I used two artifacts to fulfill the requirements of this objective. The first was a public service announcement I created for my radio and television production class. I created a 30-second video advertising Monmouth College. In making it I used video footage along with voice over and then editing. It was important that I first did research to make sure I had facts about the college correct. I also needed to watch all of my footage and pick out the parts of video I thought were most appropriate for highlighting the best aspects of the college. I created a 30-second script and recorded the voice over with the appropriate tone so to attract prospective students. Lastly, I put the video footage along with the voice over. It was important that if I was going to use this footage for anything other than class that I asked the people being filmed if they agreed upon it and furthermore for them to sign a paper. I learned how much effort and time is involved in the making of something as small as a 30-second public service announcement.

The second artifact I used was a press release. I wrote this for “Writing for the Media” about the college preparing for graduation. It was important that my first line contained the most important information and was catchy to make the viewer want to read more. I also learned how to format a press release and what information should be included such as a contact, a heading, a date, and how to end it.