

## **Finalization**

### **Weekly Report 23**

**2/25 - 3/3**

During this past week, my focus was primarily on adding to my press release list and finalizing my final product proposal.

My press release list began with only a few radio and television stations but primarily consisted of business websites that didn't have a very specialized audience. However, through further research and discussions with my mentor, my press release list now includes public outreach stations in Irving, Little Elm, Coppell, Allen, Austin, and El Paso as well numerous cities outside of Texas. These contain business news as a subset of its numerous subject which allows a press release that is published by them to reach a wider variety and number of audience members.

My final product was initially flawed because it was not specific enough and had too many variables to consider. My final product wanted to assist a very large community of small business owners, but If my product was going to be accurate, it wouldn't be very beneficial. So, instead, my new final product will focus on only one domain or customer type to ensure that my product is as accurate and effective as possible. The decision of which domain to choose, however, has proven to be difficult, but during this upcoming week, my goal is to finalize this.