMUNITY FOR ANYONE AND EVERYONE.
CU. OF HER FACE TALKING ABOUT MHALC	AT MHALC, WE ARE DEDICATED TO HELPING INDIVIDUALS LEAD MENTALLY HEALTHY LIVES.
WS. OF MHALC BUILDING	WE WILL BE WAITING FOR YOU WITH OPEN ARMS
LOGO	REACH US AT MHALANCASTER.ORG OR AT 717-397-7461 TODAY!

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Angel Peña Pabon

COMM351

Strategy Sheet

Public Service Announcement Video Script

Subject

To inform the public of What Mental Health of America wants to do for their community. The goals from the executive director herself.

Format

Public service announcement; 0:30 video

Objective

To provide details to the public of plans that MHA has for the people that join. To make MHALC feel like a welcoming space for the people that watch the video.

Intended Audience

Millersville University students who are seeking mental health help from somewhere else other than what the campus has to offer. MHALC creates a community for people of all grades and ages to join to seek a better life. Students can also access a list of other partner counties or states with a Mental Health of America facility.

Length

0:30.

Deadline

March 1, 2022