

Airport Public Relations

Don't Wing It!

Rick Bryant
NASAO
Sept. 13, 2010





Aviation Industry Outlook

- Operations Down
- Fuel Sales Down
- Enplanements Down
- Layoffs
- Congressional Funding?



PR Campaigns Seek to Restore GA Image



Three Key Areas for Community Airport Public Relations

- Promotional Events
- Information Campaigns
- Crisis Communications

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John Bell Williams Airport

4100 Airport Rd. • Bolton, MS 39041 • 601.857.3884
Michelle Jackson, Airport Manager

For Immediate Release

Media Contact:
Michelle Jackson
601.875.3884

May 22, 2009

Airport Hangar Construction to Meet Space Demands

RAYMOND, Miss. - A new hangar to accommodate growing storage demand by large twin-engine aircraft and business jet owners has completed the design stage and will begin construction this month with available occupancy for a tenant this fall, thanks to a multi-modal grant from the Mississippi Department of Transportation, according to officials at John Bell Williams Airport.

The hangar, designed by Airport Development Group Inc. (ADG) of Jackson, Miss., is a 100-x-100-foot facility that is large enough to hold a Gulfstream IV business jet, said Michelle Jackson, airport manager.

The new \$700,000 building will have an 80-foot wide by 26-foot tall hangar door to allow for fast access to the aircraft and will have an additional 1,000 square feet of office space in front which can be modified to meet the needs of a tenant.

"As business aviation continues to rebound from these challenging economic times, we're very pleased to be in a position to grow our airfield field facilities and offer these needed services to our customers," Jackson said.

The airport is owned by Hinds Community College, the largest community college in the state of Mississippi serving approximately 19,500 students each year at six different locations. Hinds offers aviation technology programs at the airport - such as pilot training, aviation management, avionics, airframe and powerplant certification - and an air traffic control training curriculum that started in the spring 2009 semester.

John Bell Williams Airport is in the final stages of an \$11 million capital improvement program that has included reconstruction and lengthening of its runway and taxiway to accommodate a greater percentage of the worldwide business jet fleet. They will complete the installation of an instrument landing system in summer 2010 that transforms the facility into an all-weather airport, Jackson said.

Airport Development Group, Inc. is providing design, engineering and project management services for the airport.

"Our airport is ideally located in the rapidly growing suburban areas west of Jackson. We are perfectly positioned to offer a dynamic combination of aviation service and business locations to serve this region of the state," Jackson said.

More information on the hangar's availability and lease terms is available at www.jbwairport.com or by calling Jackson at (601)875-3884 or e-mail: mmjackson@hindscc.edu.

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ortunities



Building a PR Foundation at Your Airport

The Basic Playbook:

- Who's the spokesperson for the Airport?
- Is the spokesperson aviation-versed?
- Does a review process exist to distribute information?
- Alignment/Structure must be established.



Creating a PR Toolbox

- Create a 30-sec. Airport Commercial that you deliver.
- Keep a current fact sheet about your airport.
- Do you have a Business Card?
- Has your Airport created a logo or identity element?
- Do you have an Airport Brochure?
- It's the 21st Century – got Web site, Facebook or Twitter?

Review, Refine and Rehearse Constantly. . .

Learn the Media Mix in Your Community

The Media's Mantra is:

'Be first with the story and we'll clean up the facts later.'

Know the media outlets in your community and region:

- Newspaper (Daily or Weekly)
- Radio
- TV Station
- Cable

Also be aware of 21st Century Technology:
Internet, Facebook, Twitter, Camera Phones

Preparing for the Media

- Help The Local Media Do Their Job, and They'll Help You When The Time Arises.
- Learn their names and how to contact them.
- Know their deadlines.
- Learn how to send media releases to them.
- Always have your 24-hour cell phone number on all PR materials.

Promotion

- Airport Ann
- Ribbon-Cu
- Air Shows
- Connecting

WIN A HELICOPTER RIDE!



Register to win one of 9 FREE helicopter rides at the event, courtesy of Hawkeye Helicopter and the Lawrence Journal-World! Simply visit LawrenceMarketplace.com/LawrenceAirport and fill out the on-line registration form!

