



Sound Mind Sessions

Video guidelines and formatting

Short-Form Video (60-90 seconds)

Here's how to create a powerful short-form video for our campaign:

Prompts:

- Share a moment when music helped you cope with a challenging emotion.
- Describe how you use music to improve your mental well-being.
- Offer advice to others on how to use music for mental health.

Script Example:

SCRIPT EXAMPLE (60 sec)

> “I’m [Name] (with [Band]). When anxiety hits, I play [Song]—its [tempo/lyrics] helps me [breathe/focus/calm down]. Music is [escape/therapeutic/centering etc.] for me. To anyone overwhelmed: [Hope message + current plug].”

Or

> “I’m [Name] (with [Band]) and in my/our song [title] we talk about [this mental health issue] because [personal anecdote]. So if you’re struggling with [previously mentioned issue] you’re not alone, and this song is for you!”

Outline Template:

1. **Intro (5-10 seconds):** Introduce yourself/your band.
2. **Your Story (30-60 seconds):** Share your experience related to the prompt.
3. **Advice/Takeaway (15-20 seconds):** Offer encouragement or a helpful tip.
4. **Optional Song Snippet (up to 15 seconds):** A short clip of a relevant song.

Mid-Form Video (2-5 minutes)

Create a more in-depth video to share your story and insights:

Prompts:

- Cover 3-4 questions:
- 1. 🧠 “How did you discover music’s impact on your mental health?”
- 2. ☁️ “Describe a time music helped you sit with pain instead of avoiding it.”
- 3. 🎧 “How do you ‘tune’ your mental state through songwriting/performance?”
- 4. 🤝 “What role does musical community play in your wellbeing?”
- 5. 🚫 “What harmful myths about musicians’ mental health need to end?”
- 6. 💡 “What’s one lesson music taught you about resilience?”
- 7. 🌈 “How do you hope your music helps listeners’ mental journeys?”

Script Example (Outline - Expand on each point):

"Hi, I'm [Your Name/Band]. I've dealt with [mental health challenge] for [duration]. Music became a crucial part of my recovery when [specific event/realization]. [Specific song/artist] helped me [specific way]. I've learned that [key takeaway about music and mental health]. Now, I use music by [specific way], and that's made a huge difference. I'd love to share a few of the tracks that have helped along the way..."

OR

- 0:00-0:30: "I'm [Name] with [Band]. Music moved from [hobby] to my mental health toolkit/passion because [reason]."

- 0:30-1:45: "My turning point: [story]. This song I wrote captures it: [snippet + why]."

- 1:45-2:30: "My 'sound mind' practice now: [routine/ritual]. Community's role: [support example]."

- 2:30-3:00: "To fellow artists: [advice on balance]. Let's normalize [change] and break the stigma."

Outline Template:

1. **Intro (15-30 seconds):** Introduce yourself/your band and the topic.
2. **Background (30-60 seconds):** Provide context on your mental health journey.
3. **Music's Role (1-3 minutes):** Detail how music has impacted your mental health, including specific examples (songs, artists, genres).
4. **Reflection/Advice (30-60 seconds):** Share key takeaways, advice, or resources.

Formatting Notes

- **Short-Form:** Record vertically.
- **Mid-Form:** Record horizontally.
- Include: Your name/band, 1 sentence about your mental health journey, song snippet (optional but powerful!).
- Email video + social handles to zemerson@playlist4life.org.

Natural light = bonus!

Submission Instructions:

After creating your video, please email it along with your social media handles to zemerson@playlist4life.org. We look forward to seeing your submissions!