

# Sunshine Sachs

## NAMI #StigmaFree PSA Self-Filming Instructions

- A Mac built-in camera or iPad is preferable to an iPhone or smartphone.
- An iPhone 5 or 6 is preferable to earlier versions as they have a superior camera.
- If using a tablet or phone, please **film horizontally**.
- Use an option that minimizes frame movement the most. Prop phones or ipads using their case, charging station, or stand.
- Shoot against a relatively neutral background – it need not be a white wall. In fact, a neutral or organic background is preferred to an improperly lit white backdrop.
- Position yourself in front of some natural light (i.e. shoot it in your backyard or near a window – not in front of one – so that you receive the proper lighting).

### **In general:**

- Please do not wear small stripes, plaid, black, or white.
- If possible, provide 2-3 takes so we can ensure we have the coverage we need.
- If possible, provide at least one take medium and close up.
- Before you begin to tell your story, look directly at the camera for 5 seconds without saying anything (this may be used for editing purposes).
- When you finish your story, look directly at the camera for 5 seconds without saying anything (this may be used for editing purposes).
- Speak loudly, and project outward to the camera so that it clearly picks up your voice.
- Please aim for your video to be between 45 and 60 seconds long.



Wide Shot

Medium Shot

Close-up Shot

### **Suggested Script:**

“Nutcase. Wacko. Loony. These words surrounding mental health are not only hurtful—they are also untrue. In a country where 1 in 5 is affected by a mental health condition, we need to understand that not all pain or illness can be seen.

(If comfortable, talent adds personal story here)

Stand with me to see the person, not the condition. Pledge to be stigma free.”

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