

Developing an Airport Media Relations Plan

Use this worksheet to develop a media relations plan for your airport. A carefully constructed plan can increase positive views of your airport within the community.

1. Analyze the current situation.

- What does the community currently think about the airport?
- Has the airport been in the news recently? Was it positive or negative press coverage?
- What challenges does the airport face? What are its strengths?
- Who are the people who oppose the airport? Who supports the airport?

Provide a brief situational analysis for the airport:

2. What are the goals of the airport?

- Is there an existing goal or mission statement?
- What goals does the airport want to set for itself? (e.g. increase positive views of the airport within the community)
 - Example: "Raise awareness of the airport as an effective community partner"

Provide a brief summary of the airport's goals:

3. What are the objectives of the airport?

- Objectives are methods for meeting the goals.
- How will you meet the goals established in Step 2?
- An example of objectives may include:
 - Have three instances of positive press or media exposure in the next 3 months
 - Hold an event to open the airport to the general community
 - Increase attendance at airport board meetings by 50 percent.

Provide a brief summary of the airport's objectives:

4. What or who is the target audience of the airport's message?

- Who are you trying to reach out to?
- Is there a specific organization or citizen group?
- To what ages, generations, occupations, or other demographic group are you aiming your message?

Provide a brief summary of the target audience:

5. What is the airport's strategy?

- What methods will be used to meet the goals and objectives set forth in Steps 2 and 3?
- Who will need to be involved? How will this be accomplished?
- A strategy might include press releases, news conferences, or op-ed letters in local newspapers.

Provide a brief summary of the airport's media strategy:

6. Identify the primary message and how to approach it.

- Do you want to change the public's opinion of the airport or achieve more community support?
- Do you want to change behavior, such as wanting more people to use the airport?
- What is the focus of your message and why is the cause important?
- Use a simple, yet pointed message.

Provide a brief summary of the airport's media strategy:

7. What tactics should the airport use?

- What is the best way to get the message out to your audience?
- What avenues of communication will work best for your message?
- Each audience requires a different tactic for delivery of the message.

Provide a brief summary of the airport's media relations tactics:

8. Develop a media contact list.

- Use the *Media Contacts* worksheet, or develop your own, to create a central list of print, radio, television, or internet media contacts.
- Use this list when needed, or for regular distribution of airport related information.

Provide a brief list of media contacts: