

Anti - Stigma MTV

? → 5/11/97 

Ad Council

- funds for production
- strong support
- target young people
- \$300,000 + toll / week (\$300k)

ADL -

- make 150,000 leaders
- diversity / bit's of folks
- space donated

MTV

- Factors / working sys w/ Am. Psych Assoc.
- local angle
- look to APA /

- ~~APA~~ network involvement
- Janet Jackson
- Drew Barrymore
- Mark Mydane
- Center for Sports Society (Richard Lapchick)
- Country music

- Money — my-
- message / home — Corri
- ~~home~~
- Structure → my
- Practical Manager
- team built → & finished

CSO
Exec. Director.

Celebrating

~~Goals~~
400