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## Public Affairs Highlights and Initiatives May 2020

### Advertising/Marketing

Long Beach Airport continued to market itself with pole banners on Donald Douglas Drive, Adopt-A-Highway signs and large Airport signs along the 405 Freeway.



## Community Outreach

As community events continued to be cancelled due to the COVID-19 situation, plans for Long Beach Airport's participation in the 2020 Long Beach Pride Parade were removed from our calendar. Long Beach Airport tours scheduled for the month of May were postponed.

## Customer Experience

We've taken major steps forward in creating a safer Airport experience by placing floor decals throughout the terminal and concourse for social distancing, as well as adding signage requiring facial coverings. Our maintenance team has installed plastic shields at the ticket counters and gates, our rental car facilities, and at the Little Brass Café.



## Government Affairs

Two staff member from the Airport's Public Affairs office continue to report to the City's Joint Information Center (JIC), while another has been reassigned to the Emergency Operations Center (EOC). Airport Public Affairs, along with Airport leadership, continue to be engaged in conversation with City Government Affairs staff regarding proposed City and State legislation related to relief for tenants affected by the pandemic.

## Media

There were 46 earned media placements in May. The biggest story of the month was Southwest's announcement that it would add daily, nonstop service to Austin and Phoenix. As part of a nationwide schedule announcement, it was covered by numerous national media outlets. Other significant stories were the requirement to wear a face covering at the Airport, and Delta's temporary suspension of service.

## Social Media

Facebook Post With the Greatest Reach in May:

The image shows a Facebook post from Long Beach Airport, published by Kate Kuykendall on May 28 at 10:51 AM. The post text reads: "While you're home and avoiding non-essential travel, we've got exciting news for the future! Starting in November, Southwest Airlines will offer daily nonstop service to Austin (1 flight/day) and Phoenix (3 flights/day), nearly doubling the number of Southwest's one-stop destinations from LGB." The post includes a photo of a Southwest Airlines plane on a tarmac at sunset. The post has 9,646 people reached and 792 engagements. A "Boost Post" button is visible. To the right, a "Performance for Your Post" sidebar shows: 9,646 People Reached; 269 Reactions, Comments & Shares; 183 Likes (81 On Post, 102 On Shares); 19 Loves (8 On Post, 11 On Shares); 1 Haha (0 On Post, 1 On Shares); 1 Wow (0 On Post, 1 On Shares); 1 Sad (0 On Post, 1 On Shares); 44 Comments (20 On Post, 24 On Shares); 20 Shares (20 On Post, 0 On Shares); 523 Post Clicks; 44 Photo Views (2 Link Clicks, 477 Other Clicks); and 3 Negative Feedback (1 Hide All Posts).

Twitter Post With the Greatest Reach in May:



**×** Tweet Analytics

 <p><b>Long Beach Airport</b> @LGBAirport While you're home and avoiding non-essential travel, we've got exciting news for the future! Starting in November, @Southwest will offer daily nonstop service to Austin (1x) and Phoenix (3x), nearly doubling the number of Southwest's one-stop destinations from LGB. 🙌✈️ <a href="https://pic.twitter.com/3ak8XzhmLd">pic.twitter.com/3ak8XzhmLd</a></p>	
<b>Impressions</b> times people saw this Tweet on Twitter	5,146
<b>Total engagements</b> times people interacted with this Tweet	231
<b>Detail expands</b> times people viewed the details about this Tweet	104
<b>Likes</b> times people liked this Tweet	53
<b>Media engagements</b> number of clicks on your media counted across videos, vines, gifs, and images	48
<b>Profile clicks</b> number of clicks on your name, @handle, or profile photo	12
<b>Retweets</b> times people retweeted this Tweet	8

Instagram Post With the Most Likes in May:

LGBAIRPORT  
Posts

 **lgbairport** 



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 Liked by **kenmason562** and **others**

**lgbairport** While you're home and avoiding non-essential travel, we've got exciting news for the future! Starting in November, @southwestair will offer daily nonstop... [more](#)

**Post Insights**

 374	 21	 48	 6
86 Profile Visits		3,618 Reach	
<b>Interactions</b> ⓘ			
86 Actions taken from this post			
Profile Visits		86	
<b>Discovery</b> ⓘ			
3,618 Accounts reached 27% weren't following lgbairport			
Follows		9	
Reach		3,618	
Impressions		3,966	
From Home		2,910	
From Profile		117	