A day of fun for the whole family!

- 7:00 a.m. Hot air balloon lift-off (weather permitting)
- 8:00 a.m. Airport open to public
- 8 a.m.–3 p.m. KU's Chi Omega Sorority's "Wings for Wishes" charity funding flights
- 8–11 a.m. Chris Cakes Pancake Feed
- 8:30 a.m. "Flag Drop" to open celebration
- 10:00 a.m. Hawkeye helicopter rides
- 11 a.m.–2 p.m. Back Yard Burgers; sno cones
- 11:00 a.m. Lawrence Journal-World Paper Airplane Contest (see LawrenceMarketplace.com/LawrenceAirport for details)
- Noon RC model airplane demonstration
- 1 p.m. Airport dedication
- 2 p.m. Red Hawk Squadron flyover to end celebration

Visit LawrenceMarketplace.com/LawrenceAirport for more information about this great family event!

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Promotional Strategy

Elements that go into a successful promotion:

- Desired Goal / Outcome
- Budget
- Organizational team
- Project Timeline
- Community Partners
- 'Building the Buzz'
- Event Day Staffing
- After Event Evaluation

Information Awareness Campaigns

Airport Projects Bring Awareness. Make Sure Your Campaign Results in Positive Awareness.

- Airport Expansion – runway, apron, land acq., etc.
- New Services – Flight training, Fuel Services, T-Hangars
- Business Development / Employment Opportunities
- Community Policy Issues – land planning, wildlife or environmental concerns



Keep the Stakeholders Involved

Identify Your Key Stakeholders:

- Airport Neighbors
- Community Residents
- Government: Local, County, State and Federal
- The Aviation Community

Awareness Campaign Strategies

Successful Communication to Educate Key Stakeholder Groups May Rest With These Activities:

- Conduct Town Meetings
- 'Rubber Chicken Circuit'
- Presentation to Elected Bodies
- Distribution of Fact Sheet / Position Papers
- Evaluate responses to key message and adjust as necessary

Efforts should avoid creating an emotional appeal or response.

Be like Joe Friday – 'Just the facts, ma'am'

Review, Refine and Rehearse Constantly. . .

Archive for Tuesday, June 24, 2008

Victims of plane crash identified



Photo by Richard Gwin. [Enlarge photo.](#)

Federal Aviation Administration personnel and Kansas Highway Patrol Troopers work the scene of a plane crash about 6 p.m. Tuesday near the intersection of Leavenworth County Road 1 and Centrail Road south of Tonganoxie. Two people were killed in the crash, which occurred about 10:30 a.m. Tuesday.

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By Mark Fagan & Lindsey Stater

June 24, 2008, 11:09 a.m. [Updated June 25, 2008, 12:25 a.m.](#)

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FATAL PLANE CRASH NORTHWEST OF LAWRENCE

Federal aviation officials will work Wednesday in a southern Leavenworth County field, trying to determine the cause of a small-plane crash that killed two people Tuesday morning.

According to an accident report released Tuesday night by the Kansas Highway Patrol, the aircraft suffered engine failure but no specific mechanical problem was noted.

The plane that crashed was a 1971 twin-engine Aero Commander registered to Central Airlines, also known as Central Air Southwest, based at the Charles B. Wheeler Downtown Airport in Kansas City, Mo., said Lloyd Helrick, fixed-base operator at Lawrence Municipal Airport. Leavenworth County sheriff's officials received word of the crash at 10:22 a.m. Tuesday and responded to the site about 5.5 miles south of Tonganoxie.

TOP ADS

5 [Brandon Woods - Job Fair - Thursday, January 7, 2010](#)

5 [Secretary/ Receptionist Part-time secretary/ receptionist for professional medical office. Pay ...](#)

5 [Research Associate - KU Institute for Educational](#)

5 [In House Auto Mechanic Full or part time/ weekends available. ...](#)

5 [Soccer Coach Offers USD 290 is seeking applicants for Head ...](#)

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Marketplace

Today's lunch specials

El Mezcal (Southside)

\$5.75 Chisichanga (Beef or Spicy Chicken) with rice and beans.

