TVeyes

Aviation Report

Summer 2026

BROADCAST TRANSCRIPT INTELLIGENCE

Reporting period: 1 Jun - 31 Aug 2026

Corpus: TV + radio news transcripts, 1,886 stations

Generated: 16 Sep 2026

Key coverage indicators

Scale of the broadcast coverage analysed: 16,112 transcript pages from 1,886 stations in 17 countries, reduced to distinct editorial stories after syndicated repeats and 608 ad-spot mentions were set aside.

1,181	4,562	17,615	47,088	1,886	-0.01
Broadcast hours transcribed	Distinct editorial stories	Editorial airings	Spoken brand mentions	Stations	Sector net sentiment (story-weighted)

Executive summary

Boeing dominated summer 2026 aviation coverage on television and radio, appearing in half of all brand stories and in most of the season's largest news events, often as the maker of another operator's aircraft. The agenda moved from incidents to manufacturing: the Ryanair window failure and the Qatari-gifted Air Force One led June and July, and the FAA's 737 MAX crack inspections and MAX 7 certification took over in August. Sector sentiment was neutral overall, but brands diverged by whose story they appeared in, with Airbus, Bombardier and Lockheed Martin positive and Southwest, Delta and Ryanair negative, Southwest largely through comparisons with the Ryanair incident. The US airlines recovered through the summer as their early incidents faded, while Boeing gained coverage on slightly weaker sentiment and relied on regulators rather than its own voice for most on-air reassurance. The autumn agenda is set by dated regulatory and labour milestones, a possible strike by Boeing's SPEEA engineers from 7 October and the 737 MAX 10 certification decision, rather than by accidents.

READER GUIDE

COMMS coverage, narratives, competitors, outlets and reputation CRISIS incident benchmarking, propagation, duration, sentiment and reach
INVEST REL. financial media, executives, market narratives and potential market correlations
MARKETING brand associations, positioning, geographic differences and competitive perception STRATEGY underlying data, trends and longitudinal analysis

By numbers

STRATEGY

Scope of the report: every aviation mention in TV and radio news transcripts from the period below, grouped into distinct editorial stories after syndicated repeats and advertising were set aside.

1 Jun - 31 Aug	20	16,112	1,886
Time period analysed, 2026 (13 weeks)	Brands analysed	Transcript pages (1,181 broadcast hours)	TV and radio stations
17	**4,562**	**17,615**	**608**
Countries	Distinct editorial stories	Editorial airings	Advertising mentions excluded

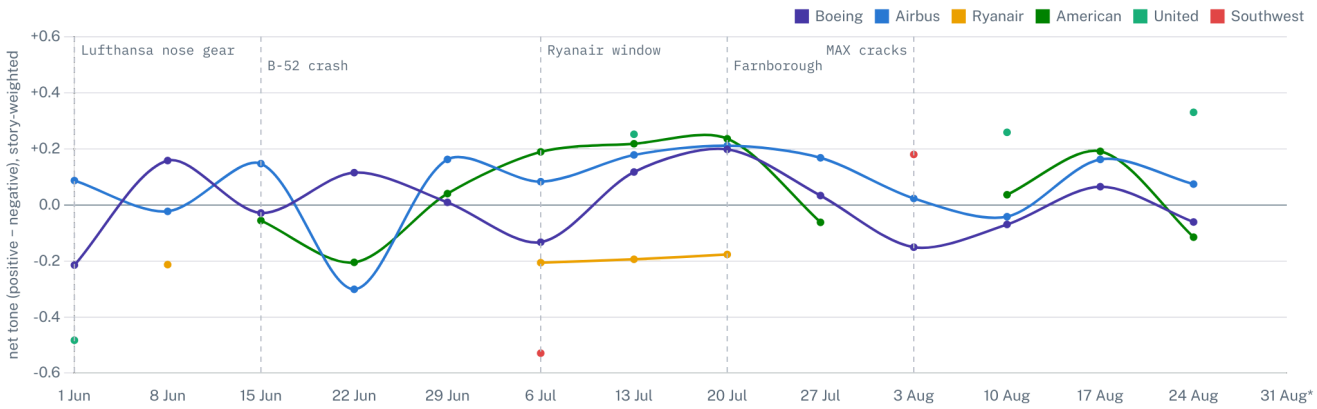
Sentiment trajectory

COMMS CRISIS STRATEGY

Weekly net sentiment for six leading brands: how positive versus negative the broadcast sentences naming each brand ran, editorial stories only, one sentiment score per story.

Weekly net sentiment, 14 weeks

Marked: Lufthansa nose gear (w/c 1 Jun) · B-52 crash (w/c 15 Jun) · Ryanair window (w/c 6 Jul) · Farnborough (w/c 20 Jul) · MAX cracks (w/c 3 Aug)



Story-weighted: a story counts once however often it aired. Weeks with fewer than 20 scored stories for a brand are left as gaps. The last week holds one day (31 Aug).

What this shows. The extreme weeks fall on named events. Boeing's lowest week, w/c 1 Jun (−0.22), is the week of the Lufthansa nose-gear collapse, and its highest, w/c 20 Jul (+0.20), the week of Farnborough. Airbus reaches −0.30 in the week of the A380 wing-crack inspections (w/c 22 Jun), United −0.48 in the week of the Bluetooth diversion (w/c 1 Jun) and Southwest −0.53 in the week of the Ryanair window failure (w/c 6 Jul), whose coverage recalled a 2018 Southwest accident.

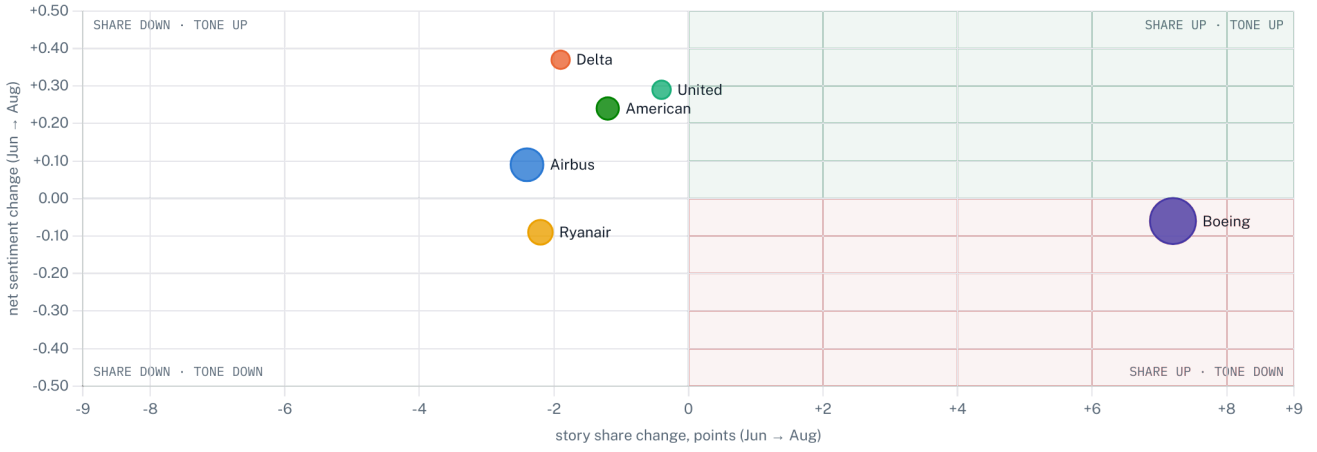
Why it matters. Sentiment in this window is event-driven, not reputational drift. Every extreme week above sits on a dated incident. A week mixes the event with everything else airing, so it understates what a single story does: Boeing's weekly sentiment stays inside −0.22 to +0.20 all window, while its sentiment by event runs from −0.85 to +0.24. Read weeks for direction and events for magnitude.

Momentum: June against August

Story share and net sentiment in the first and last month of the window.

Momentum map

Story share change (x) against net sentiment change (y), June to August · bubble area ∝ airtime hours · brands with at least 30 scored stories in both months



BRAND	SHARE JUN	SHARE AUG	SHARE Δ (PTS)	SENTIMENT JUN	SENTIMENT AUG	SENTIMENT Δ	READING
Boeing	52.0%	59.2%	+7.2	−0.02	−0.07	−0.06	share up, sentiment down
Airbus	18.5%	16.1%	−2.4	−0.03	+0.06	+0.09	share down, sentiment up
Ryanair	4.1%	1.9%	−2.2	−0.10	−0.19	−0.09	share down, sentiment down
American	9.6%	8.5%	−1.2	−0.17	+0.07	+0.24	share down, sentiment up
United	5.2%	4.8%	−0.4	−0.15	+0.14	+0.29	share flat, sentiment up
Southwest	1.6%	3.2%	+1.7	+0.24	+0.05	−0.20	under 30 stories in a month, directional
Delta	4.1%	2.2%	−1.9	−0.37	0.00	+0.37	share down, sentiment up
Lockheed Martin	1.4%	1.7%	+0.3	+0.18	+0.25	+0.07	under 30 stories in a month, directional
Bombardier	1.9%	0.9%	−1.0	+0.50	−0.09	−0.59	under 30 stories in a month, directional

Share = the brand's stories ÷ all brand-story pairs of the 20 selection brands in the month. Sentiment = story-weighted net sentiment in the month. Rows are faded where June or August holds under 30 scored stories. Δ columns use unrounded values.

What this shows. Delta (+0.37), United (+0.29) and American (+0.24) had the largest sentiment gains from June to August; their June held the Boston Logan near miss and the United Bluetooth diversion. Boeing gained +7.2 points of story share while its sentiment moved −0.06, and Ryanair lost both share (−2.2 points) and sentiment (−0.09) once its July window-failure coverage passed.

Why it matters. Share and sentiment move independently, and the pairing is the diagnostic. All three US majors gained sentiment while losing share, which is what a quiet window looks like from the inside. Boeing did the reverse, +7.2 points of share on −0.06 of sentiment: coverage grew around events it did not choose, and the sentiment came with them.

From the broadcast



NBC NIGHTLY NEWS

This was the scary scene on board that Ryanair flight from Greece to Germany.

the window failure, week of 6 Jul



CBS EVENING NEWS

Boeing says it first warned airlines about this issue in the MAX in 2024.

the MAX crack inspections, week of 3 Aug



ASIA SQUAWK BOX (CNBC)

Boeing and Airbus have announced major aircraft orders on the opening day of Farnborough.

Farnborough, week of 20 Jul

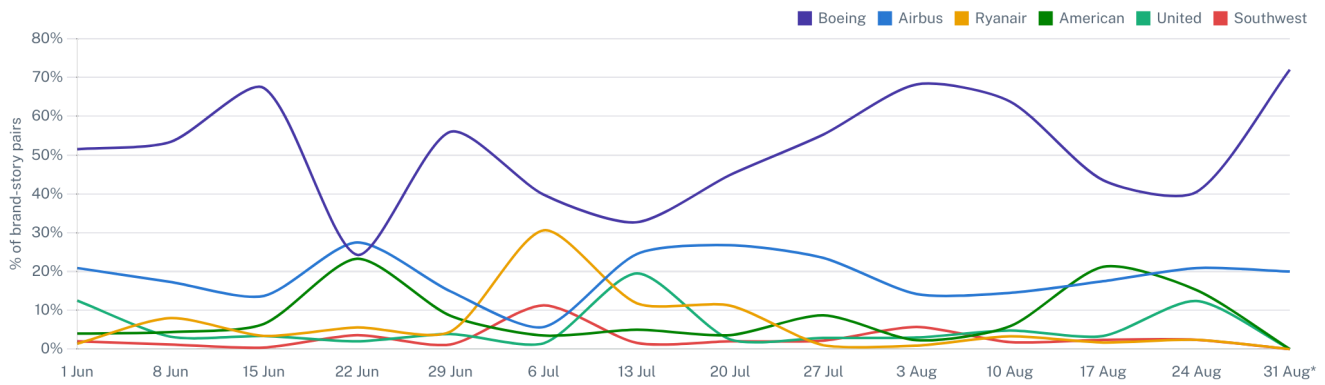
Share of broadcast voice

COMMS MARKETING INVEST REL.

Weekly story share for the six leading brands, alongside airtime and volume for every brand with at least 70 editorial stories.

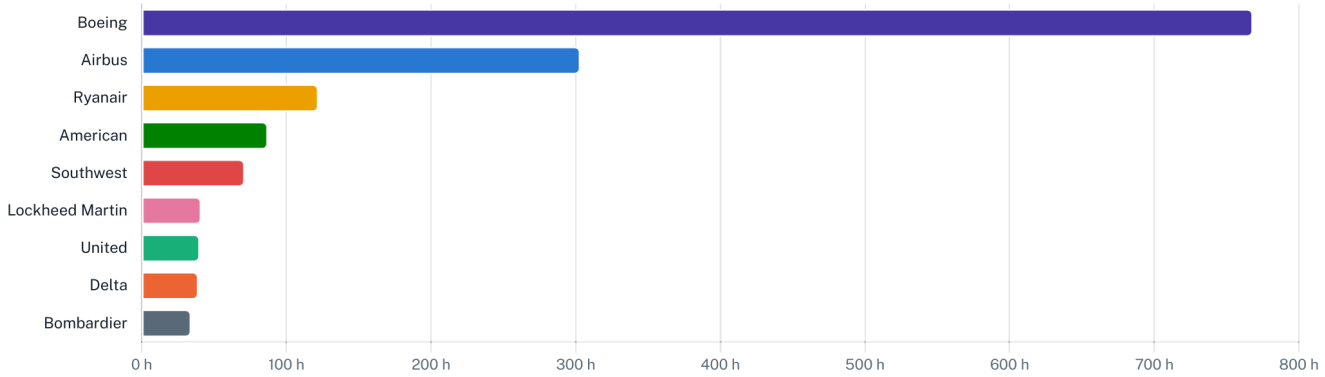
Weekly story share

% of brand-story pairs across the 20 selection brands · editorial coverage only



Airtime by brand

Hours of the five-minute broadcast pages holding an editorial mention · a page counts toward every brand it names



