



This is a :16 promo/teaser* that we use in advance of the episode airing on the stations to promote not only our show, but the important topic we'll be discussing. The main purpose of any story is to be heard and/or watched by as many people as possible. These emotional promos make people relate to the story on a personal level, and draw them into the story. We want to build interest and connect with potential viewers to start conversations and also get immediate feedback, or as we say on MI Healthy Mind, "Let's Talk About It".

We also use this promo in Social Media, creating some curiosity, generating buzz. These video teasers excite our audience for what lays ahead, providing a glimpse into what's to come. We want to get people talking, questioning. Those are conversations that they then share with friends.

The following is a link to the Promo:

<https://www.youtube.com/watch?v=nWfhkcPYME4&feature=youtu.be>