

*NOTE: Due to the online nominating process, only one issue from 2016 is appended to our submission. Digital versions of all four 2016 issues have been sent separately to Erin Wallace.*

Why should you consider *esperanza* Magazine for the 2017 MHA Media Award?

In four glossy issues a year and on our website (hopetocope.com), we consistently address issues that affect those who live with depression and anxiety disorders. Every bit of content communicates that these are treatable conditions, that recovery is possible, and that you are not alone.

The look and feel of *esperanza*’s print edition mimics the familiar style of newsstand consumer magazines like *Good Housekeeping*, *Redbook* and *GQ.* Instead of a random article on depression here and there, though, each issues yields a wealth of accessible and appealingly presented information on mental health.

**We challenge stigma by focusing on real people—**incelebrity interviews, profiles about “everyday heroes,” our Back Chat Q&A and This Is Me page—illustrating that it’s possible to live well with brain-based disorders and, at the same time, providing a road map to show readers that they can do the same.

**In our feature stories, we drill down** into aspects of depression and anxiety. Topics in 2016 included managing depression plus a chronic medical condition (“Pain in Body, Pain in Mind,” Winter 2016), addressing low self-esteem (“Women and the Pressure to Measure Up,” Spring 2016), understanding what’s unique about male depression (“Guy, Talk,” Summer 2016), and coping with the lingering fallout from childhood trauma (“Moving Past Your Past,” Fall 2016).

These in-depth features combine the factual expertise of researchers and practitioners with the wisdom of individuals who have lived experience. For example, in “Mom, Interrupted” (Winter 2016), about the challenges of parenting with depression, readers can relate when Maggie White talks about how symptoms like irritability and self-isolation affect her five children—which makes her “what worked for me” strategies for getting the family through her depressive episodes all the more powerful.

**We give an overview of recent research** and a sampling of news stories about mental health in our “eye on” pages at the front of the magazine, keeping readers up to date on matters of interest.

**Every issue also contains first-person columns, a kind of peer-to-peer conversation** about anything from coping with the fuzzy mind of depression (“Lost for Words,” Spring 2016) to weaning yourself off Facebook for the sake of your mood (“Susan, Unplugged,” Fall 2016).

**The Life Lessons column, meanwhile, gives advice based on real-life expertise.** For example, Akshay Nanavati shared his “Method to Master Unhappy Emotions” in the Summer 2016 issue, while Kelley McElreath explained her steps for “Anger Management” in the Fall 2016 issue.

**As a counterpoint, our “Ask the Expert” columns**—one with a psychiatrist, one with a psychologist—bring in the professional perspective. Some columns address practical matters like finding an antidepressant that works (“Prescription for Success,” Summer 2016) and interviewing a new therapist (“What to Know Before You Go,” Spring 2016). Others take on more general topics, like “Women, Hormones and Depression” (Winter 2016) and “Sharing Your Diagnosis” (Fall 2016).

Given that our subject matter is steeped in stigma—making it a challenge to attract advertisers outside the pharmaceutical industry—it’s pretty amazing that *esperanza* has been publishing for nine years now (since Spring 2008).

We’re driven to keep pushing forward, to do the work that no one else is doing, to bring light and hope—and practical tools, too—to individuals who all too often are suffering in silence.

**Some comments from readers:**

“Your magazines have provided me with valuable information that I have not been able to find online or in other resources.”

—Joanna Deacon of Pinellas Park, Florida

“Thank you for your insightful articles. … I am going to share some of your articles with my own patients and provide them with a link to the website.”

—Carol V.

“The magazine is realistic, provides its readers with hope, and encourages them to continue the fight toward mastering their feelings of helplessness and hopelessness.”

—Amy Mueting of Axtell, Kansas

“*esperanza* has been an invaluable part of my mental health education. It is an attractively produced magazine which draws me to look it over from cover to cover.”

—Kathy Franklin of University City, Texas

“Thanks so much for your magazine. It's helped me tremendously. …We have to know that we are normal and that we can change how we feel with the right kind of help.”  
—Angela Cotnam of Mattawa, Ontario, Canada