BRAND	STORIES	STORY SHARE	AIRINGS	AIRTIME	MENTIONS	AD AIRINGS	NET SENTIMENT
Boeing	**2,730**	**50.4%**	**11,339**	**768 h**	**20,730**	**416**	**◆ −0.02**
Airbus	964	17.8%	4,131	303 h	6,004	76	◆ +0.09
Ryanair	464	8.6%	2,080	122 h	4,373	0	▼ −0.16

BRAND	STORIES	STORY SHARE	AIRINGS	AIRTIME	MENTIONS	AD AIRINGS	NET SENTIMENT
American	**389**	**7.2%**	**1,172**	**87 h**	**2,717**	**0**	**◆ −0.01**
United	292	5.4%	557	40 h	675	1	◆ +0.07
Southwest	188	3.5%	1,050	71 h	1,348	0	▼ −0.20
Delta	135	2.5%	681	39 h	929	0	▼ −0.20
Lockheed Martin	77	1.4%	723	41 h	1,129	114	▲ +0.18
Bombardier	73	1.4%	435	34 h	478	0	▲ +0.24

Story share = the brand's editorial stories ÷ all brand-story pairs of the 20 selection brands, so shares add to 100% across them; weekly share applies the same rule within each week, and the last week holds one day (31 Aug). Net sentiment is story-weighted. Ad airings are excluded from every other column.

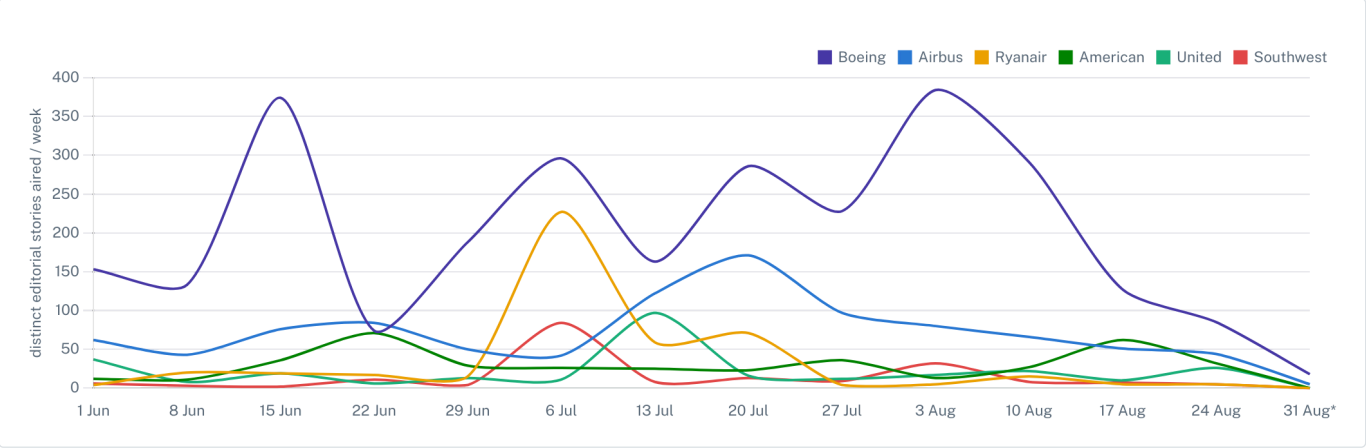
What this shows. Boeing holds 50.4% of story share and 50.2% of airings. Its monthly share is 52.0% in June, 43.8% in July and 59.2% in August; July is the month Ryanair took 15.2%. Week by week Boeing ranges from 24% in the week of the A380 wing-crack inspections (w/c 22 Jun) to 68% in the week of the 737 MAX crack inspections (w/c 3 Aug), and Ryanair peaks at 31% in the week of its window failure (w/c 6 Jul).

Why it matters. Half of the sector's coverage runs through one name, so Boeing's weekly share is the sector's volume signal as much as its own. The monthly path, 52.0% then 43.8% then 59.2%, shows the dip is not Boeing going quiet but Ryanair taking 15.2% of July: share is a fixed pot, and one airline's incident is every other brand's quiet month.

Weekly brand coverage

CRISIS COMMS

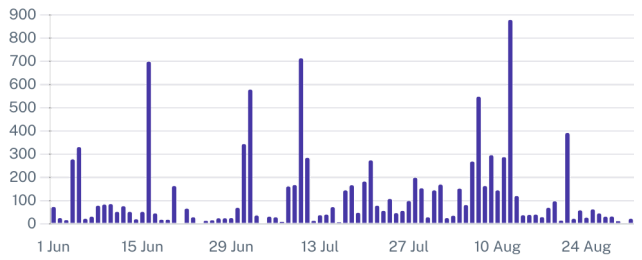
Distinct editorial stories aired each week; a story counts once per week it airs.



Deep dives: Boeing and Ryanair

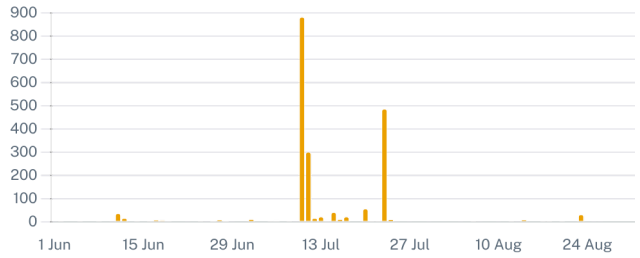
Boeing, daily editorial airings

Peaks: 12 Aug COMAC C919 first international flight · 10 Jul Ryanair window failure · 16 Jun B-52 crash



Ryanair, daily editorial airings

Peaks: 10 Jul window failure, Thessaloniki · 23 Jul passenger interview · 11 Jul follow-ups



What this shows. Two shapes. Boeing's three biggest days are stories led by other organisations: 881 airings on 12 Aug as the benchmark in COMAC C919 coverage, 716 on 10 Jul as the maker of the Ryanair 737, and 701 on 16 Jun after the B-52 crash at Edwards Air Force Base. Ryanair is one event: 882 airings on 10 Jul, a second wave of 487 on 23 Jul when the injured passenger spoke, and 92% of its June to August airings in July.

Why it matters. The two shapes need different handling. Boeing's biggest days are other organisations' stories, so its volume is largely outside its own control and the lever is what it says inside someone else's news. Ryanair's curve is a single event with a second wave 13 days after the first, which is the interval a response has to cover.

Brand sentiment by information source

COMMS CRISIS MARKETING

Net sentiment by broadcast network for the six brands with the most network coverage. A cell needs 30 airings; cells under 100 airings are faded and read as directional.

