

PROMOTING POSTIVE MEDIA REGARDING AIRLINE SAFETY

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CURRENT MEDIA

Flight safety concerns are circulating in the media.

Fact Check Team: Experts worry flying could become more dangerous due to technology lag, climate change

LEADERSHIP · AIR TRAVEL

Near misses, aborted takeoffs, and ‘runway incursions’: A glaring rise dangerous airline incidents undermine an image of safety

BY DAVID KOENIG AND THE ASSOCIATED PRESS
March 2, 2023 at 5:20 PM PST



A number of near collisions by airliners is raising questions about safety.
BRUCE BENNETT/GETTY IMAGES

These are valid sentiments, yet the industry continues to move in the right direction.

Multidisciplinary consortium creates the next generation of innovation and talent for aircraft safety

Clockwise: [ABC News](#),
[Fortune](#), [Clemson News](#)

WHY WE'RE CONCERNED

Rebounding financially presents an ongoing struggle.

At a time when airlines are collectively struggling financially, emphasis on the safety of flying is tantamount.

Following consecutive years in the **green**, airlines seeing **red**

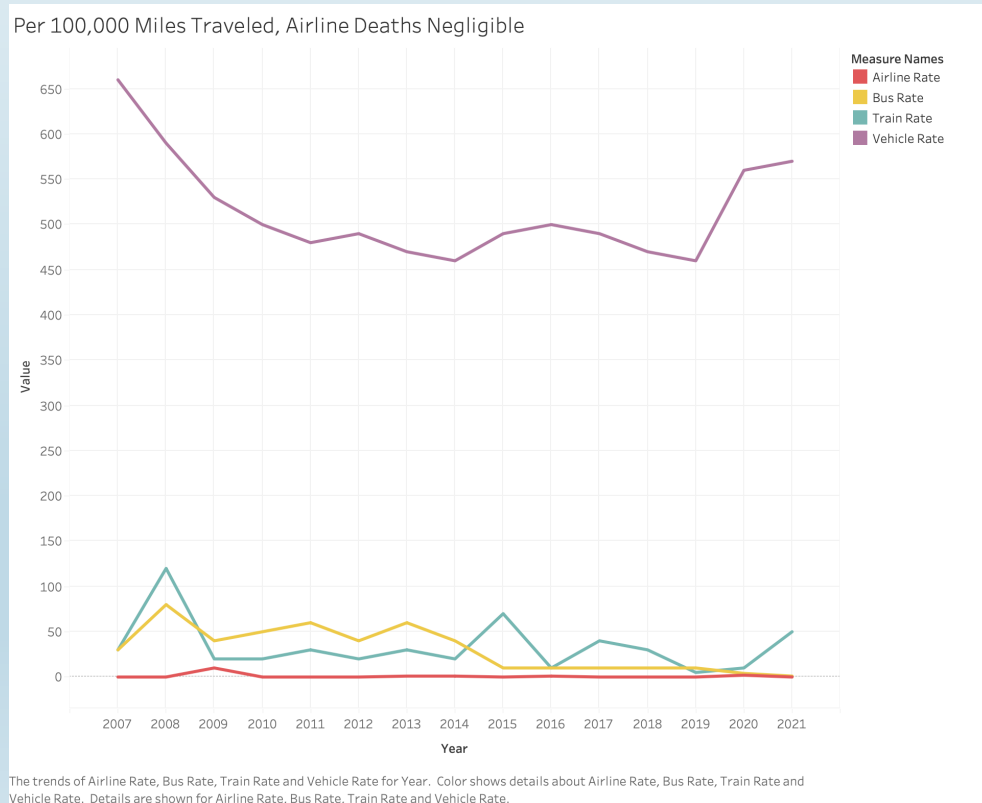
Worldwide, airlines faced major profit losses due to pandemic-induced reduction of air travel (*Annual Financial Results: World Airlines*)



