

PROTECTING YOUR AIRPORT BY PROMOTING IT



AOPA Webinar
June 29, 2011

Protecting Your Airport by Promoting It

John Collins, Manager Airport Policy

Panelists:

Jamie Beckett, Winter Haven, FL City Council

Mitch Latting, Oceano, CA ASN Volunteer

Jolie Lucas, Friends of Oceano Airport



Now you know who we are...

Who are you?

- A. ASN Volunteer
- B. AOPA member
- C. Airport Management
- D. FBO Operator
- E. Aviation Enthusiast



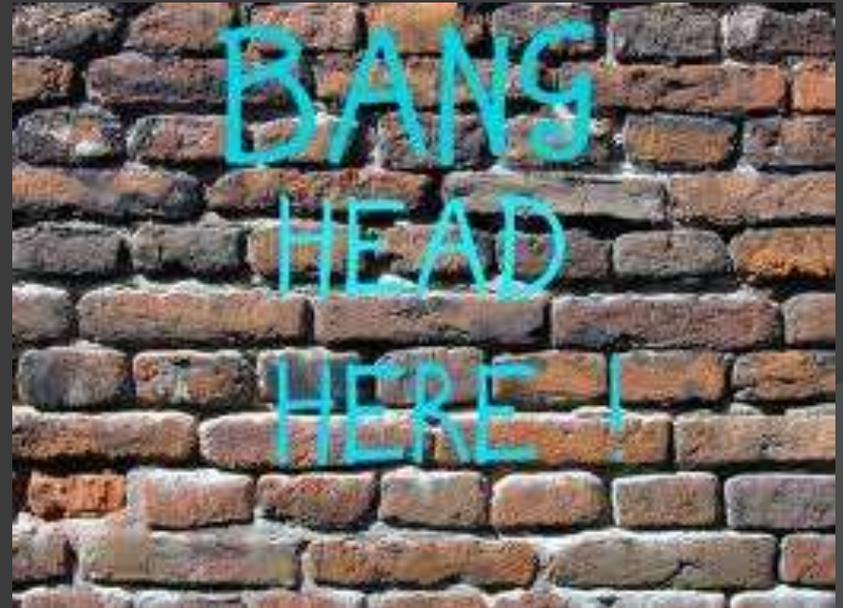
Thanks for joining us - Throughout the Webinar we'll be selecting participants who ask questions to receive one of our AOPA giveaways!

What we'll cover

- ⦿ We have an airport?! What the community thinks they know about aviation
- ⦿ Changing a perception
- ⦿ Community outreach – the hard work that pays huge dividends
- ⦿ Effectively working with your elected officials

Changing a Perception

- ◎ Very hard work
- ◎ Consistent and constant
- ◎ Repetition
- ◎ Kids vs. Adults



If you've just joined us...

- ◎ Welcome!
- ◎ Presenter from AOPA Government Affairs
- ◎ Panelists from Winter Haven, FL and Oceano, CA

So far... We've discussed common misperceptions about community airports and the need to change them



A question for you

When is it the right time to work on public perception of your airport:

- a. When folks want to close it
- b. When the grants run out
- c. Only if the rabble rousers get too vocal
- d. No need, everything is running smoothly
- e. Right Now!!!

Examples

- ⦿ Fuquay-Angier Field Airport, NC
- ⦿ Lewistown Municipal Airport, MT
- ⦿ Malcolm McKinnon Airport, GA
- ⦿ Sebastian Municipal Airport, FL

And there are many others...

Doing It the Modern Way

⦿ Social Media

- Facebook – e.g. Friends of the Huron County Airport (5A1), Norwalk, OH
- Twitter
- YouTube

⦿ Virtual

- Airport web page
- Support group web page

⦿ Still use that personal touch

- Nothing beats face to face, invite them out



Welcome

PGA²

- Promote General Aviation
- Protect G.A. Airports

Introductions



Jolie Lucas
Mitch Latting

Co-Founders:
Mooney Ambassadors
&
Friends of Oceano
Airport.

Private Pilots working
on IFR rating.



Aircraft Crashes into Buildings!



