



Feline Graphics

Just love your new magazine. From a graphics standpoint, it's the "cat's meow." From cover to cover, this is the best aviation safety magazine out there! Every article is great and chock-full of valuable information. Your article "Chilling Effects" [September, page 26] — excellent!

My compliments to your graphic designer for highest quality product. I don't see how you can improve on it, but I will be reading every issue just watching to see it evolve.

Vicki Grimmert
Aviation Graphics
Seattle

Sight and Sound in Passenger Safety Briefings

A fine piece on the question of the effectiveness of cabin safety briefings and passenger attention as reported by Rick Darby based on the Australian Transport Safety Bureau (ATSB) study [November, page 25]. All of us in our air travel no doubt have second-guessed what can be done to get more passengers to pay more attention to briefings and what could enhance them.

An area the study surprisingly does not touch is my pet peeve — the disconnect between the safety briefing

information sequence, whether live or video, and the safety briefing/features card.

I'm talking about the sequence of what is being said or demonstrated versus the flow of information on the card. Cards are one page with usually one or two folds with information on both sides. Passenger attention is usually directed to the card by a flight attendant at the start of the briefing and passengers are asked to follow along.

I have yet to find a perfect match, to say the least, and in most cases one has to several times quickly search the card for the item being described in the briefing, scanning among the folds of the card or turning it over and invariably losing the synchronization with the briefing flow.

The result is understandable passenger frustration with the whole briefing procedure, a definite turn-off for giving future attention to safety briefing presentations.

Yes, there could be some graphic difficulty in fitting the ideographs or diagrams in lock-step progression with the briefing but nothing that can't be handled.

The problem could lie in a further disconnect within the airline between the flight operations/cabin service department and the media support group or contractor producing a video

or card. Who would have the internal final say on the developed product or procedure? One would expect it to be flight operations/cabin service, but why then does this unsatisfactory situation exist in most airlines?

Bart Crotty
Aviation safety/security consultant
(Former FSF director of aviation safety services)



AeroSafety World encourages comments from readers, and will assume that letters and e-mails are meant for publication unless otherwise stated. Correspondence is subject to editing for length and clarity.

Write to J.A. Donoghue, director of publications, Flight Safety Foundation, 601 Madison St., Suite 300, Alexandria, VA 22314-1756 USA, or e-mail <donoghue@flightsafety.org>.

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