

### Video Summary

I decided to base my video on my infographic and I made this decision based on a couple of different points. First, the infographic and the video had very similar audiences: communicate important data points to an audience who may not have a full understanding of the problem or the data. Second, I thought it would make sense from a business outreach perspective to keep the messaging aligned throughout all communication materials.

I used Google Slides to build the presentation and kept each slide simple and clean. I wanted to make sure the viewer only saw one important takeaway for each slide. I also kept the narration simple to keep the audience's focus on the point in hand but also to clarify the reasons why they were looking at what they were looking at.

As with the infographic, I opened with the overall question of whether airline travel is still safe. I also decided to keep the initial straightforward answer at the beginning of the presentation. In the context of a video presentation, this sets a clear message from the beginning that airline travel is safe and that the rest of the video will look further into why it is safe. I then compared airline travel and car safety for an everyday perspective. I also wanted to continue to add information about how the airline industry is doing. It was important to keep in mind that this video is a representation for a business that needs to sell airline seats so it was necessary to signal to the customer that they should be purchasing tickets.

One step I took differently than the infographic is returning to the original question at the end with a simple answer. I thought it was important to emphasize a certainty and confidence in the data in order to give the consumer that same confidence.