Wayne & Larry's Sports Bar & Grill

\$4.99 Pulled pork sandwich - and fries.

[See all specials](#) - [Get lunch specials e-mail](#)

[Topix lunch specials](#)

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Crisis
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Crisis Communication Key Tools



Message Map
Stakeholder:
Question/Concern

Key Message/Fact 1.

Key Message/Fact 2.

Key Message/Fact 3.

Keywords:
Supporting
Fact 1.1

Keywords:
Supporting
Fact 2.1

Keywords:
Supporting
Fact 3.1

Keywords:
Supporting
Fact 1.2

Keywords:
Supporting
Fact 2.2

Keywords:
Supporting
Fact 3.2

Keywords:
Supporting
Fact 1.3

Keywords:
Supporting
Fact 2.3

Keywords:
Supporting
Fact 3.3

Message Map

Stakeholder: Private Physicians and Patients

Question: How do I protect myself from WNV?

Key Message/Fact 1.

Eliminate standing water where mosquitoes breed.

Keywords:
Supporting
Fact 1.1

Change water often in birdbaths and pet dishes and eliminate sources of standing water, such as old tires.

Keywords:
Supporting
Fact 1.2

Use a larvicide such as bti in standing water that cannot be drained.

Keywords:
Supporting
Fact 1.3

Stock ponds and aqua-gardens with fish that eat mosquito larvae.

Key Message/Fact 2.

Protect yourself from biting mosquitoes indoors and outside.

Keywords:
Supporting
Fact 2.1

Fix screen doors and window screens in your home to keep mosquitoes out.

Keywords:
Supporting
Fact 2.2

Avoid being outdoors at dawn and dusk when mosquitoes are active.

Keywords:
Supporting
Fact 2.3

Outdoor mosquito traps and electronic bug “zappers” have little or no effects on mosquitoes

Key Message/Fact 3.

Use insect repellent with no more than 30% deet.

Keywords:
Supporting
Fact 3.1

Advertised products without deet have limited effectiveness.

Keywords:
Supporting
Fact 3.2

Use a product with a lower concentration of deet on children under 10.

Keywords:
Supporting
Fact 3.3

Reapply as directed.

Message Maps

95 Percent of Response Planned in Advance

- Tabletop Planning Exercises.
- Relating to Partners and Stakeholders in Advance.
- Preparing Responses to Anticipated Questions/ Concerns in Advance – 73 Questions Technique.
- Team members know their role in advance.

The Media



The Media Interview

- Reporters want to answer six key questions:
 - Who, what, when, where, why and how
- Looking for clear, concise sound bites and quotes free of technical language and jargon.
- Reporters have deadlines; except for the Internet!

The Media Interview

Preparing for an interview

- Ask who will do the interview.
- Ask what information is needed.
- Ask for a general idea of the questions or at least what the interviewer considers to be the most important question/topic.
- Ask who else will be interviewed on topic.
- Set an interview time, a time limit and stick to it.

The Media Interview

Conducting the interview

- Deliver your key messages.
- Offer to get any information you don't have.
- Don't raise issues you don't want to explain.
- Don't speak for others.
- Don't be led off message.
- Hold interviewer to preset time.

The Media Interview

After the interview

- Assume the microphone is always on.
- Don't get too comfortable with the reporter.
- Watch the resulting newscast or read the newspaper story to see how message was perceived.
- Only correct errors that affect the point of the story.

Evaluating Your PR Efforts

- Did Your Campaign Meet Goals & Objectives?
- Review Strategies that worked / less effective.
- Results against Budget.
- Monitor Media Coverage and the New Social Media.
 - *Have You Googled Yourself Lately?*

Review, Refine and Rehearse Constantly. . .

NASAO Conference Special

FREE!!

One-Hour Telephone Consultation on your
Airport's Public Relations Strategy.

I'll Call YOU!!



Contact Me for FREE One-Hour Consultation:

Rick Bryant

Airport Development Group, Inc.

785.856.2327 Office

785.424.3050 Cell

rbryant@adgairports.com



Thank You!

