### RSE new logo RGB red

### RADIO SCRIPT

### CLIENT: CalMHSA Each Mind Matters

### JOB NUMBER: 16537-03 REV: 4

JOB TITLE: Media Buy Assets Date: 11.7.14

LENGTH: :30 ISCI:

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ANNOUNCER:

Mental health affects us all. In fact, 50 percent of us will experience a mental health challenge in our lifetime. That’s why millions of people and thousands of organizations throughout the state are part of Each Mind Matters, California’s mental health movement. Each Mind Matters encourages honest conversation to improve our understanding of mental health and how it impacts everyone. Whether you’ve had a challenge yourself, or know somebody who has, you can join the movement by speaking up and reaching out. Learn more at eachmindmatters.org.