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AIRPORT ADVOCATE GUIDE

Advocacy Supplement to the *NBAA Airports Handbook*



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www.nbaa.org/airportshandbook



INTRODUCTION

You Need Your Airport, but Your Airport May Need You More

Your airport is an essential community asset, and ***you know why.***

You know the airport provides your region with an indispensable link to the national air transportation system, as well as a base for law enforcement, medical transport, package and mail delivery, agricultural application and other important types of flying.

You know the airport provides jobs and a home for a variety of businesses. You are well aware the airport is a magnet for companies that use aviation in their operations – most of whom located in the area because of the proximity to the airport.

You know your airport pumps millions of dollars into the local economy, providing substantial direct and indirect revenue to the county and community.

You know the airport operates safely and efficiently, provides green, open space and even recreation, and attracts young and old to its fences, viewing areas, open houses and other special events. You've seen how school-age children are fascinated with aviation, which in turn fosters their interest in a variety of careers, from engineering and science to aircraft maintenance and flying.

Your airport is an essential community asset, and **you** know why. But do your mayor, city council members, county commissioners, local business groups and Rotary Clubs know why?

Do your state and federal elected representatives understand the value and significance of the airport?

Do the residents who live in the neighborhoods surrounding the airport understand the many activities and operations taking place at the airport and how they benefit from them?

If any of your answers are "no," then read on and get ready to embark on a gratifying mission – one that is crucial to the future and viability of your airport and the national air transportation system.

Along with the *Airports Handbook*, NBAA developed this guide especially for you, the airport advocate, to help you communicate the benefits of your airport to the many individuals and organizations whose actions and influence can, in one way or another, affect the airport. That way, you won't be the only one who knows why your airport is an essential community asset.

"NBAA developed this guide especially for you – the airport advocate – to help you tell your airport's story."





QUANTIFYING AIRPORT VALUE

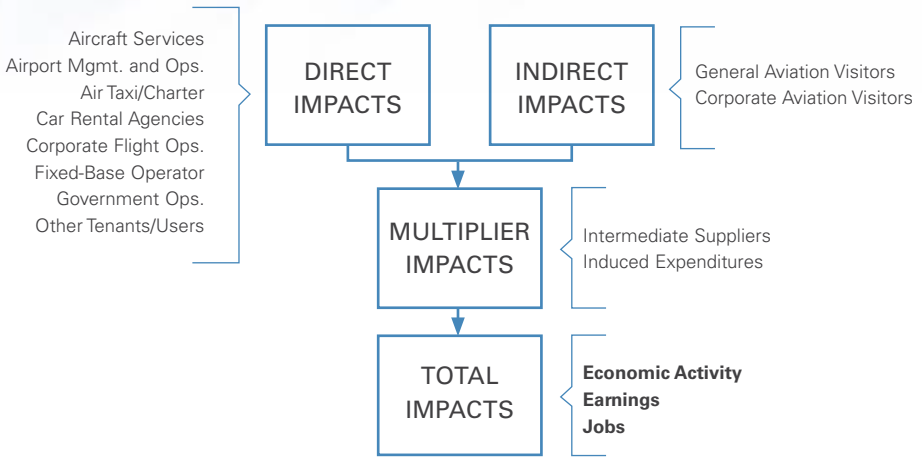
Your Airport = Jobs + Economic Impact + Tax Revenue

Make no mistake: airports are economic engines, and any community or region with an airport is fortunate to have one. As an airport supporter, you are well aware that in addition to the many quality-of-life benefits the airport provides – emergency medical service support, law enforcement, efficient and fast business transportation, package delivery, agricultural use, recreation and much more – the airport brings significant financial benefits to the area.

There is perhaps no better story to tell about a general aviation (GA) airport than its role in providing jobs, products, services and revenue to the local community, county and state.

General aviation airports mean jobs and economic development – and it's essential for the future of the airport and business aviation to spread the good news. The livelihood of the airport is dependent on public understanding and the support of business leaders and elected officials.