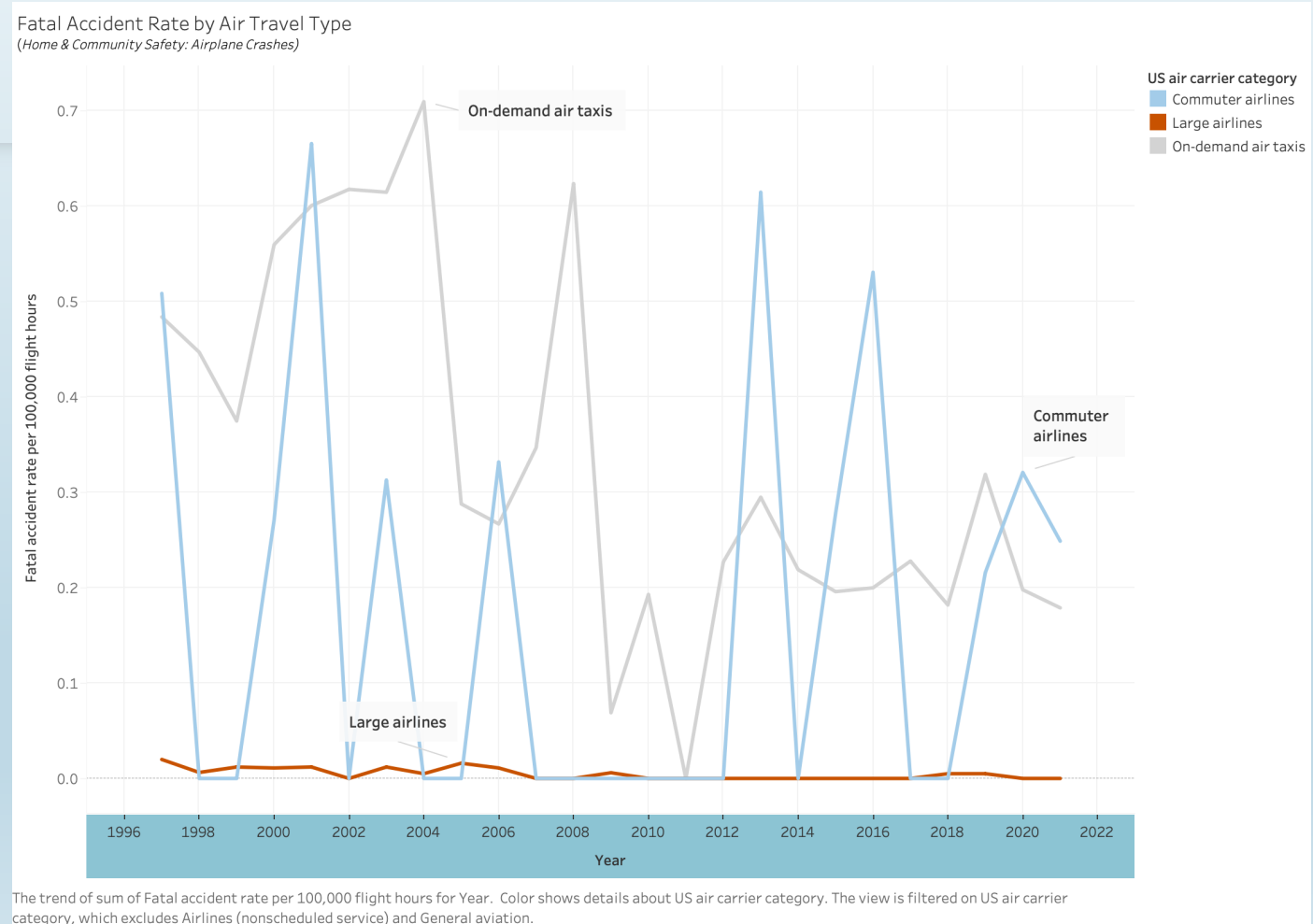
The plot of sum of NetProfit (mils) for Year. Color shows sum of NetProfit (mils).

THE FACTS

As with any transportation method, there are inherent risks, but flying has the least risk of injury and death.



