



Jim Penola

Storyteller



About me

I am a copywriter, content creator, and illustrator with over ten years of experience as a professional storyteller. My background in the non-profit, film, and audio drama arenas has irrigated a **uniquely versatile** approach to communication, earning me generous acclaim from the motion picture industry while developing a creative spirit rooted in the power of narrative specificity.

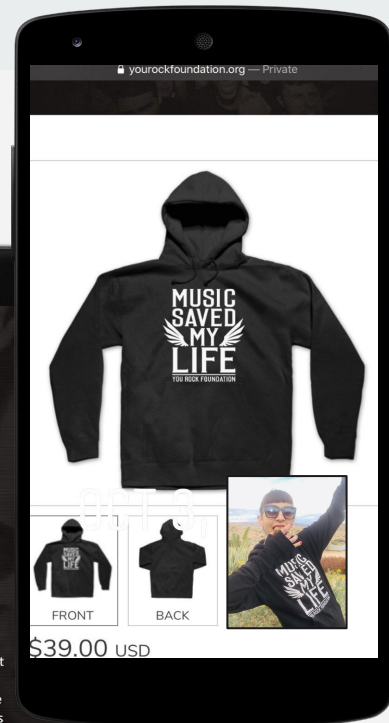
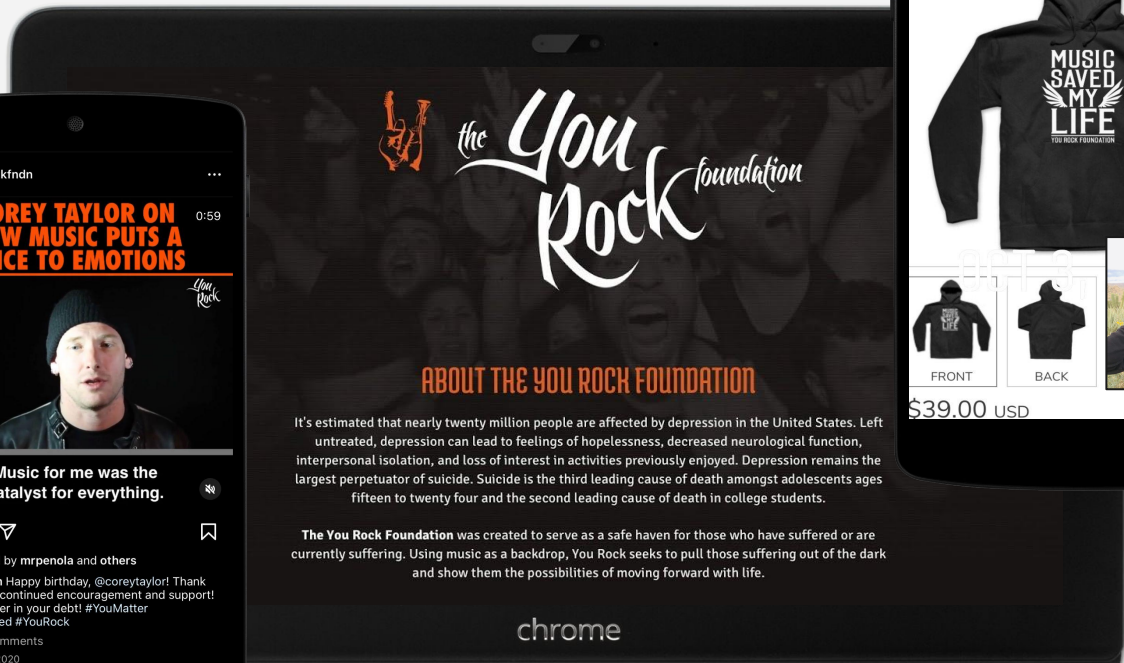
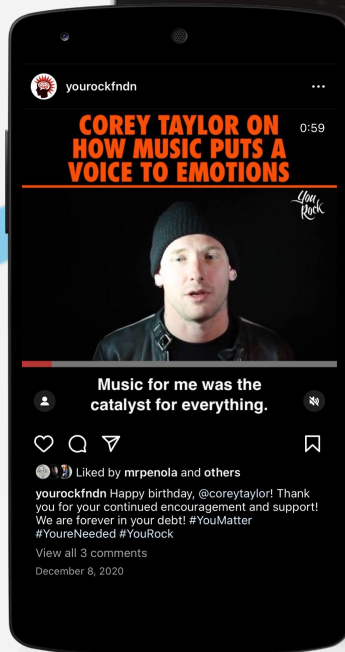
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CENTURY 21



Copy Editor + Social Media Manager: The You Rock Foundation



WHY WE'RE HELPING



1 in 5 adults in the United States have a mental health condition.



