**“I’m Good. But are you ready to listen?”**

Dear Public Service Director,

When you ask how someone is doing and get the response “I’m good,” do you ever give it a second thought?

The Department of Veterans Affairs and the Department of Defense have come together to create a PSA that addresses these questions: *How do you really know if the Veteran or Service member in your life is “good”? Are you doing enough to find out?*

“I’m Good” features actualVeterans and Service members talking about the conflicting feelings that sometimes underlie offhand responses like “I’m good.” The PSA highlights the important role that families, friends, co-workers, and other acquaintances can play in helping to prevent suicide. It shows the importance of being there for the people in our lives who, though they may not always show it, aren’t doing so well.

You can view “I’m Good” at [VeteransCrisisLine.net/Resources/Videos](https://www.veteranscrisisline.net/Resources/Videos.aspx). This and the other PSAs you’ll see there are powerful tools for raising awareness among Veterans, Service members, and the public:

* Airings of our PSAs have earned an estimated 4.4 billion potential impressions nationwide since March 2011.
* Veterans Crisis Line videos are typically ranked in the top 5 percent of all PSAs tracked by Nielsen.
* In the past year alone, Cincinnati Reds, Colorado Avalanche, and other professional sports teams have aired our PSAs during games.
* These videos have also aired during PGA golf coverage, ABC’s “20/20,” NASCAR races, the 2012 NBA Finals, and the 2011 World Series.

I hope you will help us build on this success. To find the PSA for TV or radio in a format appropriate for your station please contact Ken Hempel at ken@tvaccess.com, call 1-800-944-9134 or visit <http://tvaccessspotsource.com/veterans-affairs-veterans-crisis-line> to download.

Please watch this PSA and air it frequently. By doing so, you’ll encourage your audience to take the time to truly listen to the Veterans and Service members they encounter every day. The simple act of listening can be the turning point that enables a Veteran or Service member to reach out for help.

Sincerely,

[PAO name]

Public Affairs Officer

[VA Medical Center name]