Components of Economic Impact Types Chicago Executive Airport Economic Impact Study



It’s been demonstrated time and again that when airport-related issues crop up – such as noise concerns, safety issues, even government efforts to shut down air traffic control towers – a community that appreciates and understands the value of its local airport will rally to support it.

Year in and year out, NBAA, its regional representatives and other national aviation associations work tirelessly to get out the good news about the value of general aviation airports. Our efforts are greatly enhanced – especially at the local airport level – by advocates such as yourself, with the same goal in mind: maintaining and enhancing the nation’s more than 5,000 non-commercial, public-use airports.

Below, we offer some background for you to use and specifics to help you effectively convey the economic value of your airport and make a strong case for its continued existence as an important community asset. Don’t forget to check the Resources sections at the end of both this booklet and the *Airports Handbook* for links to great information on the economic impact of airports, state-by-state airport facts and more.

CASE STUDY FREDERICK (MD) MUNICIPAL AIRPORT



When the federal government threatened to close down ATC towers around the country due to sequestration-related budget cuts, the tower at Frederick Municipal Airport (FDK) in Maryland was on the list. The brand-new tower had just opened 10 months earlier to much fanfare. The possible tower closing became a well-publicized local concern. Widespread support for keeping the tower open came from media outlets and several state elected officials who communicated their understanding of the importance and positive economic impact of the airport through editorials and regional news coverage.

“We have serious concerns that the potential for economic development at the airport may never be known or realized [without the tower],” editorialized the *Frederick News-Post*. “It’s not just the current jobs that will be lost, but the future ones that may never be created.”

CASE STUDY

CHICAGO EXECUTIVE AIRPORT



Chicago Executive (PWK) is a busy GA airport and an important facility for business flights and other GA activity. Studies show the enormous economic value of PWK to the surrounding communities and the state. Direct economic impacts have been estimated at about \$128 million and indirect impacts at \$17.6 million, which with the multiplier impacts comes to about \$185 million in total impacts. Studies also have found that PWK

is an important transportation center for more than 50 area firms that employ more than 12,600 people locally and generate \$1.3 billion in annual sales. Airport officials and supporters actively promote the good news about PWK's economic value to the Chicago area through brochures, aviation days and civic outreach.

ECONOMIC IMPACT DATA – WHAT IT MEANS

The true financial value of an airport is the sum of primary impacts (direct and indirect) and induced economic activity that occurs because of the facility.

The number of jobs attributed to an industry is always greater than simply those in the industry itself, due to the re-spending of money, or "multiplier effect." This happens when the people who work in and around an airport spend part of their incomes locally, triggering successive rounds of economic activity throughout the local and regional economy.

General aviation airports create jobs and contribute economic vitality for the area through aviation-related businesses on and near the airport – flight schools, aircraft repair businesses, fixed-base operators, charter operators, flight departments, etc. – as well as businesses indirectly related to the airfield. These include restaurants,

"Many of the state aviation reports contain airport-by-airport economic impact information that you can use to determine the dollar value of your local airport to the community."

car rental companies, hotels, taxi and limousine services, caterers, retail shops, entertainment and resort venues, and more. In turn, all these employers generate tax revenue for the city, county and state.

Airports help keep existing employers in a community and attract new ones to a region because companies are eager to capitalize on the transportation and other competitive advantages that the airport provides – primarily, easy access to regional, national and world markets. Companies and business developers look for ready access to air transportation when they make decisions on where to locate new businesses, offices and facilities.

Business aircraft flying in and out of the nation's general aviation airports carry thousands of professional, support and technical staffers daily, giving them rapid access to their colleagues, facilities and manufacturing plants. Unlike the more visible crowds at commercial airports, these business flights nevertheless bring important visitors to the area – from the company CEO to a technician coming with a part to repair a vital machine in a factory.