Depression is the #1 leading cause of disability worldwide and is a major contributor to the global burden of disease.



Over 9.6 million Americans experience suicidal ideation.



Suicide is the 2nd leading cause of death in youth ages 10-24 and is the 10th leading cause of death overall in the United States.

HOW WE'RE HELPING



Spreading awareness through intimate video interviews with popular musicians.



Educating to encourage empathy and stop the stigma.



Encouraging those suffering in silence to let lyrics speak for them when they feel voiceless.



Creating community, providing resources, and demonstrating how to go from surviving to thriving—living a life they love.

YOU MATTER YOU'RE NEEDED

You Rock



Think about why you matter, why you're needed, or why you rock. Recognize your value to the world.



Write it on our blank signs with a marker.



Get your photo taken holding the sign.

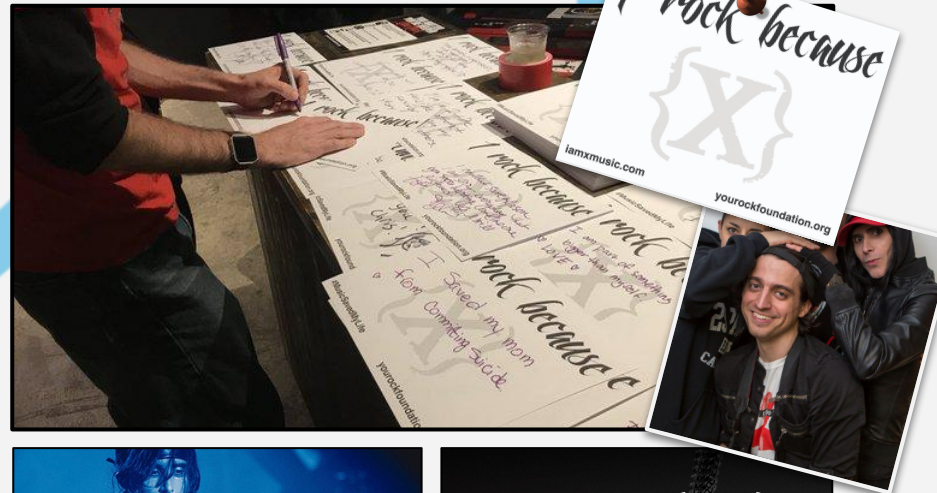


Post it on social media. Tag @YouRockFNDN and @IAMX with #MusicSavedMyLife.



Share it with your friends and invite them to participate in this powerful exercise.

yourockfoundation.org



Mile Deep Hollow Tour

In teaming The You Rock Foundation with internationally acclaimed rock band IAMX, I developed unique flyers, promotional posters, and social media strategies specifically for their North American "Mile Deep Hollow" tour. Intimate Q&A sessions, live performances, and an invitation to celebrate oneself at the merch booth ("I rock because...") all worked in tandem to destigmatize mental health and grow both brands over the course of the months-long expedition.

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IAMX Teams Up with You Rock Foundation to Shed Light on Mental Health Awareness Through Music

IAMX to Donate \$10,000 to The You Rock Foundation prior to Tour Finale in LA

Los Angeles, CA – May 23, 2019 – [IAMX](#), the solo project of Chris Corner, singer, songwriter, producer and co-founder of Sneaker Pimps, is finishing the U.S. leg of their Mile Deep Hollow Tour at the Belasco Theater in Los Angeles on Saturday, May 25. IAMX embarked on said tour with a very special mission: to promote mental health awareness. They chose to team up with music-based non-profit, [The You Rock Foundation \(YRF\)](#), to spread the cause by using music as a catalyst for life-saving conversations which, by extension, have empowered their fans. The vast majority of the tour has taken place and will come to a close during May which is Mental Health Awareness Month, proving that the timing of this very special partnership could not be better.

Before the final show of the tour, IAMX will present the YRF with \$10,000: the proceeds of which were generated by the band through merchandise sales and more. Furthermore, Sneaker Pimps co-founder, Liam Howe, will be joining Corner and IAMX as their special guest both on-stage and off where he will contribute to the band's ongoing discussion on mental health. Corner and Howe have announced they will reunite in the studio after the tour to complete a new Sneaker Pimps album. The album release date is currently unknown.

