



**long beach**  
airport

where the going is easy®

## **Public Affairs Highlights and Initiatives November and December 2019**

### **Government Affairs:**

Staff attended Airports Council International-North America (ACI-NA) Marketing and Communications (MarCom) Conference in Miami and supported the Director's meetings with U.S. Representative Alan Lowenthal and Long Beach Councilwoman Mary Zendejas.

### **Community Outreach:**

Staff engaged with 12,577 community members at various events in November and hosted the Festival of Flight, the largest community event of the year. Staff represented Long Beach Airport at various events in December, reaching thousands of revelers at the Annual Belmont Shore Christmas and 66<sup>th</sup> Annual Daisy Avenue Christmas Tree Lane Parades.



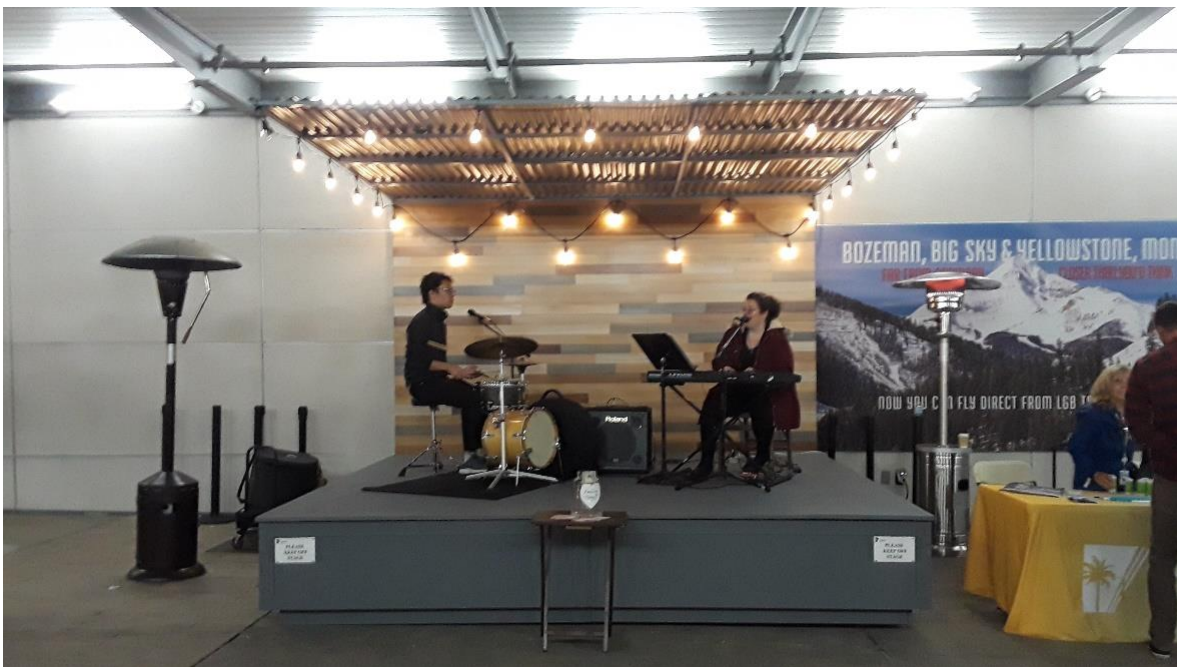


### **Media:**

Earned media placements for November totaled 38 and 48 for December. The stories receiving the most news coverage included the Festival of Flight, Economic Impact Report, and addition of three supplemental flight slots. Interestingly, a story about a man who brought a possum aboard a flight from Long Beach to Austin but was not allowed to bring it back on the return trip made national headlines and garnered more than 30 mentions in national outlets.

### **Arts/Entertainment/Display:**

Passengers enjoyed LGB Live! holiday performances by 12 local artists or ensembles in November and December. A new stage was installed in the concourse for their use.









## Social Media:

Facebook post with the highest reach in November:


**Long Beach Airport**  
 Published by Lindsey Ann [?] · November 26 at 10:10 AM · 🌐

Today we turn the page on our 95th anniversary celebrations and begin our 96th year of operations as the oldest airport in the state of California. What better way to mark the day than with this truly incredible video of Earl Daugherty, the father of Long Beach aviation. Watch him twirl above Long Beach and get some great GoPro shots way before GoPro was around. You'll catch sight of Long Beach landmarks like the old roller coaster, the pier, and lots and lots of farmland. But what shines through most in this video is Earl's deep love and passion for flying. We're the proud home of Earl Daugherty Field, named in his honor after he died while performing aerobatics in 1928.



**9,136** People Reached

**4,305** 3-Second Video Views

**398** Reactions, Comments & Shares 🔍

<b>226</b> 👍 Like	<b>56</b> On Post	<b>170</b> On Shares
<b>39</b> ❤️ Love	<b>15</b> On Post	<b>24</b> On Shares
<b>2</b> 😂 Haha	<b>0</b> On Post	<b>2</b> On Shares
<b>10</b> 😲 Wow	<b>0</b> On Post	<b>10</b> On Shares
<b>65</b> Comments	<b>6</b> On Post	<b>59</b> On Shares
<b>56</b> Shares	<b>54</b> On Post	<b>2</b> On Shares

**871** Post Clicks

<b>108</b> Clicks to Play 🔍	<b>0</b> Link Clicks 🔍	<b>763</b> Other Clicks 🔍
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## Most liked Twitter post in November:




## Most liked Instagram post in November:



## Facebook post with the highest reach in December:

**Long Beach Airport**  
Published by Kimberly T. McMahon [?] · December 19, 2019 at 12:56 PM · 🌐

Santa sighting! Keep an eye out for Santa when you visit Long Beach Airport this holiday season; he loves to #FlyLGB. ✈️ ❄️

**6,353** People Reached**255** Reactions, Comments & Shares ⓘ

## Most liked Twitter post in December:

**Long Beach Airport** ✓  
@LBAirport

A peaceful giant. ✈️



12:54 PM · Dec 11, 2019 · [Twitter for iPhone](#)



Most liked Instagram post in December:



### Advertising/Marketing:

Long Beach Airport was marketed through various mediums including the Airport's holiday sign along the 405 Freeway, new pole banners along Donald Douglas Drive, and signage in the Walter Pyramid at California State University Long Beach. Additionally, the Economic Impact Report brochure and updated flight map postcards were updated and printed.



4100 E. Donald Douglas Drive, Second Floor, Long Beach, CA 90808  
T 562.570.2600 F 562.570.2601 [lgb.org](http://lgb.org)