Bring the Fun back to the Airport



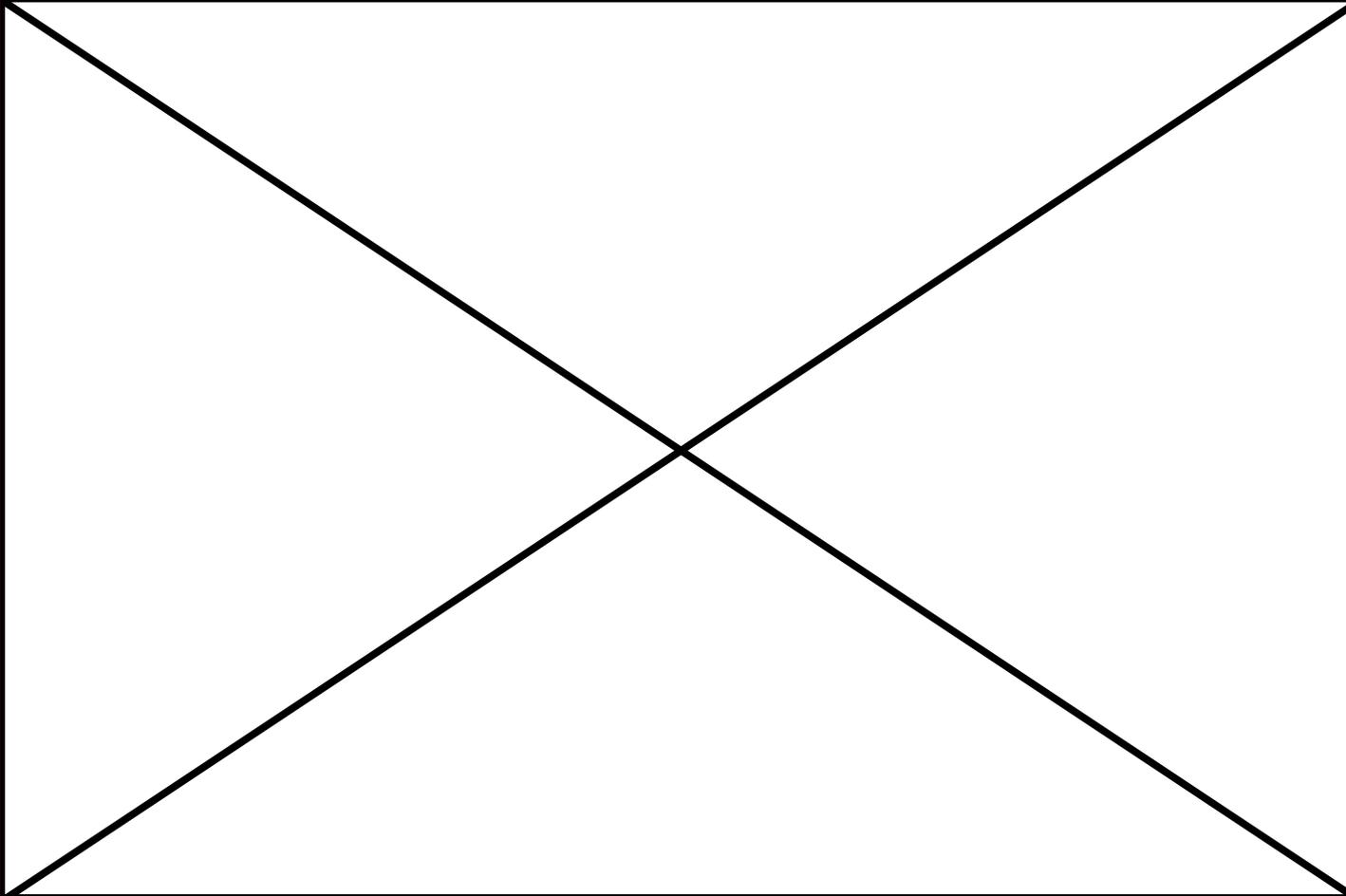
Inspire the love of flight
Children bring their
parents

Community Outreach
Know your local media
contacts

Use your elected
officials wisely
The Power of Public
Service
Announcements



Public Service Announcement



Promote General Aviation

- Talk to the public about being a pilot
- Ask if they fly or have wanted to learn
- Reinforce the idea that general aviation is accessible, fun, and within reach.
- Educate the public regarding all the aspects of GA: charitable flying, business flying, law enforcement, fire and rescue, recreational flying, pilot education.



- Airport Day
- Toys for Tots
- Fly-In Movie Night
- Young Aviator Camp
- 4-H Aero, Boy Scouts, Girl Scouts
- Learn to Fly Day
- Emergency Responder Appreciation Event
- School Assemblies
- Type-Club Fly-In
- Service Club Speaker



Community Outreach

PGA² Video Trailer for Pilots

iMOVIE AND PRINCESS PRODUCTIONS PRESENT

A PRINCESS PRODUCTIONS PRODUCTION IN ASSOCIATION WITH iMOVIE

A WHAT HAVE YOU DONE FOR G.A.? FILM

PROMOTE GENERAL AVIATION

STARRING A LOVER OF FLIGHT

EDITED BY JOLIE LUCAS PRODUCTION DESIGNER AIRPORT DAYS, DISPLAY DAYS, AVIATION EVENTS

DIRECTOR OF PHOTOGRAPHY OUR WONDERFUL WORLD OF AIRPLANES

CASTING BY ALL WHO WANT TO PROMOTE GENERAL AVIATION

MUSIC BY AIRPLANE NOISE COSTUME DESIGNER ALUMINUM AND RIVETS

EXECUTIVE PRODUCER AVIATORS AND AVIATRIXES WRITTEN BY ALL OF US

Thank you for your support



Email: MooneyAmbassadors@Charter.Net

For more information check out our website:

