



Developing a positive image for your airport

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Why is having a positive image so important?

What are your thoughts?

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How to create a positive image

- ▶ Establish a proactive media relations strategy.
- ▶ Identify a key spokesperson for the airport.
- ▶ Develop 2-3 key messages for your interviews. Be prepared –rehearse!
- ▶ Issue at least two press releases monthly.

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How to create a positive image

- ▶ Write a monthly column for the local paper.
- ▶ Get involved in the community.
- ▶ Use professional, attractive graphics.
- ▶ Produce and maintain a quality web site.
- ▶ Use of new technology (blogs, podcasts, streaming video)

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How to write a press release

- ▶ First, identify your target audiences – ask why they would care about this.
- ▶ Place contact information at the top.
- ▶ Add the date and “For Immediate Release.” (usually the case).
- ▶ Headline must grab attention.
- ▶ Most important information goes first.
- ▶ Who, what, when, why, how

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How to distribute a press release

- ▶ Reporters and editors prefer e-mails. They seldom have time for letters or faxes.
- ▶ Follow up in 1-2 days with a phone call.
- ▶ If it's an urgent story, make a personal call.
- ▶ Don't send anything on Friday.
- ▶ Research who will receive the release (pick reporters interested in aviation).

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Putting it all together

Developing a communications plan

- ▶ Establish a purpose for the plan.
- ▶ Methodology – surveys, focus groups, audit current practices.
- ▶ Identify target audiences.
- ▶ Key themes will emerge from research.
- ▶ Identify potential new communications tactics.
- ▶ Plan ahead for next 1-2 years.

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Questions? Comments?

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Thanks for coming today!



Tom Bullington

CityImage

(651) 402-6356

tom@city-image.com

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