



From Concept to Creation

How a “Youth Suicide” Project Became
a “Teen Mental Health” Project in 4 Weeks

Let's follow the timeline...

LATE AUGUST 2017

Idea for Roundtable on Teen Suicide

Will be part of October episode of “Beyond the Headlines with Cheryl Jennings”

Tape Date will be Sept 20th

SEPTEMBER 5TH -15TH 2017

Research, Book Guests & Pre-Interviews

Looking for people who lost loved ones to “teen suicide”

Cheryl Jennings sees FB post re: “TeenzTalk Teen Wellness Conference”

SEPTEMBER 15TH 2017 (Friday, 1:00PM)

Stanford Center for Youth Mental Health & Wellbeing emails ABC7's Cheryl Jennings

From: Dorman, Samantha [<mailto:SDorman@stanfordchildrens.org>]

Sent: Friday, September 15, 2017 1:07 PM

To: Jennings, Cheryl

Subject: Re: Teen Mental Health Panel

Hello Cheryl,

I hope this finds you well. I am reaching out regarding the program ABC7 is planning for next week about teen mental health, bullying and suicide. Some of our experts in the Stanford Center for Youth and Mental Wellness would like to know if you would be open to having an informal conversation with them ahead of this program to discuss some best practices on reporting and speaking with young people on these sensitive issues.

Let me know if you have a couple minutes to connect this afternoon. My mobile – 650-384-5826.

Best,
Sam

Samantha Dorman-Beal

Director, Media and Public Relations



4100 Bohannon, 1st Floor

Menlo Park, CA 94025

Office 650.498.7056

Cell 650.384.5826

Media Relations Pager-415.607.2629

sdorman@stanfordchildrens.org

www.stanfordchildrens.org

SEPTEMBER 19TH 2017 (Tuesday, 2:30PM)

Conference Call with ABC7 & Center for Youth Mental Health & Wellbeing

From Stanford:

Dr. Steven Adelsheim - Director

Vicki Harrison, MSW - Manager

Roshelle Ogundele, MSW

Steven Stust - Clinical Instructor

Samantha Dorman – Director, Media & Public Relations

From ABC7:

Cheryl Jennings – Producer & Host

Laura Kutch – Producer

Mimi Kwan – Producer & VP, Community Affairs

Candace Hirleman – VP, Audience Development

Daniel Krieter – Producer

Jennifer Olney – News Producer

SEPTEMBER 19TH (Tuesday, 3:30PM) – 20th (Weds, 11:00AM) 2017

We **IMMEDIATELY** chose to alter the project title, tone & language...

But taping scheduled for 11:30AM **TOMORROW!**

Immediately agreed to new name: **Teen Mental Health Roundtable**

New Focus: Stories of inspiration & growth from the losses experienced by our guests

Pulled an all-nighter to...

- Rewrite scripts
- Confer with the School Counselor serving as our In-Studio expert for new thoughts
 - Send brief notes to each guest regarding new tone & questions
 - Update ALL staff involved via email notes
- Create detailed outline & notecards for Roundtable host, ABC7 Anchor Kristen Sze

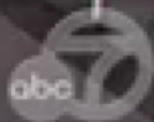
SEPTEMBER 20th 2017 (Weds, 11:30AM – 2:00PM)

SUCCESSFUL taping of the **Teen Mental Health Roundtable**

6 Guests in Roundtable, additional 5 guests off-camera

Guests tell us they're pleased with our new focus!

TAPED the Roundtable instead of LIVE Stream...
To allow for guests to request editing of comments,
so they feel uncomfortable sharing.



#choosekindness

...SINCE OCTOBER 7th 2017

Teen Mental Health Roundtable content shared online & on air

- Roundtable video online, in 3 parts
- As part of “Beyond the Headlines with Cheryl Jennings” episode
 - Multiple additional digital content

Also created online Resource Lists for viewers about
Teen Mental Health & Suicide Prevention

Those Resource Lists have now morphed into

ABC7news.com/TakeAction

-Growing lists of resources on a variety of issues to help you

FIND YOUR ALLY!



TAKE ACTION

TO FIND YOUR ALLY:

abc7news.com/TakeAction

THANK
YOU!