Radio Television Digital News Association Joins TEAM Up Movement with Entertainment Industries Council and National Association of Broadcasters

EIC, NAB, RTDNA and others unite to decrease discrimination, increase help-seeking behavior and inform mass audiences about mental health issues through expanded Tools for Entertainment And Media (TEAM Up)

LOS ANGELES (July 31, 2013)—Mental health has been elevated as a top national priority. To further enhance the communication of these issues, the Radio Television Digital News Association (RTDNA) has joined the National Association of Broadcasters (NAB), Entertainment Industries Council, Inc. (EIC) and California Mental Health Services Authority (CalMHSA) to bring the power and influence of media to inform mass audiences about mental health. These Tools for Entertainment And Media (TEAM Up) are digital and print resources aimed at helping media and entertainment professionals to create accurate portrayals of individuals living with mental health challenges. TEAM Up resources are centered on the tenet of communicating about the entire person as someone with a disorder -- not as a person defined by a disorder.

“RTDNA is committed to encouraging excellence in electronic journalism. This includes authentic, informative reporting about issues of national importance that impact the communities in which the more than 3,000 news directors, producers, reporters, anchors, general managers, professors, students, industry suppliers, operations managers and digital content managers we serve live and work. We are proud to partner with EIC and NAB to provide our members with TEAM Up resources to enable them to better communicate about mental health,” said Mike Cavender, RTDNA/F Executive Director.

English and Spanish-language resources for entertainment creators and journalists are provided through the TEAM Up initiative. The toolkit and additional resources including tips on interviewing people living with mental illness, story ideas and entertainment depiction suggestions are available at http://www.eiconline.org/teamup/. Additionally, the National Association of Broadcasters is working with member television and radio stations to amplify the TEAM Up message through nationally distributed public service announcements addressing mental health in America.

“Media companies have the potential to positively impact communities, families and individual lives by advancing the conversation around mental health and suicide prevention,” said Gordon Smith, NAB President. “NAB will help educate broadcasters on this initiative, and we encourage local radio and TV stations and our network partners to adopt the suggested TEAM Up guidelines and resources to raise national and cultural awareness about these important issues,” Smith said.

“Media and entertainment professionals can play a significant role in the public’s understanding of mental health. Inaccurate portrayals of individuals living with mental illness can fuel misconceptions that could lead to subsequent discrimination and deter individuals from seeking help for mental health challenges. TEAM Up resources will help change the conversation. Our
collaborations with CalMHSA, Univision as our Spanish-language partner, the NAB and, now, RTDNA are just the beginning of making a difference through media,” said Brian Dyak, President & CEO, EIC.

“The facts are clear: Prevention and Early Intervention programs make a life-saving difference—giving teens and families the tools to reduce suicide, breaking down social and cultural barriers that deter people from getting help, and connecting young people with resources to help with the most challenging time in their lives. These TEAM Up resources can help the Spanish language media play an important role in prevention and early intervention,” commented Dr. Wayne Clark, president, CalMHSA.

About Entertainment Industries Council
EIC is a non-profit organization founded in 1983 by leaders within the entertainment industry to bring their power and influence to bear on communication about health and social issues. This mission relies on providing resource information to the creative community and culminates in recognition of the industry through the national television special PRISM Showcase which addresses accurate portrayals of substance use issues and mental health concerns. The organization also produces the S.E.T Awards, honoring positive and non-stereotypical portrayals of science, engineering and technology. For a complete list of health and social issues addressed by EIC and local projects please visit First Draft and EIC’s website. EIC’s web site is www.eiconline.org. The PRISM Awards web site is www.prismawards.com.

About TEAM Up
EIC’s TEAM Up program is funded by the voter-approved Mental Health Services Act (Prop. 63). It is one of several Prevention and Early Intervention Initiatives implemented by the California Mental Health Services Authority (CalMHSA), an organization of county governments working together to improve mental health outcomes for individuals, families and communities. CalMHSA operates services and education programs on a statewide, regional and local basis. For more information, visit www.calmhsa.org TEAM Up resources are available in English and Spanish at www.eiconline.org/TEAMup TEAM Up also includes extensive Twitter outreach to further drive the conversation, highlighting news stories that accurately depict mental health, sharing resources and events, and offering guidance on mental health storytelling. Follow @MediaTEAMUp.

About National Association of Broadcasters
The National Association of Broadcasters is the premier advocacy association for America’s broadcasters. NAB advances radio and television interests in legislative, regulatory and public affairs. Through advocacy, education and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. Learn more at www.nab.org.

About Radio Television Digital News Association
RTDNA is the world’s largest professional organization exclusively serving the electronic news profession, consisting of more than 3,000 news directors, news associates, educators and students. Founded as a grassroots organization in 1946, the association is dedicated to setting standards for newsgathering and reporting. Although news techniques and technologies are constantly changing, RTDNA’s commitment to encouraging excellence in the electronic journalism industry remains the
same. RTDNA represents electronic journalists in radio, television and all digital media, as well as journalism educators and students. Our members are news directors, producers, reporters, anchors, general managers, professors, students, industry suppliers, operations managers and digital content managers. RTDNA members benefit from publications, training, advocacy and many opportunities to network with colleagues. Learn more at www.RTDNA.org