

DSC 640 – Final Project Choices – M Ersevim

The video discussing airline safety I created is meant to be a very 'comfortable' and familiar feeling type of public service announcement. The tone is almost a throw back to the 'Father-knows-best' kind of delivery without being too patronizing.

It is centered around the expected increased travel needs across typically longer distances over the holidays. As you will see, it is also an invitation to fly specifically with Safe Airline Corporation.

The statistics are meant to be very easily understood and digestible. Regarding the graph showing decreased fatalities per 100,000 driven miles – it is not meant to be inspected carefully, rather, it is an acknowledgment to the general trend of safer vehicle/miles. Yet in an absolute amount, the differential is still overwhelmingly in favor of flying – and that point is driven home (no pun intended) clearly and simply.

I didn't want to saturate the attention span of the listener with too many slides or numbers, rather I'm trying to thread the needle between a listener tuning out versus not presenting enough stats to back up my points.

As for ethical considerations, there is a potential bias towards promoting you own industry (and airline!), however, this is always a double-edged sword: do you work in an industry because you believe in it or is it the other way around?

Could different airlines have different safety records which should sway the safety-conscious consumer to one over another? These details were not discussed in the video. Presumably, if the industry is so safe, there is no particular outlier which would have skewed the overall results poorly for everyone.

Thanks for the class and have a great winter!

Regards,

Michael Ersevim