

**tally of recognizable faces in Delta Airlines flight magazine, SKY May 2014**

tom jennings 26 aug 2014

**assumed context and target market is middle-class to affluent travellers, luxury, dining, self-impr**

BW means BROWN worker, patient/client, other subservient/non-empowered role

WW means WHITE worker, patient/client, other subservient/non-empowered role

NF means literally no-face eg. away from camera

ETH means brown face in "ethnic"/travel context

representations in target market, eg. luxury traveller, meaning, tallies minus the workers, clients, waiters,

WM+WF+WC - WW **360**

**percent W in target context 98.09**

representations in target market as above, except also minus ethnic contextualized

BM+BF+BC - BW-ETH **54**

**percent B in target context 40.91**

<b>COL TOTALS</b>	<b>214</b>	<b>140</b>	<b>13</b>	<b>66</b>	<b>37</b>	<b>29</b>	<b>7</b>	<b>36</b>	<b>15</b>
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PAGE	WM	WF	Wchild	BM	BF	Bchild	WW	BW	NF
cover			1						
inside cover									
1									
2									
3									
4			1						
5									
6			3		1				
7		1							
8		1	1						
9		1							
10		3	3						1
11									
12									
13		2							
14		1	1						
15		1							
16			1						
17		1	1	2					
18				1					1
19									
20		2							
21		1							
22									
23		3	1			1			
24		5	2					4	
25									
26		17	15						
27									
28									
29									

Sheet1

30	4						
31	3	4					
32	1						
33	1	2	1	2	2		4
34							
35							
36							
37		2					
38		1					
39	9	3					
40	2	4					
41							
42	1						
43							
44	1						
45		1					
46		1					
47		4					
48			1				1
49					1		
50	1	1	1				
51	2	2					
52	12	4	3				6
53	3						
54		2		1			
55	3			1			
56	1						
57	1	1			2		2
58		2			18		18
59		1					
60							
61	1	2					
62	2	2		1			
63	3	1					
64	2					1	
65			1				1
66	1						
67	5		1				
68			1				
69	1	2					
70	1						
71							
72			2	2			1
73		1	2	1			
74							
75			1	1			
76							
77							
78							
79							
80		1					

Sheet1

81						
82						
83	2	6				
84						
85	1					
86	1					
87	1	1				
88	2					
89	1	1	1			
90	5	4	1			
91		1				
92						
93		2				
94		1				
95						
96	2	2	1			
97						
98	3	1			1	
99	6	1				
100	1					
101	2	1			1	
102	1			1		
103						1
104				1		1
un	1					
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un	1					
105	1		1			
106						
107	1					
108						1
109						
110						
111					1	
112			15	3		
113		1	1	3		
114		1				
115			1	2		4
116						
117						
118						
119	1					
120						
121	18	21	9	13		
122	4	1				
123	12	2	17			
124	1					
125	19	3	1			

Sheet1

126	14	5					
127	6	5		2			
128							
129							
130							
131							
132							
133							
134	1	1					
135		1		1	2		
136	3	2					
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143							
144							
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146							
147							
148							
149							
150			8	1	1	6	
151	1	1					
cover							3

ovement, etc

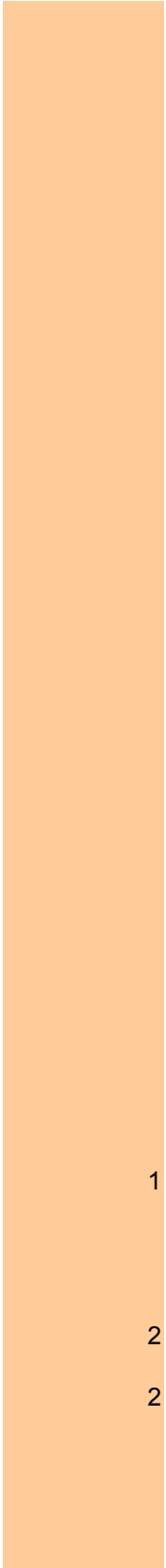
brown children, etc

42

**ETH**

**notes**





1

.jp tiny temple scene not counted

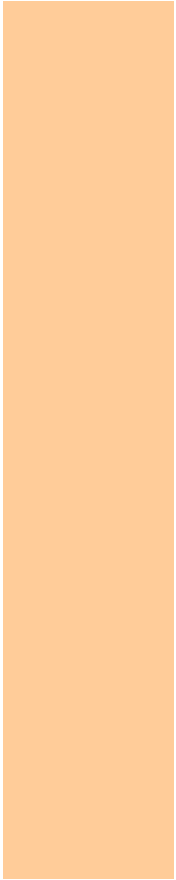
2

2

milan sq not counted

tiny rest. not counted





flight crew

DELTA "kids cartoon"