Site Map

Media Toolkit

- **Understand:** Basic Media Kit
  - The Airport Manager and Public Relations
  - Developing a Brand and a Marketing Plan
  - Traditional Media Tools and Press Kit
  - Website and Social Media Tools
  - Media Relations

- **Explore:** Telling the Story
  - Identifying the Story
  - Finding your Audience and Telling the Story
  - Telling the Story Again
  - Telling the Story in Different Ways

- **Take Action:** Connecting with the Community
  - Tours
  - Restaurant and Retail
  - Meeting Space
  - Events
  - Awards and Scholarships
  - Hands-On Community Involvement

Role of the Airport

- **Understand**
  - Airport Roles According to NPIAS
  - General Aviation Airports – A National Asset
  - State Airport System Plans
  - Safety and Security Roles at the Airport
  - Aviation Services to the Community
  - Non-Aviation Roles in the Community
**Explore**

- Identifying Your Airport’s Classification
- Organizational Roles at Your Airport
- Determine the Aviation Roles of Your Airport
- Determine the Non-Aviation Roles of Your Airport

**Take Action**

- Changing NPIAS Classification
- Airport Advocates and Supporters
- Identify Community Connections
- Telling the Story (Media Kit)

**Aviation Toolkit**

**Air Cargo**

**Understand**

- How Demand for Air Cargo is Generated and Success Factors for Air Cargo
- Products that Benefit from Air Cargo
- The Players in the Air Cargo Industry
- Types of Aircraft Utilized for Air Cargo
- Regulatory and Policy Issues for Air Cargo Development
- Trends in Air Cargo
- Domestic vs. International Air Cargo Shipping
- Air Cargo Marketing Plans and Air Cargo Development

**Explore**

- Identify an Airport’s Existing Air Cargo Usage and Regional Air Cargo Flows
- Identify Current Air Cargo Use
- Identify your Air Cargo Market Area and Competing Airports
- Consider Facilities Needed to Retain or Attract Air Cargo Carriers
- Investigate Targeted Business Practices for Air Cargo

**Take Action**

- Maintain Relationships with Existing Air Cargo Stakeholders
- Market your Airport’s Air Cargo Development Opportunities
- Identify New or Expanded Air Cargo Opportunities
- Educate the Community on Air Cargo Using a Variety of Communication Strategies
Air Service

- Understand
  - Airline Industry Fundamentals and Current Trends
  - Overview of ASD
  - Federal Programs and Regulations Impacting Air Service
  - Role of your Airport in Passenger Experience and Air Service Development
  - Smaller Community Air Service Challenges

- Explore
  - Defining your Airport’s Catchment Area
  - Identifying your Airport’s Strengths and Weaknesses
  - Documenting Current Service and Identifying Gaps
  - Pursuing Air Service at a Non-Commercial Service Airport
  - Hiring Professional Consultants for ASD Assistance

- Take Action
  - How to Develop an ASD Program and Evaluate ASD Efforts
  - How to Develop a Marketing Plan to Educate your Community on Air Service
  - How to Establish a Community Air Service Task Force
  - How to Select Appropriate Incentives and Identify Resources to Enhance Air Service
  - How to Communicate Air Service Opportunities and Incentives with the Airlines

Economic

- Understand
  - My Airport as a Job Center
  - My Airport Area
  - My Airport is Not an Island
  - Airport Jobs and Spinoff Effects

- Explore
  - Inside My Fence
  - Supporting “Traded Industries”
  - My Airport’s Market
  - My Airport’s Business Constituency
  - Visitor Spending
  - Multi-Modalism Outside My Fence
• **Take Action**
  - The Value of My Airport
  - “You Don’t Have to Take My Word for it”
  - Being Part of the Location Decision
  - Grow Together
  - My Airport as a Gateway
  - My Airport as an Intermodal Hub

**Environmental**

• **Understand**
  - Understanding NEPA and Environmental Planning
  - Air Quality
  - Emergency Planning and Response
  - Waste Management
  - Water Resources
  - Proactive Environmental Stewardship and Sustainability

• **Explore**
  - Identify the Environmental Resources at Your Airport
  - Identify Airport Permit and Program Responsibilities
  - Identify your Airport’s Policy on Environmental Responsibility and Sustainability

• **Take Action**
  - Create an Environmental Mission Statement
  - Create Environmental Objectives
  - Develop an Environmental Communications Outreach Plan
  - Assign Program Roles and Responsibilities
  - Provide Environmental Training Opportunities to Meet Legal Requirements and Support Environmental Objectives

**Finance**

• **Understand**
  - Airport Governance Structures and their Impact on Financial Strategies
  - Federal, State, and Local Funding Sources for Airports
  - Regulatory Restrictions on Finances and Spending
  - Airport-Generated Revenue or Operating Revenue

Page 4 of 6
**Explore**

- Explore how Airports Manage Financial Decisions and Learn about Their Revenues and Expenses
- Identify the Airport’s Future Projects Based on Their ALP
- Identify the Airport’s Potential Funding Sources
- Discover who can Help Identify Funding Strategies

**Take Action**

- Identify New Funding Sources for Future Projects
- Develop Strategies for New Airport-Generated Revenue
- Identify Strategic Partnerships that May Reduce Expenses through Innovative Purchasing Arrangements
- Develop a Marketing Plan for the Airport
- Inform the Community about the Airport’s Financial Strategies and Limitations through Strategic Communication Efforts

**Land Use**

- **Understand**
  - Land Use Concerns
  - Planning and Legal Tools
  - Land Use Outreach Tools
- **Explore**
  - Who Needs to be Involved in the Land Use Discussion?
  - Are there Existing Land Use Issues Near your Airport?
  - Are you Using any Legal or Other Land Use Tools Currently?
- **Take Action**
  - Existing Incompatible Land Uses
  - Preventing Future Incompatible Land Uses

**Noise**

- **Understand**
  - Determine Who Controls Aircraft Noise
  - State and Local Influence Over Aircraft Noise
  - Identify How Aircraft Noise is Described and what it Means
  - Part 150 Studies
  - About NextGen
- **Explore**
  - ✓ Determine The Noise Concerns At Your Airport
  - ✓ Aircraft Noise And How It Relates To Land Use Compatibility Near Your Airport
  - ✓ Identify Where Aircraft Are Currently Flying
  - ✓ Find Out Who Can Help With The Conversation About Airport Noise

- **Take Action**
  - ✓ Provide a Noise Page on the Airport’s Website
  - ✓ Consider a Part 150 Study
  - ✓ Voluntary Noise Abatement Programs
  - ✓ Changes to Airport Operations