

## Milestone 5 – Presentation Summary

For the Milestone 5 video presentation, I used the previous PowerPoint (PPT) slides originally submitted for internal uses and modified the slides to present some of the key data and convincing facts in a simpler format to those who have not known about the issue of the danger of flying that the media have been falsely reporting.

Because I assumed the audience did not know about any misconstrued reporting of the flight phobia by the media, I wanted to streamline the data and facts by simplifying the slides to highlight key points for the audience to understand the issue better and more easily. To do so, I did not get into the technicality of our data. Rather, I decided to use the easy-to-read visualizations from the slides (i.e. the total of number of airline accidents declining over the last 20 years as well as the odds of dying for selected injury cause) that immediately grab their attention.

First, I asked the main issue in the form of a question: Is the audience afraid of flying? From there, I presented the keys facts of the remotest chances of dying in a plane crash and how safe it is to travel by airplane to prove the media wrong. I backed up the facts by the data from Bureau of Transportation Statistics and by using the voice of the nation's leading security expert, Dr. Arnold Barnett, to assure the audience of the safety of flying. And then, to further reinforce the idea of that safety, I moved on to present the total fatalities data over the last 50 years to show how over 93% of the fatal crashes were occurred by automobile accidents.

I ended the body of evidence, or the main body of the story, of the presentation with the data on the safest mode of transportation in the U.S. between 2015 and 2020 where the large commercial airlines have only 176 total crashes and 5 fatal crashes compared to over 32M and 29M total crashes by passenger cars, and light and large trucks combined, respectively.

In addition, I also showed that we, Delta Airlines, have had a total of 319 fatal crashes only since 1908, which is a remarkable safety record in and of itself to highlight our track record. In conclusion, I pointed out how the media reports are patently false and inaccurate by the accurate facts and data, the odds of airplane crash and death are extremely mall, and air travel is still the safest means of transportation amongst other modes in the U.S.

Therefore, we, Delta Airlines, wanted to reassure the audience that it is still safe to fly with us. And we wholeheartedly recommend that the audience travel to any destination of their choice safely and further together!

For a streamlined presentation, I decided to write a short script that consists of notes from the slides. It helped me organize my thoughts and key ideas to present to the new audience by a way of storytelling.

As for an ethical consideration, when presenting with audio, it is easy not to be transparent. Due to the video presentation time limit, I did not get to mention every source of my data and facts even though I mentioned the most of them. It is still hard for the audience to know where all my data and facts are based on.

DSC 640  
Winter 2022  
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Another ethical consideration is that without disclosing all the sources of my data, my presentation may lack some objectivity of the sources. Some may assume that my sources may be too biased towards the airline industry since I represent Delta Airlines. To mitigate this issue in the future, I would need to balance the point of view by including some safety data from the other industry sources (i.e. passenger or automobile industries).