ECONOMIC IMPACT DATA – WHERE TO FIND IT

Excellent airport economic impact facts and data exist for almost every state across the country, as most state aviation or transportation departments have compiled detailed information about the economic value of their airports, including jobs and aviation-related tax revenue to the state.

Many of the state aviation reports contain airport-by-airport economic impact information that you can use to determine the dollar value of your local airport to the community. This information is available on the website of your state transportation department, or it can be accessed via the economic impact library on the website of the National Association of State Aviation Officials.

Up-to-date, statewide economic information on general aviation is available from the Alliance for Aviation Across America. State-by-state quick facts on aircraft, pilots, airports and more is also available on the Alliance website, along with information about each state's elected federal representatives and state aviation officials. Another useful advocacy tool, also compiled by the Alliance, are the statewide proclamations that have been issued by the governors of almost every state in the country, declaring the importance of aviation in their state. Many mayors have issued similar proclamations.

NBAA regularly publishes articles and posts information on airports nationwide, including economic impacts, and the airports section of the NBAA website contains links to a variety of specific airport stories and studies.

ECONOMIC IMPACT DATA – HOW TO RESEARCH IT YOURSELF

If you can't find the economic impact of your airport in any of the many state studies and reports, and you've checked with the airport manager or director to verify the information doesn't exist, and you can't afford to hire a consultant to do a report for you, you might consider – with the help of your airport organization and airport management – performing a very basic economic impact study. Even an elementary report that helps demonstrate how the airport attracts outside dollars and contributes economic benefits such as jobs, services and taxes to the area is a potent public relations tool in defending or promoting the airfield. It's essential that politicians and civic leaders understand that the airport is an economic engine.

Steps to a basic economic impact study:

- Contact your local or regional planning commission, chambers of commerce and tourist authorities to obtain the commonly accepted "multiplier" for your area. These vary by region.
- Determine indirect impacts for your airport by contacting the airport manager or local FAA Airports District Office to obtain the annual traffic count for transient GA operations.
- Divide this number by two to arrive at the number of arrivals, and multiply it by an assumed aircraft occupancy of 2.5 for each arrival.
- Multiply that figure by the average amount of dollars spent in the local economy by transient passengers. Your local chamber of commerce or tourism official can provide the average amount of dollars spent by visitors – often at least \$100 per person per day.
- Induced impacts will be more difficult to determine; these are the multiplier effects of the direct and indirect impacts, such as the increases in employment and income over and above the combined direct and indirect impacts, created by successive rounds of spending.



BUILDING RELATIONSHIPS

Communication Is Key to the Future of Your Airport

Your airport is an essential community asset. By spreading the good news about the airport, you will:

- Educate and inform the public, business owners, civic organizations and elected officials about the value of the airport, which goes a long way towards community acceptance and pride in the airport and its facilities. Many people and communities are unaware of the many benefits that an airport brings to the region.
- Establish lines of communication and relationships with area officials, business leaders and the news media, which will serve airport supporters well if funding issues arise, or operating restrictions are threatened, or some other controversy comes up. Being proactive before a problem occurs could be crucial in preventing your airport from being closed, losing funding or having curfews or other restrictions imposed.

- Generate good will about the airport and rally a diverse group of airport supporters around a common cause – including airport management, airport regulators, pilots, FBOs, other airport businesses, regional aviation groups and more. NBAA stands ready to support your efforts as well, and has a network of regional representatives who work closely with airport advocates and regional aviation groups in every state in the nation.

So how do you get started, and what are some ways other airport advocates are reaching out to their communities?

Below are some examples and checklists to get you started. Don't forget to use the Resources sections found at the back of both this *Airport Advocate Guide* and the *Airports Handbook*, and don't hesitate to contact NBAA national or regional staff members for further assistance or support.

“Building a relationship with your local and state elected officials is critical to ensuring positive outcomes.”

LEGISLATIVE OUTREACH CHECKLIST

Legislative issues can arise at any time, and they run the gamut from new taxes and fees to airport security issues, noise, environmental or other issues. Building a relationship with your local and state elected officials and providing them with the facts about the economic and community benefits of airports and business aviation is critical to ensuring positive outcomes.

- Get to Know Current and Potential Issues.** It's important to be knowledgeable about the major issues affecting your local airport and the overall general aviation industry. Stay alert for new or proposed taxes or restrictions, especially on the state level. NBAA's staff, website and publications are good resources. Your local news media outlets also may report on proposals that could affect general aviation in your area.
- Get to Know Decision-Makers.** Find out who your local, state and federal elected officials are, and research their voting records for indication of their views on general aviation. At least once a year, meet with these officials or their staff

CASE STUDY

ARIZONA AND MISSOURI AVIATION DAYS

Once a year, aviation supporters in Arizona and Missouri sponsor a large, well-orchestrated “Aviation Day” at their respective state capitals. Both events, which have been held annually for more than six years, are held with the approval of the governor and state legislature, and each serves the vital purpose of establishing relationships and fostering communication between the aviation community and elected officials from those states.

Aviation advocates in both Arizona and Missouri agree that the day-long event – which includes lunch, networking and visits to state legislators and their staffs – has produced tangible results, including the legislature's approach to use of the state aviation trust fund, as well as favorable regulations affecting aviation and airports in each state.



(many state and federal officials have local offices), and establish a good working relationship with them. Become a resource to them for aviation and airport information, and let them know what issues are important to you, your airport and general aviation. Make sure they have your contact information and give them copies of the *NBAA Airports Handbook*.

- ❑ **What to Do When a Proposal Raises Concerns.** Notify your NBAA regional representative and alert your aviation contacts. Call a meeting of regional aviation organization leaders to strategize and develop a plan, and agree on fact-based arguments to use. Raise funds to cover research and advocacy costs, encourage personal visits to appropriate elected officials and organize a letter-writing campaign (for help with letters to the U.S. Congress, visit www.nbaa.org/action). Prepare talking points for use by you and your colleagues.
- ❑ **How to Keep the Pressure Up.** Keep in close touch with NBAA regional representatives. Monitor and encourage communication from affected members of the aviation and general community. The most effective responses to legislators in descending order are: personal visits, attendance/speaking at public meetings, letters, phone calls and emails. Look for positive alternatives to suggest in lieu of the proposed regulation or restriction.

“Effectively advocating for and promoting your airport takes a group of dedicated individuals working together to gain the support of the surrounding community.”

COMMUNITY-WIDE OUTREACH CHECKLIST

Effectively advocating for and promoting your airport takes a group of dedicated individuals – often, a well-organized regional business aviation association or airport users group. Across the country, many such groups are successfully reaching out to their communities and demonstrating the economic value and social benefits of their airport – and gaining the support of the public and elected officials.

- ❑ **Start or Support a Regional Group.** There is definitely strength in numbers, especially when it comes to airport and aviation advocacy. A robust and active airport support group will also have more clout with government and civic leaders and is more likely to be able to convince politicians to provide adequate resources for airport improvement upkeep.

To start an airport users group or regional business aviation group, begin by planning an organizational meeting, prepare an agenda and promote the meeting through local FBOs and businesses, airport managers, based flight departments and pilots. Your NBAA regional representative can also help you reach NBAA Members in your area.

At the meeting, recruit volunteers, choose interim leaders, form committees and define vision, mission and value statements for the group. Determine budget, funding, regular meeting time and place, get contact information for all attendees and decide on legal status of the group (incorporation, non-profit, etc.). See also NBAA's helpful Guidelines for Regional Business Aviation Groups publication.

- ❑ **Hold a Community Aviation Day or Airport Open House.** NBAA has information on how to hold such an event, which should be undertaken by your airports group or regional business aviation association. Most groups start planning Airport Days six months to a year in advance and split up into committees (marketing, program, exhibitors, speakers, etc.) to plan.

Decisions should be made on date and type of event, insurance requirements, fundraising, budget, security, program, etc., and the approval and participation of the airport sponsor must be secured. Tasks such as marketing and promotion, emergency/accident planning, volunteer coordination, concessions, static display, etc. should be assigned.

On the day of the event, many volunteers will be needed as well as event directors. Make sure some useful giveaway materials about the airport and general aviation are available to the public.

- ❑ **Hold a "City Officials" Event.** Such an event would serve to promote the airport and educate the likes of the mayor, aldermen, city council, county commissioners, etc. to the benefits and value of the airport. Send invitations well in advance (and follow up with phone calls) and plan a morning or afternoon to tour the airport, show off plans for airport improvements and visit airport businesses.

A lunch or breakfast featuring an informational aviation speaker is a good idea, and have factual materials – with contact information – for the officials to take back with them.

Invite reporters to cover the event (the officials will like that!), which means they too will learn about the airport.

In communicating with community members, you also may find it useful to know information about specific aspects of airports used by business aircraft operators. NBAA's Business Aircraft Airport Guidelines (see table) can be used as a reference in discussion with community decision makers – such as members of a city council, county commission or airport authority – about the preservation and possible expansion of general aviation airport infrastructure.

LOCAL AREA OUTREACH CHECKLIST

It's important to show the community that the airport – as well as the businesses that are located or operate from there – is a good neighbor and a vital part of the local area. Conducting school tours, holding career open houses for older students, taking on community service projects and hosting charity events are all good ways to promote the airport and business aviation while at the same time making a positive impression on the community.

- ❑ **Conduct School Tours.** Coordinate with airport management, FBOs and local flight departments to bring school groups to the airport, planning tours that

NBAA Business Aircraft Airport Guidelines*

	OPTIMUM		ACCEPTABLE	
RUNWAYS**	Dimensions (ft.)	Weight Capacity (lbs.)	Dimensions (feet)	Weight Capacity (lbs.)
Heavy Jet (above 50,000 lbs.)	7,500 by 150	120,000	5,500 by 100	75,000
Medium Jet (up to 50,000 lbs.)	5,500 by 100	75,000	5,000 by 100	50,000
Light Jet (up to 25,000 lbs.)	4,500 by 100	50,000	4,000 by 75	20,000
Very Light Jet/Turboprop (up to 12,500 lbs.)	4,000 by 75	25,000	3,000 by 60	15,000
	Taxiways for all runways Stabilized overruns on longest runway 200 by 300 ft. ramp area minimum		Adequate ramp area for maneuvering/ parking	
ATCTOWER	24 hours		None	
LIGHTING	Full approach light system High intensity runway lights Visual glide scope indicator – all runways		REIL or ODALS Medium intensity runway lights Visual glide scope on instrument runway Pilot controlled lights	
INSTRUMENT PROCEDURES	PBN procedures***		PBN procedures	
WEATHER REPORTING	ASOS		AWOS	
SERVICES	Full-service FBO**** Transient hangar space FAR Part 107 type security De-icing (where applicable)		Enclosed passenger waiting area Fuel/tie downs Elementary security Telephone	
MAINTENANCE	FAA Part 145 repair station		Minimal maintenance (tire/battery service, etc.)	
AMENITIES	Nearby hotel/motel Nearby restaurant		Distant hotel/motel Vending machines	

* These NBAA guidelines are not intended to replace actual FAA design standards.

** Sea level requirements.

*** LPV minima preferred.

**** Staffed 24/7, fuel, passenger and crew lounge, rental cars, shuttle/crew car, vending machines.

Note: When an airport takes federal financial assistance from the FAA for airport expansion and development, then the airport must develop to specific FAA standards, including runway length, width, weight-bearing capacity, eligibility for partial or full taxiways, and other requirements. The above table is not intended to replace or override airport requirements under federal AIP funding regulation.

The above NBAA Business Aircraft Airport Guidelines provide readers with guidance about specific aspects of airports used by business aircraft operators. This table also can be used as a reference in discussion with community decision makers – such as members of a city council, county commission or airport authority – about the preservation and possible expansion of our airport infrastructure.

The FAA is charged with the regulation of air commerce in such a manner as to best promote its development and safety, and to meet the requirements of airport users. As key stakeholders in our national system of airports, business aviation operators need to be able to express their operational needs to airport owners/operators and local decision makers. Both the “Optimum” and “Acceptable” business aircraft airport guidelines are intended to assist business aviation operators in communicating their expectations for the airports they use. In principle, adoption of these guidelines will help ensure the development and maintenance of a national system of safe and cost-effective airports that will serve key community assets.

DID YOU KNOW?

More than 7,000 students, teachers and parents have attended aviation career fairs organized by the Westchester Aviation Association and its Aviation Education Corporation at New York's Westchester County Airport (HPN).

are age-appropriate. Work closely with school administration and teachers on transportation and security, and try to keep groups small. Arrange for hangar visits, airplane tours, even a small static display. Develop age-appropriate materials for the students to take home, including airport facts, information on aviation careers and general background on aircraft and aviation.

❑ **Develop a Speakers Bureau.** Civic organizations are always looking for good speakers for their events. Identify some good speakers associated with the airport or your regional business aviation association who are willing to give a

lively, well-researched airport/aviation presentation – with specific facts and information about the local airport – to local Rotary, Kiwanis, Chamber of Commerce and other such groups.

Make sure they leave behind some materials about the airport and business aviation, including NBAA publications. In lieu of a speaker, a short slide show or video about the airport is also useful.

❑ **Offer a Charity Event/Scholarship Program.** Fundraisers such as hangar balls and auctions help personalize the airport and show that it is a good neighbor. Having a scholarship program for local high school or college students to help them pursue an aviation-related career is also a great way to show support for the community and promote the aviation industry.

“It’s important to show the community that the airport – as well as the businesses that are located or operate from there – is a good neighbor and a vital part of the local area.”

CASE STUDY

COLORADO: A MODEL OF SUCCESSFUL LOCAL OUTREACH

At Centennial Airport (APA) in Denver, the Colorado Aviation Business Association (CABA) regularly holds a variety of events at the busy metro-area facility, one of the busiest general aviation airports in the nation. As such, APA is not without its challenges, from noise concerns to vigilant nearby homeowners associations. CABA has met these challenges head-on – from holding on-airport charity events to safety seminars to the highly successful “Aviation Saves” community day, the association has successfully reached out to the local community and invited them to come to the airport and see for themselves the “good news” about general aviation and the airport.

CABA has even produced a short video that helps association members deliver the message about how business aviation improves quality of life. As a result of CABA’s efforts, the public and elected officials in the area where Centennial is located are familiar with the airport and the economic and social benefits it brings to their region.



MEDIA RELATIONS

Your Airport Is a Good News Story

Your airport is an essential community asset, and the news media can help you get the word out. Any effective airport advocacy effort should involve media exposure, in addition to directly reaching out to the community through aviation days, school tours, legislative visits and the like.

Positive publicity generated by media coverage is a relatively inexpensive and useful way of promoting the airport and business aviation, and it's a great way to reach decision-makers and community leaders. There's nothing like education and information to help create a pro-airport and pro-aviation environment in your community; fostering that kind of constructive publicity can go a long ways toward staving off any potential threats to airport operations or mitigating bad coverage in the event of a problem or incident.

It's important to think of the media as a helpful partner in your publicity efforts, not an adversary. Many companies have been reluctant to talk about their flight departments or get involved in activities because they are public entities and don't want to draw unnecessary attention to their operations. However, it's key to realize that business aviation has a great story to tell, and your company will benefit if the general public understands the value of your operation and the benefits that your airport provides.

So, how do airport supporters, regional business aviation groups, flight departments, FBOs and even airport managers get started in spreading the good news?

DECIDING THE MESSAGE

First, establish a publicity/media committee, and designate specific individuals to be the spokespersons for your group, airport or company.

DO make sure that the spokesperson is knowledgeable about the airport and the issues, is readily available for interviews or quotes, and will take responsibility for getting in touch with reporters and editors when it's warranted. Key to any public relations effort is the relationship established with reporters and editors; all of the tools outlined below will be much more successful if a personal rapport is in place.

DON'T hesitate to call NBAA or an NBAA regional representative for support or suggestions on dealing with a sensitive issue at your airport or to ask for help representing your group at an event (such as a hearing) where many reporters may be present.

Next, decide what your message or publicity needs are and who your audience is.

DO fine-tune your message and target an audience. Are you trying to get out information regarding noise concerns at the airport, most specifically to residents and homeowners near the airport? Do you want to promote an upcoming Airport Day to the general public? By focusing on the message and the audience, you will make your job easier and also help determine what materials, fact sheets, etc. need to be prepared.

Once you've determined who your spokespersons are, and what message you want to convey to which audience, you can choose from a variety of promotional tools to reach the news media.

REACHING THE MEDIA

- **Website and E-newsletter.** Both the airport itself (through the government entity or private sponsor that operates it) and your local aviation/airport group must maintain robust websites that are regularly updated with the latest airport-related facts and figures, event and contact information, and background. An electronic newsletter with the latest airport-related news and information is also a useful tool.
- **Press List.** Generate a media list – include email, Facebook and Twitter information and phone numbers – of reporters who cover the airport or aviation for your region. If you don't know who they are, call the media outlet and ask. It's also a good idea to include in your list reporters who cover business, transportation, local government and education, depending on the coverage you are looking for. Get to know them, and cultivate the relationship.
- **News Releases.** News releases should be used sparingly to announce genuine news or to alert the media to upcoming events and functions. Releases should ideally be short (250 to 500 words), give contact information for at least one person available to the media, have a clear date and headline, and be emailed or posted on a blog, Facebook, etc. well in advance of any upcoming media event. Releases should be issued as quickly as possible following a speech, event or incident to ensure timely coverage.

- **Media Advisory.** A media advisory is used to alert and invite reporters to an upcoming event, such as a school tour, speech or press conference; as such, it must contain all details such as date, time, location, contact information, etc. Advisories can be sent via email or social media outlets, or for greater effect, a well-designed printed invitation can be mailed or hand-delivered.
- **Press Conferences/Press Briefings.** These events are best left to airport management or groups like NBAA, but local airport advocates should certainly not hesitate to contact reporters when a newsworthy event or action affecting the airport has been/is taking place.
- **Letters to the Editor/Op-Eds.** Have your group's best writer draft letters to the editor (for someone else's signature, if appropriate) regarding critical airport issues as they arise, providing thoughtful, clear and accurate information to support your case. A letter praising the efforts of an enlightened airport official, or thanking the city council for their support of airport improvements, is also good public relations. Another type of reader submission, the opinion editorial, or "op-ed," is a great way to reach the public and community leaders. The No Plane No Gain advocacy campaign has a number of sample op-eds you can use.
- **Press Kits and Materials.** Your group should always have some up-to-date press "kits" or materials such as fact sheets on the economic value of the airport and information on airport businesses, tenants and users; reprints of positive news stories, editorials or op-eds; contact information for your spokesperson(s); and background information on airports and general aviation. These materials should also be posted on your group or association's website and updated frequently.
- **Aviation Media Day.** This can be similar to an Aviation Day for the public, but smaller and targeted towards the interests of reporters. Invite local media representatives and give airport and hangar tours, present the specific economic and social benefits of the airport, have brief presentations by airport tenants, users and management – even ATC/control tower personnel. At your Aviation Media Day, highlight what the airport is doing to enhance safety and noise abatement, provide press materials and serve refreshments or a light meal. Feature a speaker who benefited from a humanitarian/medical flight or an executive who can discuss how essential the airport is to his company's operations. Don't forget photo opportunities.

USING SOCIAL MEDIA

In addition to all the public relations tips and tools already discussed, airport advocates should use social media to their advantage in promoting the airport. Having a board member on your advocacy group who is a communications professional/social media expert would be very helpful.

A Facebook page, Twitter account, blog and RSS feeds are all highly recommended as ways to reach out to the local community. It's not unlikely that a young person who lives on the other side of the airport fence may use social media almost exclusively for his or her means of communicating and getting news.

Here are a few easy ways to make social media efforts work for your airport:

- Promote any original content you might have on your social media sites, such as articles, press releases, videos and photos.
- Update those sites regularly, and keep postings shorter rather than longer.
- Learn and use key industry keywords in your content to help your sites be found by search engines.
- Link to the stories and social media sites of like-minded organizations.

RESOURCES

More Information for Airport Advocates

As an airport advocate, you are fortunate to have many resources available to you for information on community outreach, media relations, airport and business aviation facts and background, building relationships, establishing user and advocacy groups, and more. NBAA has developed a significant variety of publications and other web resources that will be useful to you in your efforts, starting with the *Airports Handbook* and its sister publication, this *Airport Advocate Guide*.

Association staff members and regional representatives are available to provide support and expertise. Also, be sure to visit the websites of other airports and aviation advocacy groups for ideas and to see what others are doing.

NBAA RESOURCES

- *Airports Handbook*, available in print and online
www.nbaa.org/airportshandbook
- *Business Aviation Fact Book*, available in print and online
www.nbaa.org/factbook
- NBAA Website
www.nbaa.org
- Airports News and Information
www.nbaa.org/airports
- Member Guide for Building Relationships With Your Elected Officials
www.nbaa.org/advocacy/get-involved/officials
- Community Outreach Resource: Airports Checklist
www.nbaa.org/advocacy/get-involved/community-outreach/airports.php
- Community Outreach Resource: Operations Checklist
www.nbaa.org/advocacy/get-involved/community-outreach/operations.php
- Community Outreach Resource: Legislation Checklist
www.nbaa.org/advocacy/get-involved/community-outreach/legislation.php
- Regional Access Issues
www.nbaa.org/advocacy/regional/access-issues
- Regional Business Aviation Groups Directory
www.nbaa.org/advocacy/regional/directory
- Guidelines for Regional Business Aviation Groups
www.nbaa.org/advocacy/regional/library
- Regional Group Leadership Webinars, Presentations and Templates
www.nbaa.org/advocacy/regional/library
- Air Mail – NBAA Member Forums and Listservs
www.nbaa.org/airmail
- Sample Advocacy Letters
www.nbaa.org/advocacy/letters/
- Media Backgrounders
www.nbaa.org/news/backgrounders/

OTHER RESOURCES

- No Plane No Gain – Advocacy materials to help promote business aviation and your airport, case studies, etc. – www.noplanenogain.org
- Alliance for Aviation Across America – State-by-state economic impact information and more – www.aviationacrossamerica.com
- National Association of State Aviation Officials – State economic impact studies, often airport by airport – www.nasao.org/Resources/EconomicImpactLibrary.aspx
- Federal Aviation Administration Study: Economic Impact of Civil Aviation on the U.S. Economy, 2011 – Excellent study and overview of the economic benefits of aviation, with information specific to general aviation – www.faa.gov/air_traffic/publications/media/faa_economic_impact_rpt_2011.pdf

For a list of additional airports resources, refer to the main *NBAA Airports Handbook* at www.nbaa.org/airportshandbook.

NBAA STAFF CONTACTS

NBAA has experts on its staff and Access Committee who can provide guidance on airports and airspace issues, regional advocacy, legislative and regulatory hot topics, media relations and more. For more information, contact NBAA at (202) 783-9000 or info@nbaa.org.



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ABOUT NBAA

Founded in 1947 and based in Washington, DC, the National Business Aviation Association (NBAA) is the leading organization for companies that rely on general aviation aircraft to help make their businesses more efficient, productive and successful. Not a Member? Join today at www.nbaa.org/join/airports.