I have never written a blog before. At the beginning of blogging, I tried. But I was young and did not really know what I was doing. So, this was the first time I have tried to write a serious blog, and it was interesting! I found it to be freeing as it was way to “talk” directly to people. The last year most of the writing I have done has been very formal, research type papers for my degree. I guess I don’t know if this was the appropriate approach, but I would say every blog I have ever read has been very informal, and a way to present information to as many people as possible.

Initially, I started writing the post very generically. Something that indicate air travel is safe, even if there have been a couple of rogue accidents or if there is a global pandemic. But as I was writing the blog post, I realized I would not be able to be that generic. Research indicating planes are safe from accidents and planes are a safe mode of transportation in a pandemic are two very different sets of research. Additionally, the concept of our narrative is that there have been a couple of plane accidents and the media has grabbed hold of it as a story; so how are we going to tell our side of the story.

That is what I tried to do with my blog post. If a customer searches “Are airplanes safe,” I hope that my post is returned. And that it speaks to the customer and shows them that even with a couple of tragic accidents airplanes are incredibly safe. With my post I wanted to speak to customers in an informal tone with easy to read graphs to tell our story. I wanted to allow customers to come to the conclusion that, yes, accidents happen, but they are rare and air travel is safe.