Milestone 4 Planning/Outline

* Using PowerPoint and recording Video/Audio for presentation from previously created media.
* Topic – Southwest Airline travel remains safe for the public.
* Audience – The General Public. Travelers. Enthusiasts.
* Purpose- To persuade the public to continue using Southwest airlines.
* 3 Minute Story – Convey everything you need to in that short timeframe using previously created media.
  + If you had only 3 minutes to tell your audience what they need to know, what would you say?
* The Big Idea – The so-what is boiled down to a single sentence.
  + It must articulate your point of view;
  + It must convey what’s at stake;
  + It must be a complete sentence.
* Storyboarding
  + Issue: There is a negative perception about safety in airline travel.
  + Demonstrate Issue: The media has presented findings that allude airline travel as an unsafe mode of transportation.
  + Purpose of this presentation is to present the true facts highlighted from data collected by: Bureau of Aircraft Accidents Archives , Bureau of Transportation Statistics, Aviation Safety Network Database
  + Industry – fatality comparison to other modes of transportation.
  + Industry – accident trends over time.
  + Competitors – Southwest Airlines accident/fatalities compared to other airlines.
  + Big Idea – Southwest Airlines remains a safe option for travel and can be trusted to get you to your next destination.

References

Bureau of Aircraft Accidents Archives. (2023). *Accidents Rate Per Year*. Statistics. [Accidents Rate per Year | Bureau of Aircraft Accidents Archives (baaa-acro.com)](http://www.baaa-acro.com/statistics/crashs-rate-per-year?page=0)

Bureau of Transportation Statistics. (2023). *Transportation Fatalities by Mode*. United States Department of Transportation. [Transportation Fatalities by Mode | Bureau of Transportation Statistics (bts.gov)](https://www.bts.gov/content/transportation-fatalities-mode)

David, Isaiah. (2023). *Advantages of Air Travel*. USA Today. [Advantages of Air Travel (usatoday.com)](https://traveltips.usatoday.com/advantages-air-travel-12486.html)

Escobar, Francisco. (2019). *The Statistics of Airplane Accidents* [Data]. Kaggle. [The Statistics of Airplane Accidents | Kaggle](https://www.kaggle.com/code/franciscoescobar/the-statistics-of-airplane-accidents/data)

Fivethirtyeight. (2023). *Airline Safety* [Data]. Github. [data/airline-safety at master · fivethirtyeight/data · GitHub](https://github.com/fivethirtyeight/data/tree/master/airline-safety)

McMahon, Conor. (2022). *20 Southwest Airlines Statistics [2023]: Passengers, Revenue, and Facts*. Zippia. [20 Southwest Airlines Statistics [2023]: Passengers, Revenue, And Facts – Zippia](https://www.zippia.com/advice/southwest-airlines-statistics/)

Nussbaumer, Cole (2015). Storytelling with Data. John Wiley & Sons, Inc.

Ranter, Harro. (2021). *Aviation Safety Network* [Data]. Aviation Safety Network Database. [Accidents and fatalities per year - Google Sheets](https://docs.google.com/spreadsheets/d/1SDp7p1y6m7N5xD5_fpOkYOrJvd68V7iy6etXy2cetb8/edit)

Yau, Nathan. (2011). Visualize This. (1st ed). John Wiley & Sons, Inc.

WLBT Digital (2020). *Soutwest Airlines returning to Jackson airport in 2021*. [Photo]. [Southwest Airlines returning to Jackson airport in 2021 (wtok.com)](https://www.wtok.com/2020/10/22/southwest-airlines-returning-to-jackson-airport-in-2021/)