



NAPPP Announces 2012 Television Campaign

For decades professional psychologists have been asking for a consumer campaign to support and bolster doctoral level practice. In fact, there has never been any national media campaign to inform the public about the advantages to being treated by a licensed, doctoral level psychologist. That will change now that NAPPP has signed a contract with a major producer of infomercials. We will be shooting a 5-6 minute video production focusing on doctoral level practice and the need for consumers to demand from their physicians that they be provided referral to doctoral level mental and behavioral health specialists. The video shoot will take place during the second week of January, 2012, and will start airing in March 2012. Following is how the video will be distributed. The schedule of showings will be posted each month on the NAPPP website. Clearly, the cost of such a campaign is considerable. Many NAPPP members and others have participated in pledging funds to help off-set the costs for this very important campaign. We will also be posting a page on our website for others who want to participate in advancing doctoral level practice.

Public Television

This is a 5 minute educational segment to be distributed as a standalone segment to Public Television Stations nationwide for unlimited broadcast at their discretion (estimated reach is over 60 million households). This educational documentary is hosted by Joan Lunden which will air between larger peak and prime time programs..

Commercial Television

A 1-minute cross-promotional segment will air on Discovery, TLC, CNN, Travel Channel, Food Network, Fox News, CNBC, MSNBC or equivalent networks which match our targeted audience. This will air 50 times in the cities of your choice for peak and prime time programming.

Documentary / Internet Web Streaming:

The third segment is a 5-6 minute corporate documentary, or corporate identity piece, that will be used in conjunction with an email narrowcast campaign. The segment will be streamed to a targeted audience of 1,000,000 consumers, policymakers, and legislators. The segment will boot as soon as a recipient opens the email. The email will only go to those people who our marketing firm has opted in to receive healthcare related videos.

Web MD

We will be placing a banner ad on Web MD. This is the site that both consumers and physicians utilize for medical related information. The ad will run until we achieve at least 100,000 unique click throughs.

For a detailed description of the campaign, [go HERE](#)