

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

- *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