

## Do Real Men Cry?

OSF HealthCare Newsroom

Matt Sheehan – Media Relations Coordinator

### BROADCAST SCRIPT

#### VO/SOT #1

TWO TIMES IN THE LAST MONTH – GROWN MEN PUBLICLY DISPLAYED RAW EMOTION FOR MILLIONS OF PEOPLE TO SEE. AND BOTH TIMES – IT HAD TO DO WITH N-F-L SUPERSTARS.

#### TAKE VO

FIRST – IT WAS TOM BRADY ANNOUNCING HIS RETIREMENT. THEN – IT WAS THE KELCE BROTHERS – REFLECTING ON SUPER BOWL 57 – AND HOW THE EXPERIENCE WAS MORE THAN JUST A GAME. THE BROTHERS BROKE DOWN IN TEARS OF THEIR “NEW HEIGHTS” PODCAST – WHEN THEY STARTED TALKING ABOUT THEIR MOM.

SO WHAT’S THE BIG DEAL? JOE SIEGEL – A LICENSED CLINICAL PROFESSIONAL COUNSELOR WITH OSF HEALTHCARE – SAYS ANY ADULT SHOWING EMOTION IS POWERFUL. HE SAYS IT’S IMPORTANT FOR PARENTS TO SHOW EMOTIONS TO THEIR CHILDREN.. HE SAYS A PARENT WITH EMOTIONAL INTELLIGENCE – HELPS THEIR CHILDREN’S SOCIAL SKILLS.

**28 second SOT** “You’re also helping them understand that making decisions for ourselves is not purely an emotional state of mind, it’s also not purely a rational state of mind. Good decisions about what we want to do, connect with our feelings, values and beliefs. It’s not simply trying to make the most rational decision.”

#### VO TAG

SIEGEL RECOMMENDS REFLECTING ON OUR EMOTIONS. HE ADDS THAT FINDING SOLUTIONS HELPS US BUILD RELATIONSHIPS... NOT ISOLATE... AND HELPS US MOVE FORWARD WITH OUR LIVES.

#### VO/SOT #2

DURING SUPER BOWL 57 THE KANSAS CITY CHIEFS DEFEATED THE PHILADELPHIA EAGLES. BUT IN THE AFTERMATH IS WAS THE KELCE BROTHERS SENDING A STRONG MESSAGE TO MILLIONS OF FOOTBALL FANS - THE POWER OF FAMILY.

#### TAKE VO

DURING THE CHAOTIC AFTERMATH OF THE SUPER BOWL, THE BROTHERS – WHO PLAY FOR OPPOSING TEAMS - PUBLICLY CONVEYED RAW EMOTIONS. AND JUST DAYS LATER DURING THE PODCAST THAT TRAVIS AND JASON HOST, THE TWO BROTHERS SPOKE THROUGH TEARS ABOUT HOW SUPER BOWL 57 WAS MORE THAN JUST A GAME FOR THEM. THE TEARS REALLY CAME DOWN WHEN **THEIR** MOTHER WAS BROUGHT UP.

JOE SIEGEL – A LICENSED CLINICAL PROFESSIONAL COUNSELOR WITH OSF HEALTHCARE, SAYS THERE IS POWER IN ANY ADULT SHOWING EMOTION.

HE SAYS IT’S IMPORT FOR PARENTS TO SHOW EMOTIONS WITH THEIR CHILDREN.. IN ALL ASPECTS OF LIFE.

**20 second SOT** -- "It's hard to think about just emotions without just thinking about a broader term we usually refer to as 'emotional intelligence.' Emotional intelligence involves not just being able to recognize and identify what you're feeling, but also being able to understand what other people might be feeling," Siegel said.

VO TAG

SIEGEL SAYS EMOTIONAL INTELLIGENCE – OR LACK THEREOF – CAN IMPACT OUR SOCIALIZATION SKILLS. HE RECOMMENDS NOT BOTTLING UP OUR EMOTIONS – OR TURNING TO SUBSTANCE USE TO DEAL WITH THEM. HE SAYS TO HAVE PATIENCE – AND BE KIND TO YOURSELF.

**EXTRA SOTS/INFO:**

**19 second SOT** "Never think to yourself that 'I shouldn't be feeling a certain way.' Your feelings are there. It's hard not to think about your feelings without thinking about your thoughts and the behaviors that spring from those thoughts and feelings," he added.

**"Over the past decade, most studies have shown that most men and women are expressing fewer emotions and their range of emotional experience has been reduced. That means, it's a problem for both groups of people,"** Siegel said.