NETWORK	BOEING	AIRBUS	RYANAIR	AMERICAN	SOUTHWEST	UNITED
NBC (US network and affiliates)	◆ **−0.08** **1,163 airings**	◆ **+0.09** **109 airings**	▼ **−0.29** **766 airings**	▲ **+0.39** **140 airings**	▼ **−0.84** **247 airings**	◆ **+0.01** **34 airings**
US public radio (NPR member stations)	◆ −0.02 1,280 airings	▼ −0.15 827 airings	◆ −0.09 60 airings	·	·	◆ +0.08 54 airings
CBS (US network and affiliates)	◆ −0.08 1,211 airings	▲ +0.53 65 airings	▼ −0.22 100 airings	▼ −0.17 38 airings	▼ −0.33 250 airings	◆ +0.04 40 airings
ABC (US network and affiliates)	▼ −0.41 691 airings	▲ +0.13 36 airings	▼ −0.18 187 airings	▼ −0.25 264 airings	▼ −0.46 204 airings	▼ −0.21 85 airings
BBC	◆ −0.04 368 airings	◆ −0.07 280 airings	◆ −0.01 198 airings	·	·	·
FOX (US network, affiliates and cable)	◆ −0.06 566 airings	▼ −0.20 76 airings	▼ −0.15 32 airings	▼ −0.49 71 airings	◆ +0.08 41 airings	·
Seven Network and affiliates (AU)	▼ −0.55 543 airings	▲ +0.32 201 airings	·	·	·	·
ABC Australia	▼ −0.53 259 airings	▼ −0.15 289 airings	◆ −0.03 94 airings	·	·	·
CBC	▼ −0.14 394 airings	◆ −0.01 126 airings	·	▲ +0.70 33 airings	·	·

NETWORK	BOEING	AIRBUS	RYANAIR	AMERICAN	SOUTHWEST	UNITED
Vision Australia Radio (print reading service)	◆ **−0.03** **230 airings**	◆ **−0.07** **191 airings**	◆ **+0.04** **100 airings**	·	·	·
Bloomberg	◆ +0.09 253 airings	◆ +0.08 158 airings	·	·	·	·
Nine Network (AU)	◆ +0.10 160 airings	▲ +0.63 156 airings	·	·	·	·
CNBC	▲ +0.29 158 airings	▲ +0.24 127 airings	·	·	·	·
Spectrum News	▼ −0.14 175 airings	·	·	◆ 0.00 52 airings	·	·

Rows pool stations whose names identify the network or its affiliates; affiliates also air local news. 68% of scored brand airings fall in these rows. Sentiment is airing-weighted, so a syndicated script counts each time it airs.

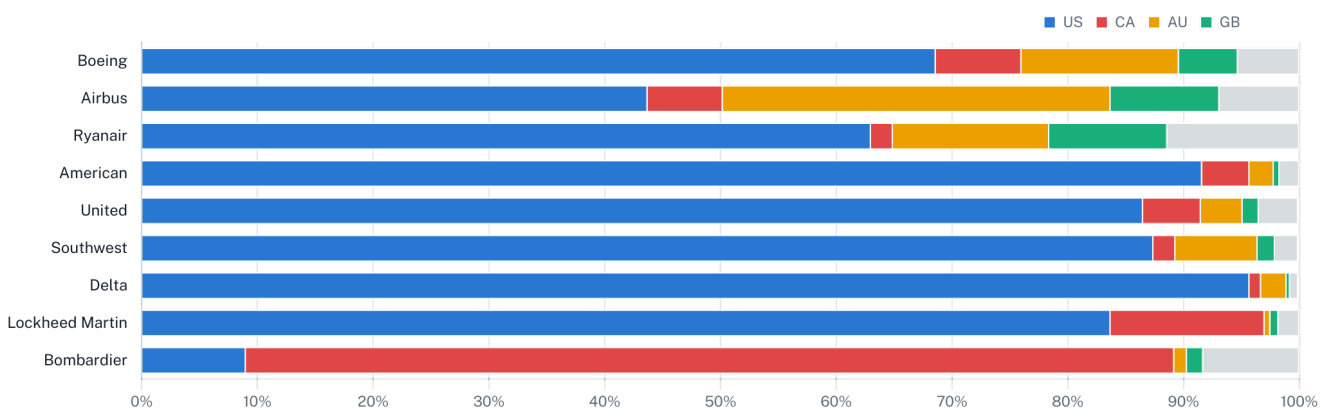
What this shows. The same brands ran at different temperatures by network. Boeing is coldest on Seven in Australia (−0.55), ABC Australia (−0.53) and ABC in the US (−0.41), and warmest on CNBC (+0.29). The business networks Bloomberg and CNBC are positive on both manufacturers (Boeing +0.09 and +0.29, Airbus +0.08 and +0.24), and Seven splits them: −0.55 on Boeing against +0.32 on Airbus. Ryanair runs −0.29 on NBC across 766 airings and −0.01 on the BBC.

Why it matters. The same facts reach audiences at different temperatures, and the gap is wide enough to plan around: Boeing runs −0.55 on Seven in Australia against +0.29 on CNBC. Business channels frame both manufacturers as industry; general news frames them through incidents. A placement decision is therefore a sentiment decision before anything is said.

Brand mentions by source location

MARKETING COMMS

Country of the airing station for each leading brand's editorial airings.



What this shows. The four US airlines are home-market stories: American 92%, Delta 96%, United 87%, Southwest 87% of airings on US stations. Airbus is the most international brand in the set, 44% US and 34% Australian; 70% of the Australian airings involve Qantas, Project Sunrise or the A350. Ryanair aired 10% in the UK and 11% outside the four main markets. Lockheed Martin has 13% of its airings in Canada, from 7 stories, 3 of them about the F-35 and Gripen fighter decision.

Why it matters. Where a brand airs decides which audience hears its coverage, and at what sentiment. The US airlines are effectively single-market stories on these numbers, so a change in US network framing reaches almost all of their coverage. Airbus is the exception at 44% US and 34% Australian, which is why its Australian sentiment, set largely by Qantas coverage, moves its overall figure as much as anything said in the US.

Brand presence weighting

MARKETING STRATEGY

Airing share counts the broadcasts a brand appears in; it cannot tell a brand that is the story from one named in passing inside someone else's. This exhibit weights presence by how often each brand is spoken within its airings and compares the mention share with the airing share.

BRAND	AIRING SHARE	MENTION SHARE	MENTIONS / AIRING	STORIES NAMING ANOTHER LEADER	PROMINENCE GAP (PTS)
Boeing	50.2%	53.2%	1.83	23%	+3.0
Ryanair	9.2%	11.2%	2.10	41%	+2.0
American	5.2%	7.0%	2.32	42%	+1.8
Lockheed Martin	3.2%	2.9%	1.56	26%	−0.3
Delta	3.0%	2.4%	1.36	83%	−0.6
Bombardier	1.9%	1.2%	1.10	16%	−0.7
United	2.5%	1.7%	1.21	59%	−0.7
Southwest	4.7%	3.5%	1.28	76%	−1.2
Airbus	18.3%	15.4%	1.45	43%	−2.9

Airing share = the brand's editorial airings ÷ all airings of the 20 selection brands; mention share = its spoken mentions ÷ all spoken mentions of the 20, so a brand named five times in an airing counts five times. The sector runs at 1.72 mentions per airing. Prominence gap = mention share minus airing share, in points. ◆how computed

What this shows. Weighting by mentions moves share towards the brands a story is about. Boeing is named 1.83 times per airing against a sector 1.72, so its share rises from 50.2% of airings to 53.2% of mentions. Ryanair (2.10) and American (2.32) add +2.0 and +1.8 points. Airbus loses the most (−2.9 points) at 1.45 per airing.

