**Airline Safety – Executive Summary**

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As you know, there is an initiative and marketing plan under development in order to combat the current negative media coverage of airline safety. Our company plans on releasing small, digestible statistics with accompanying graphs to demonstrate the relative safety of traveling by airplane. The messages regarding airline safety will be kept simple and direct in order to build a story with a lasting impression.

Unfortunately, it is difficult to encapsulate in just one or two descriptive statistics and graphs the relative safety of airline travel without comparing its safety record to other, more common and ‘mundane’ methods of travel - methods which few people give a second thought.

The general public will only latch on to simple and clear statistics. However, the proper context for safety records necessarily comes with some math. They will need to also understand the exposure - that is, the number of miles travelled - to really appreciate how safe air travel is. Likening the chance of a fatality to another extremely unlikely event (i.e., lightning) may also be another effective way to reach the public in order to convince them that air travel is the safest way to go.

Graphs to clearly show the narrative:

How many people travel each day, year, and passenger miles in a year.

How many deaths have occurred in the U.S.

How many that is per 100M miles traveled.

How that stat has varied over time.

Death rates compared to driving per 100M miles traveled.

Odds of death from due to being struck by lightning.