"I had toured for years in a state of perpetual stress, self-doubt, dysfunctional perfectionism, social anxiety and real-world avoidance. Even with thousands of people loving what I did, I became more anxious, isolated and depressed," says Corner. "Now we're using the music as a backbone to talk about difficult issues like depression. I talk about my own challenges and get to hear moving stories from others. It's a beautiful way to take the musician/audience relationship further and to solidify an authentic connection."

Proving Corner's commitment to this connection, the IAMX frontman co-hosted intimate Question & Answer gatherings with longtime IAMX member Janine Gezang throughout the tour. Attendees would arrive prior to the evening's concert with the explicit purpose of destigmatizing the conversation around mental health. The vehicle for this was Corner beginning each gathering by opening up about his own struggles (namely insomnia, depression, and anxiety).

"Being able to talk openly to somebody about mental health issues is of great importance!" says a fan. "Unfortunately, there's still so much stigma and ignorance attached to mental health. Oftentimes, even the closest people, like family, can't understand, and choose to judge. That is why we are SO lucky to have you!!! Thank you for what you do. You're doing something very important for so many souls."

Further emphasizing the unique thrust of the tour, the band will be bringing back their 'IAMX + You Rock Foundation' t-shirts – introduced on the preceding European leg of touring – with a portion of the proceeds going to YRF. Additionally, there will be You Rock Foundation wristbands, literature, and (perhaps most importantly) opportunities for fans to get present to their own self-worth by completing "I Rock Because..." signs at the venue. Like the name of the band suggests, this exercise gives concert-goers the chance to take ownership over and become 'X' – the powerful, variable qualities we possess that only we, as individuals, can define for ourselves.

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ABOUT THE YOU ROCK FOUNDATION

The You Rock Foundation is a non-profit organization that uses music as a catalyst for life-saving conversations about mental health, empowering those who are suffering to share their stories and inviting them to let lyrics speak for them when they can't.

I PLEDGE TO BE A SYMBOL OF STRENGTH
I PLEDGE TO CALLOUT THE CRITICISM THAT
DESTROYS OUR COMMUNITIES
I PLEDGE TO PROUDLY WALK WITH OTHERS SEEKING HELP

**1 MILLION MOHAWKS
FOR MENTAL HEALTH
CHALLENGE**
www.1millionmohawks.com



1 MILLION MOHAWKS FOR MENTAL HEALTH

The 1 Million Mohawk Challenge will challenge people to shave a mohawk into their hair live on Facebook or Instagram.

1 Shave a mohawk, spike your hair, or give yourself a colored stripe!

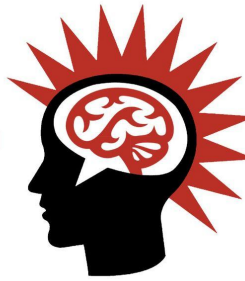
Go to 1millionmohawks.com and take the pledge to stand up and speak out.

PLEDGE TO BE A SYMBOL OF
STRENGTH

PLEDGE TO CALLOUT THE
CRITICISM THAT DESTROYS
OUR COMMUNITIES

1 Million Mohawks for Mental Health

The You Rock Foundation's #1MillionMohawks campaign aimed to raise mental health awareness by encouraging followers to fashion a mohawk of any kind, then posting a photo of it to social media using the above hashtag. In addition to generating copy for various brochures and digital flyers, I corresponded with national recording artists and local schools for online and on-ground promotional events.



1 MILLION MOHAWKS FOR MENTAL HEALTH CHALLENGE

USE THE ATTENTION YOUR HAIR GETS
TO TALK ABOUT THE BRAIN BENEATH IT

Society has come a long way, but stigma around mental health still prevents countless people from talking. We are all impacted personally or by a friend or family member. We are determined to change that by bringing some much-needed attention to all of those who are suffering, and we are personally challenging you all to help us do that. How? By taking the 1 Million Mohawk Challenge!

- SHAVE A MOHAWK, SPIKE YOUR HAIR, OR GIVE YOURSELF A COLORED STRIPE DOWN THE MIDDLE OF HAIR -- OR SCALP IF YOU'RE BALD
- THEN POST A PHOTO OR LIVE VIDEO ALONG WITH WHY THIS IS IMPORTANT TO YOU. BE SURE TO USE THE #1MILLIONMOHAWKS HASHTAG, SHARE, AND INVITE EVERYONE YOU KNOW.
- GO TO 1MILLIONMOHAWKS.COM AND TAKE THE PLEDGE TO STAND UP AND SPEAK OUT.

Pledge to be a symbol of strength. Pledge to call out the criticism that destroys our communities. Pledge to proudly walk with others seeking help.

Let's remind everyone that they don't need to be on stage to be a rock star.

Together we can stop stigma. Together we can stop suicide.

yourockfoundation.org





FOR IMMEDIATE RELEASE

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You Rock Foundation Announces 1 Million Mohawk Challenge

[The You Rock Foundation](#), an organization that spreads awareness about mental health by interviewing popular musicians as a catalyst for conversation, has launched the 1 Million Mohawks for Mental Health Challenge. This unique campaign aims to create awareness about mental health, substance use, and suicide by using the attention this hairstyle gets to talk about the brain beneath it.

1 Million Mohawks will challenge people to shave, spike up, or dye a mohawk into their hair live on social media, and posting a photo on the platform of their choice. Additionally, the participants will take a pledge and make a statement as to why they are choosing to stand up against stigma and speak up about mental health.

1 Million Mohawks has already garnered support from bands like Stone Sour and Killswitch Engage, as well as from their partners [Mental Health America](#), [Rise Together](#), [Helios Recovery](#) and [Spread Hope Like Fire](#).

1 in 4 people are impacted by mental illness, and according to SAMHSA, nearly 8 million people have both a mental disorder and substance use disorder. Together, we are helping raise awareness and stop stigma around mental health in hopes that it helps someone who is struggling.

“I want to get people to talk about what they are dealing with” said You Rock Foundation’s Joseph Penola. “We’ve interviewed rock stars who get raw and intimate about their lives as a means to give people hope. The 1 Million Mohawk challenge is taking it to the fans and community to pledge to be strong, speak up and help others”

With You Rock’s established connections within the music industry and rockstar community, sources predict this campaign could influence well over the projected one million people.

For more information please visit: www.1millionmohawks.com

POND5



Inspiration, Pro Tips



Drawing Inspiration: The Keys to Creating Killer Storyboards



By [Jim Penola](#)



COMMENTS

If you're capturing moving images, storyboarding is one of the most practical and helpful filmmaking tools you can utilize. Before and during production, storyboards bring previously abstract images and intentions into physical reality, creating a common visual ground for your cast and crew to inhabit. The value this provides in terms of describing, planning, and shooting cannot be overstated. Here are some tips on how to use this process to its full potential.

Sketch Outside the Box

When drawing storyboards, it's important to remember you're not drawing a graphic novel. In other words, you're not bound to the same level of polish, since storyboards are a single step towards a bigger product, and not the product itself. As such, you should make a habit to literally draw outside the lines and let your art breathe. Follow through with your strokes, whether you're rendering a person, a room, a piece of furniture, or any other object.



Inspiration, Pro Tips



Something Sketchy: A Beginner's Guide to Storyboarding



By [Jim Penola](#)

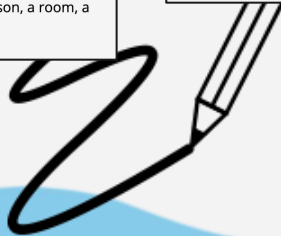


COMMENTS

I'm a firm believer that artists' roles aren't specific to their chosen concentration, or even their natural inclination. Whether you're an illustrator, author, photographer, actor, or musician, you no doubt find some measure of solace in creative expression. Storyboarding is a great way to encourage that, as it's far more approachable than, say, painting or life drawing. Plus, the stakes aren't as high with storyboards since, [as I've mentioned before](#), they're a means to an end, and not "the end" itself. So whether you're ready to map out a feature film, or just curious how to pick up the practice, here's everything you need to know to get started!

[Drawing Inspiration](#)

[Something Sketchy](#)



Career Highlights and Accolades

SAVANNAH COLLEGE OF ART AND DESIGN *presents*

PERFORMING ARTS Showcase

SCAD TVFEST



Selected Playwright

Literacy Week

[SCAD Performing Arts Showcase](#)

Savannah, GA

Fall 2023

Dramatic Writing Ambassador

[SCAD TVfest](#)

Atlanta, GA

Winter 2023

Writing Intern

Okay Goodnight

Los Angeles, CA

Winter 2023 – Summer 2023



N SERIES
Grace and Frankie



Skills & Expertise

Social
Media



Copywriting,
Copy Editing



Graphic
Design +
Illustration



Video
Production





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