Why it matters. Airing share flatters the brands that are named in other people's stories. On mentions, Boeing gains +3.0 points and Airbus gives up 2.9, and the airlines that trail the sector rate are the ones whose coverage is mostly borrowed. Where the two shares diverge, the mention share is the better guide to how much of the conversation was actually about the brand.

Brand share consistency

STRATEGY CRISIS

A brand's share can come from one event replayed for a week or from steady coverage across the window. This exhibit measures how concentrated each leading brand's editorial coverage is across the 14 weeks, on airings and on distinct stories.

BRAND	STORIES	PEAK-WEEK SHARE	TOP-2 WEEKS	CONCENTRATION (HHI, AIRINGS)	HHI, STORIES	LEAD EVENT (SHARE OF STORIES)	PROFILE
Ryanair	464	58% w/c 6 Jul	85%	0.42	0.28	Ryanair window failure · 62% 87% of airings	event-locked
Southwest	188	61% w/c 6 Jul	81%	0.41	0.24	Ryanair window failure · 40% 64% of airings	event-locked
Lockheed Martin	77	56% w/c 17 Aug	63%	0.33	0.11	diffuse · largest Canada defence aircraft 6% airings led by Aviation careers segment (49%)	event-locked

BRAND	STORIES	PEAK-WEEK SHARE	TOP-2 WEEKS	CONCENTRATION (HHI, AIRINGS)	HHI, STORIES	LEAD EVENT (SHARE OF STORIES)	PROFILE
Delta	135	51% w/c 17 Aug	69%	0.31	0.14	Boston Logan near miss · 38% airings led by Aviation careers segment (49%)	event-locked
Bombardier	73	32% w/c 10 Aug	53%	0.19	0.14	Canada defence aircraft · 41% 43% of airings	mixed
United	292	31% w/c 13 Jul	46%	0.15	0.16	diffuse · largest Cabin upgrades 13% airings led by United Bluetooth diversion (12%)	mixed
American	389	29% w/c 22 Jun	43%	0.14	0.10	diffuse · largest Boston Logan near miss 14% airings led by Miami rejected takeoff (22%)	structural
Airbus	964	23% w/c 10 Aug	39%	0.12	0.09	diffuse · largest Qantas Project Sunrise 15% 19% of airings	structural
Boeing	2,730	14% w/c 10 Aug	28%	0.10	0.09	diffuse · largest Qatari Air Force One 10% 12% of airings	structural

Herfindahl index across weekly editorial airings (1.0 = all coverage in one week; 0.07 = perfectly even); read above 0.20 as event-locked and below 0.15 as structural. The last week holds one day (31 Aug). Brands with at least 70 editorial stories. Lead event: the named news event holding the largest share of the brand's editorial stories; under 20% the coverage reads as diffuse. The line beneath gives the airings view and names a different event where one leads on airings. ♦how computed

What this shows. Ryanair, Southwest, Lockheed Martin and Delta are event-locked. Ryanair put 58% of its airings into the week of 6 Jul and Southwest 61% into the same week. Boeing, Airbus and American are structural, with concentration between 0.10 and 0.14. Event assignment shows the same split. The Ryanair window failure holds 62% of Ryanair's stories and 87% of its airings, and 40% and 64% of Southwest's. Boeing's largest event, the Qatari Air Force One, holds 10% of its stories, and 36% of Boeing stories sit outside any named event.

Why it matters. A share built in one week is a share that can vanish in the next. Ryanair and Southwest carry the highest concentration in the set (0.42 and 0.41) and both peak in the same week, so their standing in this window describes one incident rather than a position in the coverage. Boeing's 0.10, spread over 14 weeks with no event above 10% of its stories, is the opposite case: it would survive any single story being removed.

Brand topic sentiment mapping

CRISIS COMMS

Net sentiment for each leading brand within each news topic of the window. Topics run down the side, brands across the top; the colour runs from red (negative) to green (positive), deeper with intensity, and the value is printed in the cell.

TOPIC	BOEING	AIRBUS	RYANAIR	AMERICAN	UNITED	SOUTHWEST	DELTA	LOCKHEED MARTIN	BOMBARDIER
Ryanair window failure 308 stories · Safety & incidents	−0.23	·	−0.23	·	·	−0.56	·	·	·
Qatari Air Force One 281 stories · Government & Air Force One	−0.04	+0.09	·	·	·	·	·	·	·
B-52 crash 250 stories · Safety & incidents	−0.05	·	·	·	·	·	·	·	·
MAX 7 certification 219 stories · Manufacturing & certification	+0.17	−0.05	·	·	−0.08	+0.23	·	·	·

TOPIC	BOEING	AIRBUS	RYANAIR	AMERICAN	UNITED	SOUTHWEST	DELTA	LOCKHEED MARTIN	BOMBARDIER
MAX crack inspections 212 stories · Manufacturing & certification	−0.46	·	·	·	−0.45	·	·	·	·
Qantas Project Sunrise 167 stories · Other aviation	+0.09	+0.24	·	·	·	·	·	·	·
Farnborough 137 stories · Orders & deals	+0.24	+0.15	−0.14	·	·	·	·	+0.25	·
Archer buys Wisk 87 stories · Orders & deals	+0.16	·	·	·	·	·	·	·	·
Aviation careers segment 81 stories · Labour & staffing	+0.21	+0.27	·	+0.32	+0.28	·	·	·	·
MAX seat inspections 68 stories · Manufacturing & certification	−0.29	·	·	·	·	−0.10	·	·	·
Cabin upgrades 65 stories · Fuel, fares & consumers	+0.37	+0.21	·	+0.58	+0.21	·	+0.36	·	·
WestJet strike 56 stories · Labour & staffing	−0.06	0.00	·	·	+0.19	·	·	·	·
Boston Logan near miss 54 stories · Safety & incidents	0.00	·	·	−0.37	·	·	−0.51	·	·
A380 wing cracks 50 stories · Manufacturing & certification	·	−0.73	·	·	·	·	·	·	·
Canada defence aircraft 46 stories · Defence & military	−0.15	+0.35	·	·	·	·	·	−0.17	+0.24
COMAC C919 abroad 39 stories · Manufacturing & certification	−0.13	−0.14	·	·	·	·	·	·	·
Lufthansa 787 nose gear 37 stories · Safety & incidents	−0.85	·	·	·	·	·	·	·	·
Sydney near misses 35 stories · Safety & incidents	−0.32	−0.27	·	·	·	·	·	·	·
Other named events 12 smaller events pooled	−0.07	−0.14	·	−0.17	−0.42	·	·	·	·
Outside named events routine coverage	+0.09	+0.14	−0.06	0.00	+0.15	−0.09	−0.05	+0.22	+0.25

−0.60 +0.60 net sentiment, story-weighted · faded = 5 to 9 scored stories, directional · · = under 5

Topics are the named news events with at least 35 editorial stories, largest first; the remaining named events are pooled, and the last row holds stories outside any named event, including one event whose assignments did not pass review (immigration enforcement at airports). Net sentiment is the mean of the brand's story sentiment, from −1 to +1. Hover a cell for the number of scored stories.

