Public likes the plan – percived as improving safety
Clark 2/28 (Nicola Clark, NYT reporter, 2/28/12, <http://www.nytimes.com/2012/02/29/business/global/air-industry-faces-publics-pereception-of-safety.html?pagewanted=allv>)

**When Airbus disclosed** last month that it had discovered **dozens of hairline cracks in a wing** component of several **of its** A380 **jets**, **the news was followed by worrying headlines** that ricocheted online. The fact that those cracks did not, in the view of aviation regulators or independent safety experts, pose an imminent safety risk was noted in most of those reports. But the impression of a potential emergency lingered. S**uch problems are nothing new in aviation,** industry executives said. With **new planes** — like the A380, which entered commercial service in 2007, or the **Boeing** 787 Dreamliner, which **carried its first passengers last year — the discovery of design weaknesses and performance issues is quite common early in the life of an aircraft.**  What has changed is the availability of this type of information for a public that until quite recently heard about air safety only after a publicly reported safety lapse or, worse, a crash. **That may come as small comfort to airline passengers, many of whom struggle to place in context dispatches on the latest possible problem with a plane they are about to be a passenger on. Yet industry executives, regulators and safety advocates emphasize that aircraft are more closely scrutinized today than ever before**. “Every aircraft that goes into service has something that crops up that’s unforeseen,” said Kevin Hiatt, chief operating officer of the Flight Safety Foundation in Alexandria, Va. “Every new airframe, or even an engine or a component, goes through a process of breaking itself in.” It is an oversight process that still unfolds largely within the confines of maintenance hangars and test beds, involving teams of engineers, mechanics and designers who scour millions of hours of flight data in search of anomalies that might one day develop into a concern over performance or safety. “No industry is more comprehensively overviewed as aviation,” said David Learmount, operations and safety editor at Flight International magazine. “That has been the case since the Second World War.” Both Airbus and Boeing, which build the majority of the world’s large passenger planes, said they received tens of thousands of service messages each year from airlines, of which only a fraction were related to safety issues. In 2011, for example, Airbus recorded about 80,000 of these service events, like the discovery of the A380 wing bracket cracks. Boeing, which did not provide data for any specific years, said it typically logged 100,000 to 200,000 such reports annually. Aviation industry likes the plan – will skew perception with huge advertisment campaigns
Eliott 11 (Jack Eliott, reporter for Airline journal, August 5th, <http://www.airportjournals.com/display.cfm/Teterboro/0508025>)

Speaking at a town hall meeting at Teterboro Airport on July 11, Jim Coyne, president of the National Air Transportation Association, announced a new air charter Safety Management System program. He said the SMS has the goal of cutting the accident rate of these operations by 50 percent or more within five years. A major objective of the program, aside from improving the safety of charter operations, is to change the public perception of "small" jet flights. Speaking at a town hall meeting at Teterboro Airport, Jim Coyne, president of the National Air Transportation Association, announced a new air charter Safety Management System program. "The airlines have achieved a public perception of airline safety," he said. "If you went out on the street today and got a hundred random people at a corner and asked them, 'Are you comfortable getting on an airliner from a safety angle?' my guess is that 97 or 98 percent would say 'Yes.' But if you went out on the same street corner and asked, 'Would you be comfortable getting on a small eight-passenger jet?' my guess is that 30 or 40 percent would say 'No. I'd be nervous doing that.' "Because of the anxiety level, we have a whole set of regulatory and political hurdles that we have to meet. Our goal at NATA is to take on the safety issue, and emulating what the airlines have done, to duplicate their success over 30 years in getting their accident rate down to almost imperceptible levels and building public confidence about jet travel." Coyne set this goal in spite of the fact that "we're not playing on a level playing field."