

**Ryan Long**  
**DSC640**  
**6.3 Summary**

**How was this audience different than the internal audience?**

Like the blog post and infographic, the audience for this presentation was assumed to have been potentially aware at a high level about news reports but not informed about the actual data or information presented. This meant providing reference to the media reports, but then presenting the contrary message supported by facts and a historical perspective. Verbal communication allowed more explanation of the visualizations in a casual manner compared to the infographic and may resonate better with stakeholders than it would reading directly from the blog post. This approach combines the prior two assignments while supplementing with a new communication method.

**How did you go about deciding what to present?**

The prior assignments helped create the content for what was presented from a messaging and visualization perspective. As the audience was external, like the blog post and infographic, many of the same visuals were used. Minimal words were included on the screen as the goal is the focus the listener on the visualizations and the explanations being provided verbally.

The statistics were used in the blog post and incorporated into this presentation but excluded in the infographic. The statistics were used in this presentation due to the ability to verbally communicate and emphasize the meaning in a succinct manner. They were omitted from the infographic to maintain brevity and quick consumption. In the current presentation, the audience is captive whereas with the infographic, they may scroll on or dismiss the information as confusing.

**Did you use a script?**

A script was used for this presentation as it was informational monologue. This ensures the messages are intentional and align with the visualizations presented visually. The wording used provided an explanative overview of the visuals presented.

**What ethical considerations should you have when presenting via audio?**

In addition to ensuring the information presented in accurate and truthful, the audio component in how the information is delivered must be considered. Calm and clear speaking should be used to deliver informative messages to promote broad reception and consumption of the information. Thematically, the voice-over for the infographic I submitted would be faster paced, hysterical, and anxiety inducing at first, then calm and collected towards the end. For this assignment however, the visuals, slide language, and tone used were calm and straightforward.