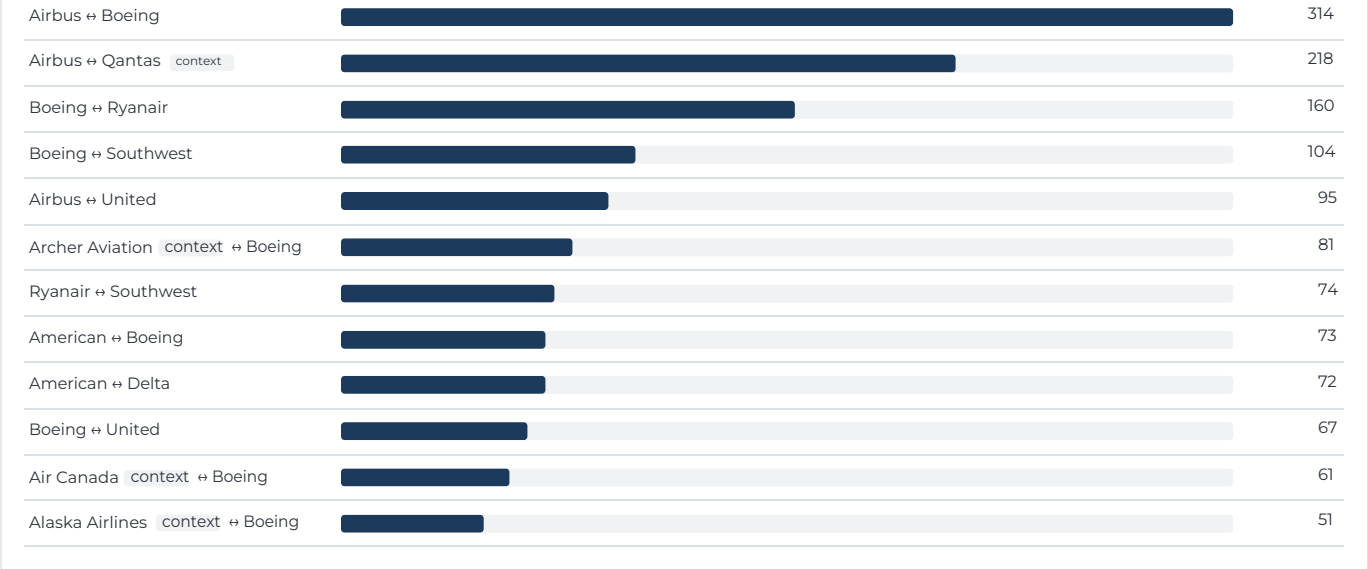
What this shows. The Ryanair window failure is the only topic where three leading brands each have at least 30 stories, and all three are negative: Ryanair −0.23, Boeing −0.23 and Southwest −0.56. Boeing ranges from −0.85 in the Lufthansa 787 nose gear coverage to +0.24 at Farnborough across its topics with 30 or more stories, against +0.09 in its 994 stories outside any named event. Airbus splits the same way, +0.24 on Qantas Project Sunrise and −0.73 on the A380 wing cracks.

Why it matters. The map shows where sentiment is made. The bottom row is the baseline a brand largely controls; the named topics are where sentiment is decided by someone else's news. The spread across Boeing's own topics, 1.08 points, is more than twice the 0.45 that separates the most and least favourably covered leading brands over the whole window.

Brand co-occurrence

MARKETING COMMS

Distinct editorial stories in which both brands are named within the same broadcast window.



A brand marked context is not one of the 20 names the corpus was selected on. It appears only where a broadcast named it alongside a selection brand, so its counts here are a floor, not a measure of its own coverage, and cannot be compared with the selection brands.

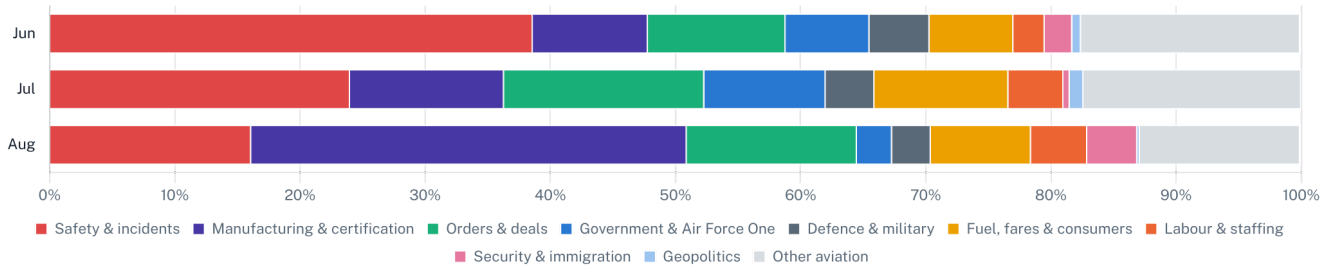
What this shows. Airbus and Boeing share 314 stories, the largest pair; 70% of them mention orders, deliveries, competition, COMAC or Farnborough. Airbus and Qantas follow with 218, 86% of them about the A350-1000ULR, Project Sunrise or the A380 inspections. Boeing and Ryanair share 160 stories, 89% of them about the 737 window failure, and 61% of the Boeing and Southwest pair's 790 airings fall on 10 to 13 July, when that coverage recalled the 2018 Southwest accident.

Why it matters. Pairs are where a brand inherits someone else's sentiment. The Airbus and Boeing pair is the competitive frame, 70% of it orders and deliveries, and it runs both ways. The Boeing and Ryanair and the Boeing and Southwest pairs are not: 89% of the first is the window failure, and 61% of the second lands in four days of it. A brand's sentiment cannot be read without knowing whose story it is sitting in.

Themes over time

STRATEGY INVEST REL.

How the composition of aviation coverage shifted month by month, by the primary theme of each editorial story. June was an incident month, with safety and incidents at 38.6% of stories; by August manufacturing and certification led at 34.8%.



Shares of each month's aviation stories (1,338 in June, 1,889 in July, 1,231 in August), one primary theme per story; within a named news event every story takes the event's majority theme. 104 non-aviation stories are excluded. Other aviation holds stories with no specific theme (13% to 17% a month).

What this shows. Safety and incidents falls from 38.6% of June's aviation stories to 24.0% in July and 16.1% in August. Manufacturing and certification moves the other way, from 9.2% to 12.3% and then 34.8% in August, the month of the 737 MAX crack inspections and the MAX 7 certification. Government and Air Force One peaks in July at 9.7%, the month the Qatari jet entered service.

Why it matters. The sector ends the window talking about a different subject from the one it began with. Safety and incidents is reactive and passes with the incident; manufacturing and certification is a regulatory track with published dates, so August's 34.8% carries forward in a way June's 38.6% did not. For anyone planning autumn communications, the live agenda is inspections, certificates and production, not incident response.

