

Access for All
FY 18-19 CAPACITY BUILDING PROJECT

PROJECT DESCRIPTION

Public Service Announcement (PSA)

4/3/2019 – I attended our first meeting with Rosario Ribleza, Mirtala Parada Ward, and Regina Ramirez. We established a schedule and process for working with the UsCC subcommittee to develop the script.

5/8/19 – I attended the second meeting with all stakeholders including the Access for All UsCC subcommittee members. We discussed the different concepts that Access for All UsCC subcommittee members would like to address for the PSA. I presented a few samples and listened to everyone's concerns and ideas.

5/28/19 – I submitted PSA concept for the first draft of the script.

6/19/19 – I received notes from Access for All UsCC subcommittee. The main challenge was to address all of the different disability challenges in a 30 second PSA.

6/28/19 – Presented 1st draft of the script for notes and feedback. I received great feedback from the Subcommittee, including notes on the proper relationship between the interpreter and the ASL signing person, and the ways to express what is happening for the blind community.

8/18/19 – Submitted 2nd draft of the script for approval.

8/22/19 – Final 3rd version of the script is approved.

11/12/19 – Production commenced. Everything was shot in one day at three different locations and included an on-set ASL expert.

12/03/19 – First edited video was submitted for notes and feedback. Major notes from the subcommittee included voice over fixes, ending logos and text, and additional sounds for the blind section of the PSA.

12/20/19 – I had a phone meeting with Mirtala and Rosario to address final notes below:

- The logos will be updated, including the Access For All logo
- The voice over will be re-recorded for more of an emotional performance
- Open captions will be added (I can also make a closed caption version)
- A few more sounds for the guide dog will be added for clarity
- I will see if there is a better music track that can underscore moments in the voice over
- The phone number text will be darker to create contrast for those who have low-vision

01/02/2020 – Final 30 second PSA submitted for approval and delivery with all notes addressed.

PROJECT RESULTS

I am fully confident that this PSA achieved all the goals set out in the Statement of Work (SOW).

LESSONS LEARNED

This was a challenging project because we needed to address many sensitive issues dealing with the deaf, hard of hearing, blind and physical disabilities, all in a 30 second PSA. Consolidating input from multiple parties, and conflicting objectives slowed the process and delayed delivery, but addressing so many needs in the disabled community was and is important. The Los Angeles County Department of Mental Health (LACDMH) staff made sure to take the time needed to hear everyone's input. Filmmaking by committee is extremely difficult and time consuming. In the future, it would help to streamline the process if one person on the subcommittee was assigned to collect everyone's notes and summarize them for the producer with a concrete timeline. The budget also created limitations because of so many logistical challenges in organizing the cast during pre-production and production. In the future, I recommend that the budget be increased to include hiring an additional producer who could help with all the logistics involved in organizing and communicating with the deaf, blind, and physically disabled communities.

RECOMMENDATIONS

To increase outreach, I suggest focusing on the disabled community through social media such as Facebook, Instagram, and Twitter. Specifically short on-camera testimonials.

OUTCOMES

The successful completion of a 30-second PSA that communicates the goals of reducing disparities and increasing mental health access for the disabled community in Los Angeles County. This video can be aired on local television and radio networks, as well as social media platforms, to promote mental health services, reduce stigma, and increase the capacity of the public mental health system in Los Angeles County.