Jason Silva

PSA Reflection

I found that making a public service announcement was much more difficult than I had planned on it being. It may have been because of the topics my partner and I had chosen to write about, but also it had to be creative and appeal to audiences of all sorts. Not only did we have to think of what to inform the general public about, but there had to be some message that was easy for listeners to connect with. We found that the best way to start was to do a mass brainstorm, listing any and every idea that came to mind, following after with shooting down ideas that were too silly or impossible. Once an idea had been picked, we had to look at contents of the idea that needed to be explained and included in the PSA.

Creating categories wasn’t so hard, but with each new category came more research on how to reach broader audiences. Using the same technique previously mentioned, we created many categories, and eliminated most of them. Once there was an order and a logic to what we wanted, it was time to write a script. The script turned out to be one of the more difficult parts, because we had to make it worth listening to while meeting time requirements. The script fell short many times, and in some areas had very dry humor. The length of the script easily fooled the eyes as well. We found ourselves with a page and a half of writing, but reciting it took barely over a minute.

Finally, with a script in hand, we began the final step. We had to decide what media and format we wanted to make the PSA. Going with the theme of being simple yet understandable, we simply chose to make an audio-recording that be played via the internet. Doing a recording, even one that will be released to “larger” audiences, isn’t so nerve-wracking when you’re not on camera, so the rest of the PSA was easy to deliver.