From the broadcast

CBS MORNINGS

Boeing has confirmed that two of its employees were on that plane that crashed yesterday.

June, an incident month: the B-52 crash

NBC NIGHTLY NEWS

President Trump returning to Washington aboard the new Air Force One, a Boeing 747 gifted by Qatar.

July, government coverage: the Qatari jet enters service

SQUAWK BOX (CNBC)

Boeing says no cracks have been found on 737 MAX aircraft, and is updating its manufacturing process.

August, the factory: FAA crack inspections

Brand theme association

MARKETING COMMS

The theme mix shows what the sector talked about. This reads it the other way: for each leading brand, the share of its own stories carrying each theme, coloured by the sentiment the brand received there, and marked for whether the stories were about the brand or only named it. It is the difference between being the subject of a story and standing next to one.

BRAND	SAFETY & INCIDENTS	MANUFACTURING & CERTIFICATION	ORDERS & DEALS	GOVERNMENT & AIR FORCE ONE	DEFENCE & MILITARY	FUEL, FARES & CONSUMERS	LABOUR & STAFFING	SECURITY & IMMIGRATION
Boeing	26	25	15	11	3	3	3	1
Airbus	7	16	23	1	5	13	3	3
Ryanair	65	1	7	0	·	18	2	1
American	50	3	7	2	1	22	4	2
United	15	9	6	0	0	42	7	10
Southwest	53	20	5	·	·	9	3	3
Delta	66	2	2	1	·	22	4	1
Lockheed Martin	1	7	14	12	41	·	5	·
Bombardier	1	12	25	1	44	·	3	·

cell = % of the brand's aviation stories with that primary theme (rows omit Other aviation) red / green = net sentiment for the brand in those stories (±0.10)

▯ the brand is the subject of at least half of those stories ▯ mostly named in passing

Cells under 10 stories show the share only, in grey; cells under 30 are faded and read as directional. Hover a cell for stories, subject share and sentiment. Subject or mention is judged per story and brand by a language model reading the brand sentences (5,304 brand-story pairs; a repeat run on 370 pairs agreed on 96%). ◆how computed

What this shows. Delta and Southwest look alike on themes and differ on ownership. Safety and incidents is 66% of Delta's stories and 53% of Southwest's, but Delta is the subject of 95% of its safety stories (net sentiment −0.35) and Southwest of 30% (−0.49). 77% of Southwest's safety stories are Ryanair window-failure coverage, where Southwest is the subject of only 20%.

Why it matters. Two brands can share a theme and own it to opposite degrees, and only the subject share tells them apart. Delta and Southwest both sit above half their stories in safety and incidents, but Delta is the subject of 95% of its safety stories and Southwest of 30%. Read as a theme table alone, the two look like the same problem; read with ownership, one is a brand being covered and the other a brand being cited.

Source of claims

COMMS CRISIS INVEST REL.

Coverage is not only mentions and sentiment; it is claims: assurances, findings, commitments, performance figures, denials. This exhibit types each claim made on air by a named speaker and scores its framing: was it quantified, and was it attributed to a named source or document. Framing quality is independent of sentiment.

CLAIM TYPE	CLAIMS	QUANTIFIED	ATTRIBUTED	MAIN SPEAKER	AIRINGS	NET SENTIMENT
Safety assurance & investigation	805	34%	94%	regulators 47%	4,138	▾ −0.31
Operations & customer	777	38%	93%	the company 80%	2,749	◆ +0.08
Certification & regulation	377	47%	99%	regulators 93%	1,388	▾ −0.14
Orders, deals & finance	315	56%	92%	the company 62%	1,131	▴ +0.16
Production & quality	265	28%	94%	the company 48%	1,504	◆ −0.04
Labour & workforce	65	57%	92%	the company 86%	668	◆ +0.05
Government & defence	25	20%	80%	government 60%	155	▴ +0.10
Other	78	15%	79%	the company 51%	274	▴ +0.15

2,707 claims in 1,595 stories, each made by a company, regulator, government, analyst or other named speaker; 4,079 further lines voiced by reporters are not counted. Quantified = carries a number, date, amount or target. Attributed = credited to a named source, document or on-record speaker. Net sentiment = the named company's story sentiment. Airings count each claim's story airings.

The critical lens: Boeing safety and quality assurances

Statements that Boeing aircraft, production or quality are safe, fixed, improved or under control, made by a regulator or by Boeing: who vouched for Boeing, how concretely, and in what coverage.

Who made the assurances

282 assurances in 219 stories · Jun 7 · Jul 113 · Aug 162



Regulators 60% Boeing 40%

23%
quantified

28%
regulator assurances inside Boeing-negative stories

39%
Boeing's own assurances inside Boeing-negative stories

EVENT	ASSURANCES	BY REGULATORS	BY BOEING	BOEING NET SENTIMENT IN THOSE STORIES
MAX 7 certification	155	142	13	▲ +0.16
MAX crack inspections	76	18	58	▼ −0.17
Outside named events	18	0	18	◆ −0.08
Ryanair window failure	13	2	11	▼ −0.11
MAX seat inspections	8	5	3	▼ −0.11

What this shows. Safety assurance and investigation claims are the largest type (805 of 2,707) and air inside negative coverage: the company they name averages −0.31 in those stories. Certification and regulation claims come from regulators 93% of the time. Orders, deals and finance claims carry numbers most often (56%).

Why it matters. Who vouches for a company changes how the assurance lands. Boeing's safety and quality were affirmed mainly by its regulator, 60% against 40%, and the two speak in different coverage: the regulator in certification stories, the company in inspection stories where its own sentiment is lower. Only 23% of assurances carried a number or a date, so most of what was said cannot be checked against anything later.

Topic growth/decline

STRATEGY INVEST REL.

This exhibit ranks coverage by direction rather than size: the change in each theme's share of aviation stories from July to August, with a lifecycle stage, so a small but accelerating theme is not hidden behind a large but fading one.

THEME	JUN	JUL	AUG	VELOCITY (JUL → AUG, SHARE)	STAGE
Manufacturing & certification	123 9%	233 12%	429 35%	+183%	ACCELERATING
Labour & staffing	34 3%	83 4%	56 5%	+4%	STEADY
Orders & deals	147 11%	302 16%	167 14%	−15%	COOLING
Defence & military	64 5%	73 4%	38 3%	−20%	COOLING
Fuel, fares & consumers	90 7%	203 11%	98 8%	−26%	COOLING
Safety & incidents	517 39%	453 24%	198 16%	−33%	COOLING
Government & Air Force One	90 7%	184 10%	35 3%	−71%	FADING
Security & immigration	30 2%	9 <1%	49 4%	.	SMALL BASE
Geopolitics	9 1%	20 1%	3 <1%	.	SMALL BASE

Stories per month with the share of the month's aviation stories beneath. Velocity is the relative change in share from July to August; the bar is clamped for legibility and the printed figure is exact. Stage: accelerating when share grows by half or more to its window high, rising above +15%, steady within ±15%, cooling below −15%, fading below −50%. Themes with under 20 stories in July or August are marked small base.

