Now that you have given your presentation to your executive team, they have given you green light on your proposal and recommendation. They task you with getting on these deliverables right away to mitigate any other financial impact from the media. You will complete 3 external media campaigns which you will complete over the remainder of the course. A blog post that they can use to spread through online news sources, social media, etc., an infographic that can be shared in print, like in airports, as well as social media, and a short video clip with some of the important facts to help inform the public.

Your presentation and clarity of the story for these last three tasks will be of the utmost importance since the presentations will be to external audiences. External audiences that are likely not familiar or experts with your subject.

**Your first task is to get the blog post out – which will be mostly in the written form, with the back-up of some visualizations. Select some of the visualizations you have already presented, determine what modifications need to be made to improve those visualizations and start drafting your story. Refer to Chapter 7 of Storytelling with Data for suggestions on how to frame up your blog post. Get creative – remember, you are trying to get your side of the story out and share the facts with the public!**

The following must be submitted to the assignment link:

* Blog Post
  + Should be at least 250 words.
  + Your blog post should have at least 3 annotated visualizations on it.
  + Make sure you follow a design methodology that you can defend (colors, labels, chart types, etc.).
  + Must have used at least 1 supplemental dataset to the original.
  + Cite your sources at the end
  + Wix.com or Blogger.com are great places to create a free blog-post for it to look authentic.
* A 250-word paper summarizing what you did and why you made the decisions you did – why did you choose the visualizations you did? How did this information differ from previous internal campaigns? What were your overall findings? What ethical considerations came up when presenting to this audience or while you were doing your research?

Remember: your GitHub repository can act as a portfolio for potential employers! I would highly suggest using this to submit your work, so you can fill it with good content that demonstrates the projects you are working on! Make sure to submit as PDF to GitHub vs other file formats that will require download.

The assignment is due Sunday of Week 8, by 11:59 p.m. CT.

View the rubric for this Assignment by clicking on the link below: