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EEX 5051

Media Journal - PSA

SUMMARY

This is a public service announcement (PSA) created by The Campaign for Disability Employment. It features individuals with disabilities talking about their jobs and what they can contribute to the workplace. The goal of the campaign is to promote rewarding employment outcomes for employers and people with disabilities. It promotes people with disabilities as valuable contributors to the workplace and encourages employers to focus on what a person can do rather than what they cannot do.

REFLECTION[Sign in](https://www.google.com/accounts/ServiceLogin?uilel=3&service=youtube&passive=true&continue=http%3A%2F%2Fwww.youtube.com%2Fsignin%3Faction_handle_signin%3Dtrue%26nomobiletemp%3D1%26hl%3Den_US%26next%3D%252Fuser%252FTheWhatcanyoudo&hl=en_US&ltmpl=sso) to rate

I love this PSA! It does a great job of taking the focus off of “disability” and putting it on the person. When the clip first begins to play, there is no indication that the people talking about their abilities and contributions to the workforce, have any disabilities at all. It is a reminder to employers that they have an entire group of people that they shouldn’t “write off” just because of a perceived inability. Individuals with disabilities are educated, highly-skilled and can probably think “outside the box” more than a typical employee. They have as much, if not more, to offer prospective employers.

This PSA, as intended, portrays individuals with disabilities in a positive way. It is a good portrayal of talented individuals who can benefit any employer with very little focus on the persons’ disability. We need to see them more!