Topic labels on the move

Rising, July to August

stories carrying the label · brand names excluded

Boeing 737 MAX	75 → 188
FAA inspections	19 → 120
Structural cracks	0 → 49
Aircraft cracks	0 → 39
FAA certification	19 → 56
FAA approval	7 → 34
Seatback screens	0 → 20
Aviation safety	53 → 71

Fading, July to August

stories carrying the label · brand names excluded

Ryanair incident	85 → 3
Presidential aircraft	75 → 5
Air Force One	68 → 10
Emergency landing	46 → 3
Engine failure	46 → 5
Farnborough airshow	44 → 4
Passenger safety	50 → 11
Window failure	39 → 1

What this shows. Size and direction split in August. Manufacturing and certification is the one large theme accelerating, +183% in share from July to 34.8% of August's aviation stories. Government and Air Force One is fading (−71%) after the jet's July debut, and safety and incidents is cooling (−33%) while remaining the second theme.

Why it matters. Direction separates what is ending from what is starting. The fading labels are July's events closing out; the rising ones are procedural, FAA inspections, structural cracks and FAA certification, and procedure generates coverage on a schedule rather than by surprise. A theme that accelerates into its window high is the one most likely to still be running at the next reporting date.

Executive and leadership mentions

COMMS INVEST REL.

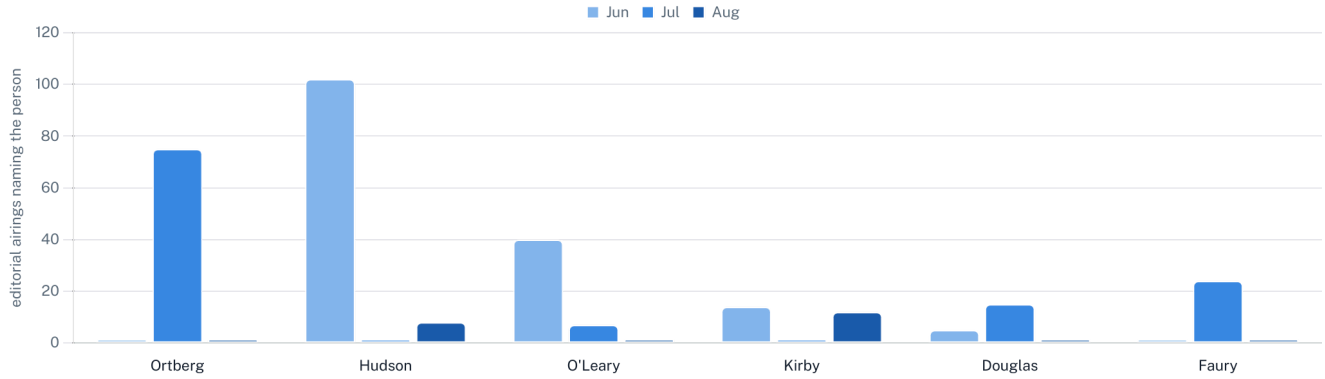
PERSON	STORIES	AIRINGS	NET SENTIMENT	APPEARS WITH	THE WINDOW IN ONE LINE
Donald Trump **US President, US Government**	**273**	**1,275**	**◆ −0.02** **255 scored**	**Boeing, Airbus, Qantas**	**Air Force One: the Qatari jet's debut, cost and security questions**
Kelly Ortberg President & CEO, Boeing	49	76	▲ +0.20 43 scored	Boeing, Airbus, Philippine Airlines	Farnborough interviews on the production ramp, union talks and the next aircraft
Vanessa Hudson CEO, Qantas	30	111	▲ +0.25 29 scored	Qantas, Airbus, Turkish Airlines	Unveiled the first Project Sunrise A350-1000ULR in Toulouse
Michael O'Leary Group CEO, Ryanair	25	48	◆ +0.10 22 scored	Ryanair, Boeing, Aer Lingus	Family-seating charge row, contract extended to 2032, window-failure response
Mark Carney Prime Minister of Canada, Government of Canada	11	23	▲ +0.15 11 scored	Boeing, Air Canada, Airbus	Canada's defence aircraft review; federal arbitration powers in the WestJet strike coverage
Scott Kirby CEO, United Airlines	10	27	◆ +0.08 9 scored	United, Airbus, Boeing	June remarks on buying slots and gates; August international expansion
Tony Douglas CEO, Riyadh Air	8	20	◆ 0.00 8 scored	Boeing, Airbus, Emirates	Riyadh Air exercising Boeing and Airbus options
Pete Hegseth US Defense Secretary, US DoD	7	20	▲ +0.28 6 scored	Boeing, GE Aerospace, Ryanair	Response to the B-52 crash; acceptance of the Qatari jet
Emmanuel Macron President of France, Government of France	7	70	▼ −0.17 5 scored	Airbus, Dassault Aviation, Boeing	Collapse of the Franco-German FCAS fighter project
Guillaume Faury CEO, Airbus	5	24	▲ +0.12 5 scored	Airbus, Boeing, Ryanair	Farnborough interview on the Middle East and supply

PERSON	STORIES	AIRINGS	NET SENTIMENT	APPEARS WITH	THE WINDOW IN ONE LINE
Sean Duffy US Transportation Secretary, US DOT	5	8	▲ +0.20 4 scored	American, Air France, Airbus	Air traffic controller recruiting and the Boston Logan near miss
Robert Isom CEO, American Airlines	3	9	▲ +0.58 3 scored	American, Southwest, Delta	Second-quarter results interview
Bob Jordan CEO, Southwest Airlines	3	15	◆ 0.00 2 scored	Southwest, American	Second-quarter results and new executives
Tim Clark President, Emirates	3	16	◆ 0.00 3 scored	Airbus, Boeing, Ryanair	Farnborough remarks on Boeing and Airbus delivery backlogs
Ed Bastian CEO, Delta Air Lines	2	2	◆ 0.00 2 scored	Delta	Air travel demand and fares after second-quarter results

15 of the 16 tracked executives and officials were named in editorial aviation coverage; Bryan Bedford was not. A person counts only inside the brand sentences of an editorial story; officials also need an aviation term nearby, because broadcasts run their other news into the same passage. Sentiment is scored on the sentences naming the person, averaged per story and then across stories; sentiment on fewer than 10 scored stories is faded and read as directional.

Executive airings per month

Editorial airings naming each of the 6 most-covered executives · June to August · a bar drawn flat on the axis is a month with no airings; hover for the exact count



What this shows. The US President is the most-named person in aviation coverage by a wide margin: 273 stories and 1,275 airings, more stories than all 10 tracked executives together; 55% of those stories are Air Force One coverage. His sentiment is neutral on balance (−0.02), with 68 positive and 67 negative stories.

Why it matters. Aviation's most-quoted voice in this window is political, not corporate. The ten tracked executives together hold 138 stories against the President's 273, and the executives who do appear arrive in bursts tied to a single set-piece. Spokesperson presence here is an event by-product rather than a sustained programme, which is what the monthly chart shows.