



A REASON TO HOPE. THE MEANS TO COPE.  
BRITISH COLUMBIA SCHIZOPHRENIA SOCIETY

BC SCHIZOPHRENIA SOCIETY FOUNDATION  
SUPPORTING THE BC SCHIZOPHRENIA SOCIETY

# 2022 MEDIA KIT



a myth-busting podcast

**LOOK AGAIN**

*MENTAL ILLNESS RE-EXAMINED*

presented by the BC Schizophrenia Society

[WWW.BCSS.ORG](http://WWW.BCSS.ORG)

# OUR SHOW

**Look Again: Mental Illness Re-Examined** is a groundbreaking podcast brought to you by the BC Partners for Mental Health and Substance Use Information. This podcast illuminates and helps build compassion and better understanding for individuals and families affected by severe and persistent mental illnesses, like schizophrenia.

Through this podcast, host Faydra Aldridge, CEO of BCSS, converses with medical experts, families, and people with lived experiences of mental illness to dispel myths and get to the truth.

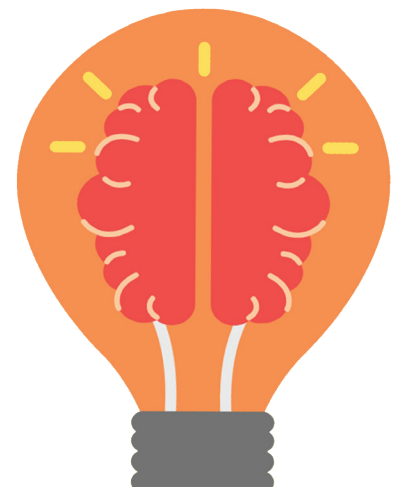
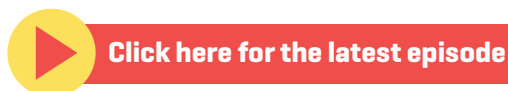
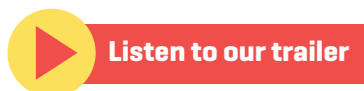
# OUR FOCUS

**Launch Date: October 2022**

Season 3 will bring frank conversations, up-to-date medical information, immersive sound design, and stories of hope and resilience. The purpose of the podcast is to improve the quality of life for individuals and their families affected by schizophrenia, psychosis and other serious mental illnesses through education, support programs, public policy, and research.

**The podcast is for anyone whose life has been touched by mental illness. In other words, it's for everyone.**

Launching in October 2022, Season 3 of **Look Again** is aimed at encouraging life-long learning, resiliency, and compassion.



# OUR **HOST**



## **Faydra Aldridge**

Faydra's career has spanned more than twenty years in the fields of corporate communications and project management in both the private and public sectors. Before joining the BC Schizophrenia Society as Chief Executive Officer, Faydra held a leadership role with one of Canada's largest health research institutes, where she managed the Stakeholder Relations portfolio.

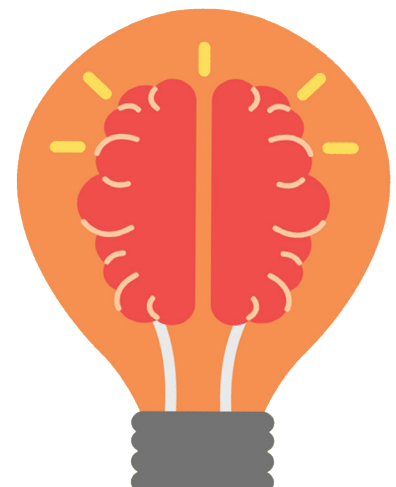
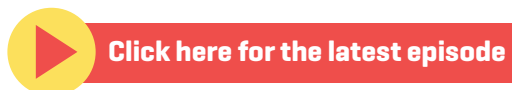
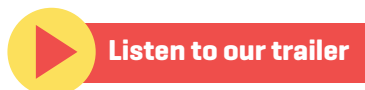
Faydra's past experiences also includes roles as a CBC Morning Show Producer and executive positions with national and international community health organizations.

# OUR **FIRST EPISODES**

Upcoming episodes dive deeply into topics such as involuntary treatment, exploring the role that violence plays in people with mental illness, why some individuals refuse to take medications, and how racism and gender impact diagnosis and treatment.

Some of the voices you'll hear this season include Vanessa Nelson, Dr. Rakesh Lamba, Grace Cho and Yusuf Faqiri.

*\*Please note that episode themes and release schedule are subject to change.*



# SEASON 2 HIGHLIGHTS

## PODCAST STATISTICS AS OF AUGUST 1, 2022



**57,184**  
Total Downloads



**Best Performing Episode:**  
Schizophrenia: Then & Now  
5,700+ downloads



**98% Average**  
Listen-Through Rate



**Over 100+**  
Countries Listening

## PODCAST AUDIENCE AS OF AUGUST 1, 2022

- **Gender:**
  - \* 59%: Female
  - \* 35%: Male
  - \* 6%: Non-binary
- **Ages:**
  - \* 11%: 18-22
  - \* 27%: 23-27
  - \* 19%: 28-34
  - \* 16%: 35-44
  - \* 23%: 45-59
  - \* 4%: 60-150
- **Geographic:**
  - \* 60%: Canada
  - \* 25%: USA
  - \* 15%: International

## LISTEN IF YOU WANT TO:

- Hear Inspiring True Stories
- Learn About Mental Illness
- Find Connections & Support
- Learn From Experts
- Discover New Research
- Expand Your Knowledge

## REVIEWS:



### An important subject

This podcast is a great resource for anyone looking to navigate the difficult subject of mental illness.

*GuyWithaCellphone via Apple Podcasts · Canada*



### An important subject

This is such an important topic, especially through COVID. I can't wait for further episodes to be released.

*nuckicle via Apple Podcasts · Canada*



### Increase awareness of this podcast

I have a sister with serious mental illness - her onset was at 15 years old in 1978 - and so we have been living this disease for over 4 decades. This podcast is excellent - it contains valuable information to support families and for others to learn more about mental illness. Thank you!

*iwantdental via Apple Podcasts · Canada*



### Just what I was looking for!

Such valuable information that we need to talk more about. I binged all the episodes and can't wait for more. I recommend this podcast to anyone who knows someone with a mental illness. The more education you have, the better.

*Michelle,LovelsntCancelled via Apple Podcasts · Canada*

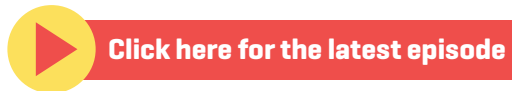
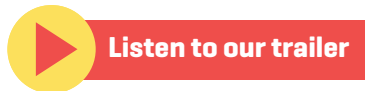


# OUR LAUNCH

**Launch date:** October 2022

**Release Schedule:** Bi-monthly on Tuesdays

**For PR and media inquiries:** Candice Bartlett, Marketing Manager | [candice@jaraudio.com](mailto:candice@jaraudio.com)



# OUR CHANNELS

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