



where the going is easy®

### Public Affairs Highlights and Initiatives January 2020

#### Advertising/Marketing:

Long Beach Airport was marketed through various mediums including new signs along the 405 Freeway, pole banners along Donald Douglas Drive, and signage in the Walter Pyramid at California State University Long Beach. Additionally, tour flyers were updated and printed.



#### Long Beach Airport Tours

Long Beach Airport invites you to join us for a guided tour. Learn about the airport's rich aviation history from our friendly and knowledgeable volunteers.

For more information, call 562-570-2678 or email [lgbart@longbeach.gov](mailto:lgbart@longbeach.gov).



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### **Community Outreach:**

Staff engaged with 294 community members at various events including two career forums and represented Long Beach Airport at the Martin Luther King Jr. Parade.



Construction Network Event



Youth Leadership Long Beach Career Forum



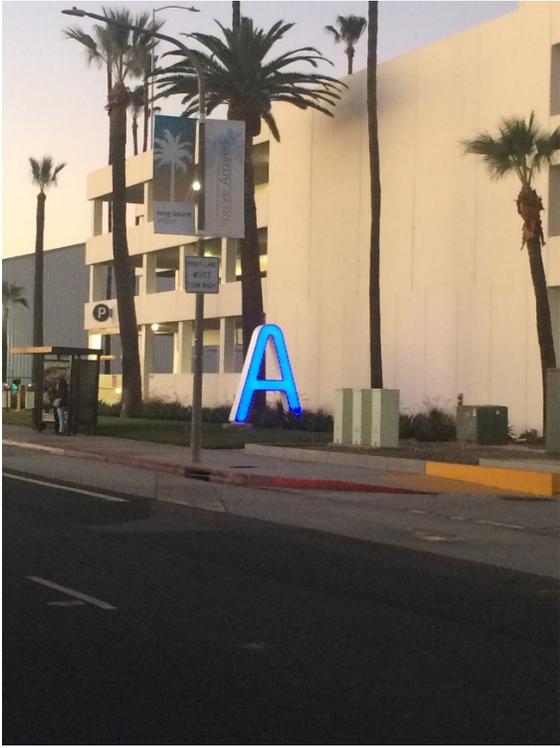
Martin Luther King Jr. Parade

### **Customer Experience:**

Passengers enjoyed LGB Live! holiday performances by eight local artists or ensembles in January. To enhance the customer experience, a new exterior lighting system for the Historic Terminal and Parking Structures A & B fixtures will complement holidays and significant occasions. Staff initiated a pop-up programming session in the concourse.



LGB Live! Holiday Performance



New Illuminated Fixtures Enhance Parking Structures A & B



Pop-up 'Plinko' in the Concourse

**Government Affairs:**

Staff hosted an airport tour for Ontario International Airport representatives, discussed the LGB customer experience, and shared best practices and upcoming projects. Partnered with the American Red Cross to host a blood donation drive at the Airport where staff, tenants, and community members participated. Staff provided an airport tour for representatives of the Long Beach City Auditor’s Office.

**Media:**

Long Beach Airport was named one of the Top 10 small airports in the country by USA Today readers. There were 41 earned media placements in January; stories receiving the most news coverage included JetBlue’s reduction in service at LGB, purple and gold lights honoring Kobe, and the USA Today Top 10 ranking.

**Social Media:**

Facebook post with the greatest reach in January:

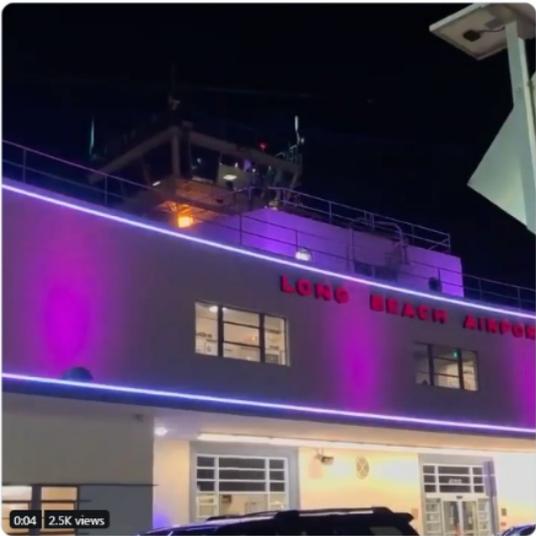
The image shows a screenshot of a Facebook post from the official page of Long Beach Airport. The post is a text-based announcement of condolences for a helicopter accident, accompanied by a photograph of a man in a dark polo shirt standing in front of a red and blue aircraft. To the right of the post is a 'Performance for Your Post' analytics sidebar. The sidebar shows that the post reached 17,230 people and received 1,200 reactions, comments, and shares. The reactions are broken down as follows: 474 Likes, 165 Loves, 2 Haha reactions, 1 Wow reaction, 433 Sad reactions, and 1 Angry reaction. There were 58 comments and 65 shares. The number of reactions 'On Post' is 165, and the number of shares 'On Post' is 31.

Performance for Your Post		
17,230 People Reached		
1,200 Reactions, Comments & Shares		
474 Like	165 On Post	309 On Shares
167 Love	51 On Post	116 On Shares
2 Haha	0 On Post	2 On Shares
1 Wow	0 On Post	1 On Shares
433 Sad	157 On Post	276 On Shares
1 Angry	0 On Post	1 On Shares
58 Comments	27 On Post	31 On Shares
65 Shares	65 On Post	0 On Shares

Twitter post with the greatest reach in January:

**Long Beach Airport** @LBAirport

Our terminal lights shine purple and gold in honor of #Kobe. We will always remember his legacy. Our sincere condolences to his family and to the families of all the victims. #Mamba



11:46 AM · Jan 28, 2020 from Long Beach, CA · Twitter for iPhone

**Tweet Analytics**

<b>Impressions</b> times people saw this Tweet on Twitter	7,314
<b>Total engagements</b> times people interacted with this Tweet	452
<b>Media engagements</b> number of clicks on your media counted across videos, vines, gifs, and images	303
<b>Likes</b> times people liked this Tweet	77
<b>Detail expands</b> times people viewed the details about this Tweet	37
<b>Retweets</b> times people retweeted this Tweet	17
<b>Profile clicks</b> number of clicks on your name, @handle, or profile photo	15
<b>Link clicks</b> clicks on a URL or Card in this Tweet	2
<b>Replies</b> replies to this Tweet	1

Most popular Instagram post in January:



**lgbairport**

1w Reply

**judy.talkington\_thompson** Rip  
Deepest Sympathy to family and friends

1w Reply

**wilsonheaton**

1w Reply

Liked by kenmason562 and others  
7 DAYS AGO

Add a comment... Post

**Post Insights**

323 8 15 7

41 Profile Visits 2,249 Reach

**Interactions**  
41 Actions taken from this post

**Profile Visits** 41

**Discovery**  
2,249 Accounts reached  
13% weren't following you

**Follows** 2

**Reach** 2,249

**Impressions** 2,444  
From Home 2,083  
From Profile 1