I used various 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. Looking back, I can assess my strengths and weaknesses. I felt like I did well incorporating the important points of the college. I picked out the most important facts to say in voice over along with footage to backup what I was verbally saying. While it seemed like an interesting way to target prospective students, I probably could have made it either more formal or easier going. The way I wrote and spoke the voice over was in the middle. If I wanted to target parents of prospective students, I could have made it more serious.

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. I thought that my strengths included my introductory line, along with the
setup of the press release. I had trouble with the straightforward writing style and could have worked more at creating shorter but informative sentences rather than long creative ones.

The last artifact I used was a speech for “Advanced Public Speaking.” First, I surveyed the class on if they had heard of the high school I was speaking about, and how much they knew about private schools in general. I also asked for their views on certain issues such as academics, sports and financial aid. Next, I wrote an outline of what I planned to say for my speech, targeting the issues my audience was most concerned about and further explaining those which they did not have much background on. Then I wrote out the entire speech and when I verbally gave it, incorporated visuals by making a power point presentation highlighting the main facts and statistics. At the end of the speech, I listened to questions my audience had and answered them with the information I had previously researched. The purpose of writing this speech was to persuade my audience, who in this case would be parents of prospective high school students, to want their children to attend Nazareth Academy. I used statistics to interest them along with credibility of being a graduate of the school and experiencing it first hand. While giving the verbal presentation I used hand gestures along with pointing to the power point for important facts. I also wore a Nazareth Academy shirt.

Looking back at the entire process and watching the video tape of my presentation, I can assess my strengths and weaknesses. I gave a strong verbal speech and was very clear and understandable. My speech flowed smoothly and the power point was a good addition to what I was verbally stating. However, I could have included more specific statistics along with relating the school more to my audience’s lives. At the end of my speech, rather than asking if there were any questions, I could have threw out some ideas to make the audience think and get ideas from.