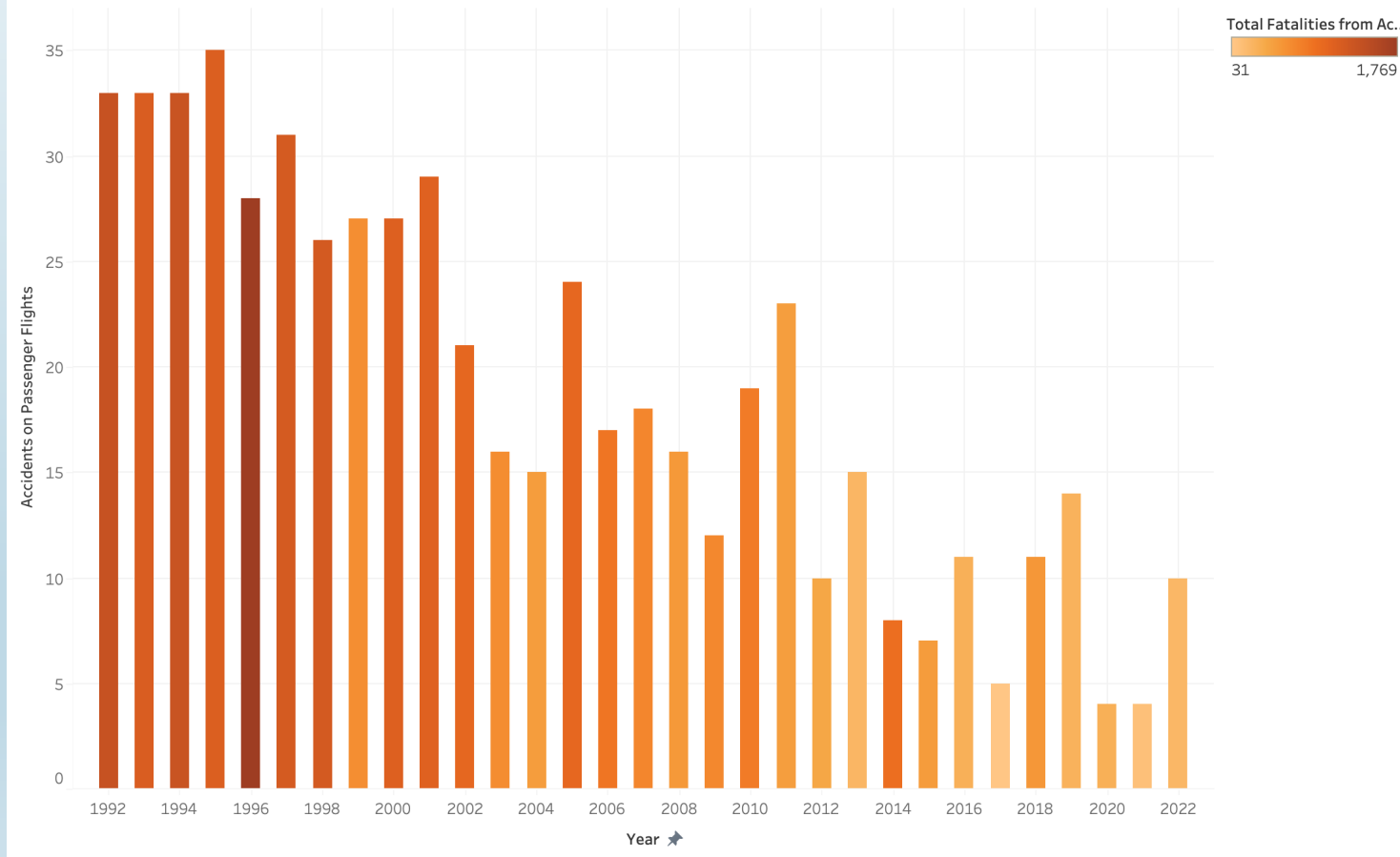
Major airlines, like us, are the safest providers of air travel.



FURTHER ANALYSIS

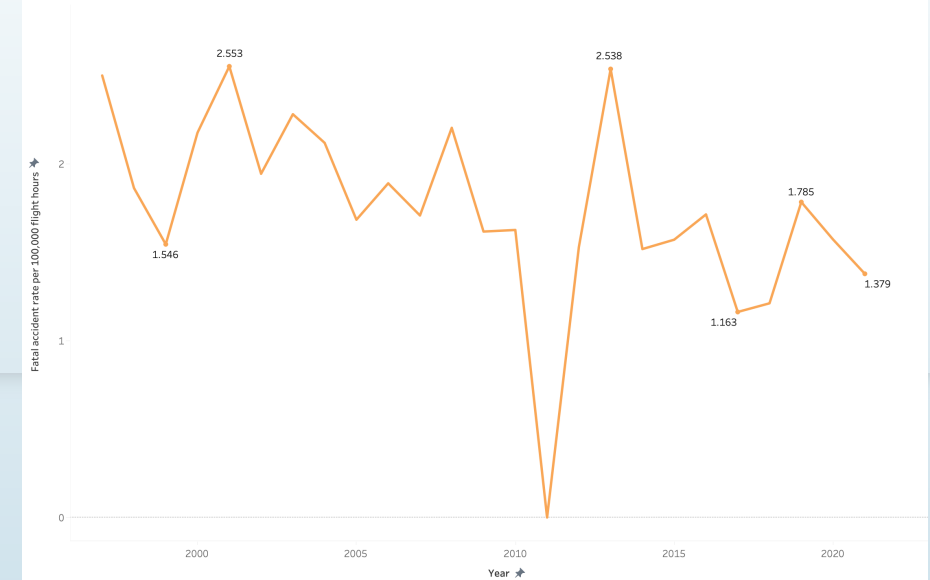
Fewer Fatalities in Passenger Plane Accidents

Ratio of fatalities to accidents decreasing; Fewer accidents per year (incl. suicide, sabotage, hijackings etc.) (Ranter, H. 2021)



Fatal Airline Accidents Near All-Time Low

Fatal accident rate per 100,000 flight hours decreasing over time (Home & Community Safety: Airplane Crashes.)



