

**“Own It” 2012 PSA
:15 TV**

<u>VISUAL:</u>	<u>AUDIO:</u>
(:02) Medium shot of a young Hispanic female’s face looking to the camera. She simply gazes at the lens, quietly and with strength, as we hear the voice over.	MATCHING VOICE OVER: “I own my recovery”
(:03) Medium shot of the young female’s face looking to the camera. She simply gazes at the lens, quietly and with strength, as we hear the voice over.	MATCHING VOICE OVER: “from addiction and depression.”
(:03) Revealing a room full of the six smiling faces, of varying ages and ethnicities. Faces look to the camera as we hear the voice over.	RECOVERY COMMUNITY VOICE OVER: “Join the voices for recovery. It’s worth it.”
(:04) Phone Graphic.	NARRATOR VOICE OVER: “For information on mental and substance use disorders, including prevention and treatment referral, call 1-800-662-HELP.”
(:03) Logo Graphic. www.samhsa.gov/treatment	TAG VOICE OVER: “Brought to you by the U.S. Department of Health and Human Services.”