

### Blog Post Support

I chose to sort of have a laid back approach for showing the blog post about the safety in the flight industry. I feel like if I am taking an approach as a member of a business (especially if I am working as part of the flight industry), I would want to encourage posts on blogs and provide any information that is needed. I do not want to pull an Amazon and produce premade blog posts and articles to be distributed (<https://www.youtube.com/watch?v=x6U2Un5kEdI>), but we do want to set the record straight on what is out there and provide stats and graphs to be used if requested. This will allow facts to be easily digested by blogging audiences and still allow bloggers to post the way they want to. This is important because anything canned or premade feels disingenuous and would put us in an even worse situation. So being able to work with popular blog posts and people who fit into the industry to provide real statistics and reach their audience would be the perfect way to communicate to the public away from the sensationalized news reports and overall fear of flying that is hitting the industry hard. So we will use charts like we have already seen that show increases in safety over the past 15 years compared to the 15 prior and show that the entire industry is safer and in a better place in general. This coupled with the fact that flying has long been the safest form of transportation will help show that we will get these facts to the people that matter most. Especially if we communicate with blogs centered around travelling and sightseeing, we can show the people that are interested and most likely to fly that their lives are in good hands and we will get them where they need to go.