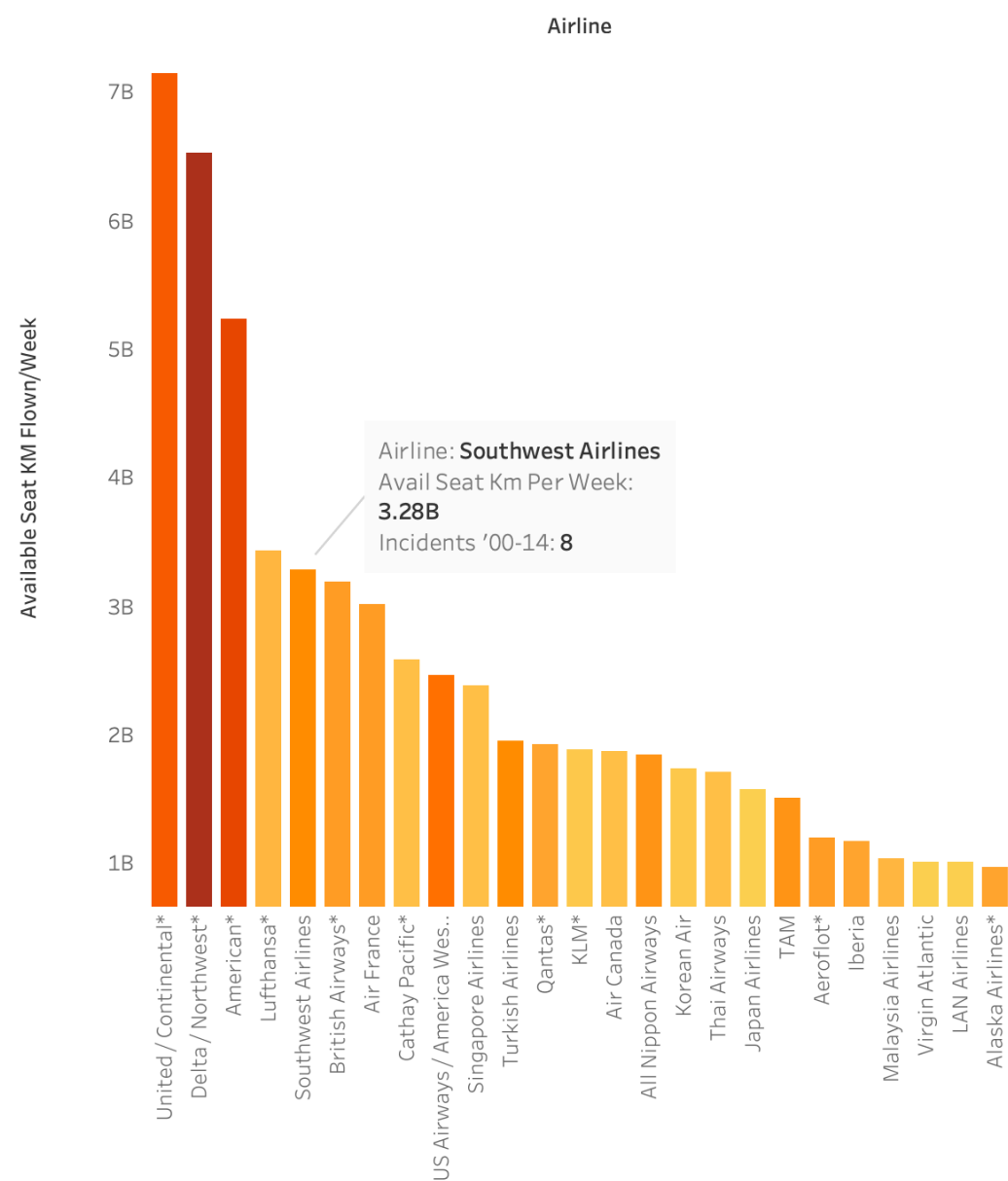
We are indeed seeing safer flights, but accidents do occur.

The outliers in the data are from major airline incidents, predominantly experienced outside of the United States

HOW WE MEASURE UP

We are assured that our airline is performing satisfactorily, but our approach should not be biased – it should hold the standard of reassuring the public about **all** air travel.

Out of top US airlines, Southwest performs best in safety
Comparison of incidents per km flown demonstrates reasonable incident occurrences (*FiveThirtyEight*. 2023)



COMMUNICATION STRATEGY



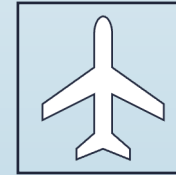
Be forthright and
transparent



Verify and align data
for marketing



Demonstrate
intentional
awareness



Collaborate with
other airlines



Promote industry-
wide safety



CONCLUSION

Flying is safer than any time in history, the data supports that, but we still must demonstrate our commitment to safety, transparency, and collective action being taken to mitigate risks.

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Rise in dangerous airline incidents raise safety concerns | Fortune. (n.d.). Retrieved October 24, 2023, from <https://fortune.com/2023/03/02/airline-near-misses-undermine-safety/>