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Public Affairs Highlights and Initiatives February 2012

Since the last Airport Advisory Commission Meeting Public Affairs has:

Coordinated and managed airport involvement in the Council District 4 Community Fair Snow Day with a booth and balsa plane give-aways.

Staffed a booth with informational brochures and destination post cards for the Council District 5 "State of the District" evening.

Coordinated three on-airport, on-camera interviews with Long Beach TV for an iClip report, Beach.com for CSULB and KCBS local news.

Managed the Volunteer Program and scheduling of nine tours for February and March.

Managed all media and interview requests for all local press relating to the Press Release: "Long Beach Airport has Lowest Airfares in California," January 27th release.

Coordinated all ad placement and the billboard schedule for Q1 and Q2 of 2012

Introduced a Co-Op advertising program with all airline partners and the CVB for national exposure and awareness.

Managed all social media and website updates.

Attended an ACI (Airports Council International) Seminar on Media Relations and Crisis Communications.

Coordinated (ongoing) all related aspects for the Airport Triennial on April 20, 2012 which will require 400 volunteers with Airport Operations staff.

Revised and updated our media contact list for all national, regional and local media.

Hired a new Public Affairs staff member (Stephanie Montuya-Morisky) who will assume the duties of Jordan Syms, who resigned effective February 8. Jordan accepted a position with a Los Angeles firm.