

Term Project Milestone #5: Video Presentation

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Video Presentation

When a door falls off an airplane, there is no way to put a positive spin on the situation. The best all companies can do is be grateful that no one was injured or killed and praise the flight crew for getting the plane on the ground safely. With millions of flights each year, an airline accident is inevitable. So, I continue my pivot to the positive aspects of air travel safety by focusing on safety features and training.

My goal is to leave the everyday traveler confident that when their plane takes off, it will arrive at the destination without incident, and any issues that may arise will be handled professionally. I open my presentation with music by Frank Sinatra as a nostalgic reminder of past good times. Giving a historical reference and then moving to today reminds the viewer how far air travel safety has progressed technologically. Next, I draw attention to the ground staff and flight crew to answer, "Do they know what they are doing?". Finally, stating the payoff, as the annual passenger count is going up, the number of accidents is going down, and travelers can return to having fun on their trip. I close with a hopeful salutation and the music of Frank Sinatra, leaving the traveler with positive feelings toward their next flight. I also incorporated pictures and information about Southwest Airlines throughout the entire presentation.

Ethical considerations are always centered around misinformation. Because this video is comprised of pictures, the commentary must give facts that are truthful and not an over-exaggeration. Citations are needed for every picture and the music, in addition to the articles and data sources used.

With the 24-hour news cycle, stories about airline safety take center stage for some time, but eventually, these stories are replaced by the next major piece of news. That is when positive

reinforcement needs to start and continue. It takes considerably longer to negate the bad press than to make the bad press.

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