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Public Affairs Highlights and Initiatives September 2011

Highlights and initiatives from the Public Affairs division at Long Beach Airport are as follows:

- Public Affairs is currently working on a comprehensive print and virtual newsletter about latest projects and noise compliance issues for the community. Project estimated for November 2011 and will be a regular mailing.
- Public Affairs is updating a briefing book for updates to airport-wide Green Projects.
- Airport has been handling various Media Relations duties with the press relating to green projects, flight delays, airport projects, and security.
- Airport PA helped manage the response to major national media coverage from the JetBlue “Carmageddon” flights from BUR-LGB.
- Filming requests have been received from studios such as Warner Bros, Disney, and independent producers. “Criminal Minds” was the latest major TV project to be completed at the airport.
- Vin Fiz events are being publicized with airport tenants and the Southern California aviation community. Airport PA will participate in future aviation education events.
- Public Affairs has produced and released an overview promotional video focusing on convenience, new terminal project, green programs, and economic impact.
- The Terminal Modernization video has received over 4,000 views since its release this summer.
- LGB received almost 500 reviews on Yelp.com. LGB remains the highest reviewed top rated airport in Southern California – in front of LAX, SNA, BUR, and ONT.
- Special Olympics Plane Pull 2011 was the largest and most successful at Long Beach yet. Public Affairs assisted with this Airport Safety organized event. Over \$50,000 was raised.
- Long Beach Airport attended the EAA Air Fair to promote LGB and aviation education for children.
- Airport will attend the Wings Wheels and Rotors aviation event at Los Alamitos AAF to promote the airport and provide updates on airport projects and noise issues.