**DSC 640 Project Task 5 – Video Presentation**

By Kimberly Summerville

The goal of this video presentation was to speak to all US consumers and ease fears they may have of flying due to the danger and possibly the unknown. The difference between this audience and an executive or internal audience showed itself in:

* The data: More comparison to other modes of transportation. It’s something that everyone is familiar with and can identify with.
* The tone: A familiar, friendly voice, rather than professional and dry. The piece at the end with a vacation scene is meant to leave the audience on a high note, thinking of brighter days on a sunny beach.
* The aesthetic: More transitions and almost cartoon-y graphics were used, with a familiar “thumbs up” at the end to indicate something we “like”. The colors coordinated with the infographic I created, to tie them together.

I wrote and used a script that was broken down by slide, to match what was being presented. This way I was made sure to include everything that needed to be highlighted, while “trimming the fat” so I didn’t ramble.

The ethical considerations to keep in mind with a video presentation versus another type of media is that HOW something is said can be more impactful than what is being said. I used a higher pitched, friendly voice to convey familiarity and that I’m “on their side”, which presents as trustworthy. But if I’m only showing pieces of the data that works in my favor, that can be taking advantage of that trust for financial gain.