MooneyAmbassadors.com



Helpful links

PGA² Video Trailer for Pilots:

<http://www.youtube.com/watch?v=hM0xAe3orU>

“What is General Aviation?” for the non-flying Public:

http://www.youtube.com/watch?v=x_JArEmCPRE

Public Service Announcement Sample:

<http://www.youtube.com/watch?v=7REMyEgkzQw>

For Speaking Engagements: MooneyAmbassadors@charter.net



Jamie Beckett
CFI, A&P,
City Commissioner
Winter Haven, Florida

Focus:

How can Aviation Enthusiasts Work
Effectively with Municipal Officials?

Our Mission:

To Advocate for the Value of Aviation and
Airports at the Local Level

Your Demeanor Matters



- Never go negative
- Be respectful and polite.
- Stay positive with your pro-aviation message.
- Municipal leaders are people, too.
- Remember: nobody responds well to yelling, name calling, swearing, or threats.
- An aggressive or negative attitude will overwhelm facts that favor your argument.

Ignorance is Not Bliss

- Most officials aren't evil – they're ignorant.
- Like most people – they aren't aware that they are ignorant of aviation's peculiarities.
- Communicate with non-aviation officials in language they can understand.



Understand the Concerns of Your Elected and Appointed Officials

- Administrators often fear risk and liability.
- Administrators are often attacked over “subsidiaries” whether real or imagined.
- Elected officials worry about appearing to favor a minority group, to the exclusion of the majority.





Be a Teacher, Not a Critic

- Teachers are positive – they offer help and hope.
- Teachers are respected.
- Critics are negative – they offer disparagement and vitriol.
- Critics are avoided.

Make an Impression

- Attend public meetings.
- Speak (when appropriate) at public meetings.
- Write Letters to the Editor for your local paper.
- Contact media with positive aviation stories.
- Say “Thank you” when it is warranted.
- Encourage your peers to follow your lead.

Educate Officials About...

- the three most important aspects of General Aviation Operations.
- Safety.
- Exceptional Customer Service.
- Safety (safety is the first and last consideration of any aviation endeavor).

Educate Officials About...

- The language of aviation.
- The type of airspace surrounding and above your local airport.
- The pros and cons of the airspace and geography from a business perspective.
- The differences between commercial, military, and general aviation.
- The link between GA and business - worldwide.

Plan for Success

- Build partnerships.
- Find common ground.
- Stress the mutual benefit of GA for all concerned.
- Accept that change takes time, sometimes a lot of time.
- Exude a positive attitude and a willingness to work together with your local officials – for the long term.



SUCCESS

Image: aopsan

Your Questions



The Need for Outreach

- ⦿ Timing
 - In good times – may be easier
 - In bad times – don't wait for a threat, it may be too late
- ⦿ Vary your approach
 - But not your bottom line message
- ⦿ Audience
 - Community groups
 - Youth groups
 - Elected officials
 - Events
 - Aeronautical
 - Non-aeronautical



Resources

- AOPA's Guide to Hosting An Open House
http://www.aopa.org/asn/open_house.pdf
- AOPA's Airport Support Network Program Resources
<http://www.aopa.org/asn/>
- General Aviation Serves America
<http://www.gaservesamerica.com/>
- Marketing Guidebook for Small Airports
http://www.trb.org/Publications/Blurbs/Marketing_Guidebook_for_Small_Airports_163059.aspx
- PGA² Video Trailer for Pilots
http://www.youtube.com/watch?v=_hM0xAe3orU

Resources

- ◎ “What is General Aviation?” for the non-flying Public http://www.youtube.com/watch?v=x_JArEmCPRE
- ◎ Public Service Announcement Sample <http://www.youtube.com/watch?v=7REMyEgkzQw>
- ◎ “The Value of Aviation” by Jamie Beckett http://flightmonkeys.com/?page_id=661
- ◎ Jamie Beckett’s “Politics for Pilots” blog <http://www.generalaviationnews.com/category/opinion/politics-for-pilots/>
- ◎ FAA Airports <http://www.faa.gov/airports>

Thank you!

Remember, for all your questions contact
AOPA's Pilot Information Center toll free at
1-800-872-2672

To learn more about becoming an
ASN Volunteer email
ASN@aopa.org

