



Dr. Michele Nealon: Mental Health Thought Leader

As COVID-19 continued to spread throughout the country, more Americans began to place greater emphasis on the importance of mental health. The longer we had to practice social distancing, the more people began to recognize the anxiety they felt or the depression, fear or loneliness that may have set in. The Chicago School of Professional Psychology recognized that people were looking for answers and ways to cope during turbulent times. The university also recognized that as a licensed clinical psychologist, educator, and the head of a university responsible focused on the behavioral sciences, its president, Dr. Michele Nealon was perfectly placed to become a thought leader on mental health topics.

We began distributing monthly news releases written in the authoritative voice of Dr. Nealon. Timely topics such as [mentally preparing kids for in-person learning](#), [managing anxiety as the world re-opened](#), and [coping with having to return to the office](#) were written about and distributed nationally and locally in locations with The Chicago School campuses. In conjunction, Dr. Nealon was pitched as an expert to morning shows and national news outlets. We created vlogs featuring Dr. Nealon discussing mental health topics and posted them on the university website, and on social media channels, tagging appropriate journalists and media outlets.

The strategy contributed to \$20+ million in earned media for the first six months of 2021 and resulted in interviews for Dr. Nealon in such outlets as [Wired](#), [BizWomen](#), [Politico](#), [KTLA TV](#) and the [Los Angeles Times](#).