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## **Public Affairs Highlights and Initiatives October 2011**

Public Affairs has been involved in local, regional and national media coverage regarding the reallocation of 3 new flight slots. Press included PT, LA Times, San Jose Mercury News, Aviation Week, and media publications in Las Vegas.

Along with Long Beach Aviation Friends, Public Affairs provided an information session and Vin Fiz overview with Councilwoman Schipske. Approx 25 interested aviation friends attended.

Public Affairs is working with Aeroplex on providing an aviation education day Career Day on November 19th. PA seeks speakers, exhibitors, and static aircraft for display,

Airport has been awarded \$6M airport improvement grant. News coverage has been in aviation trades and local news.

PA is working on banners, signs, and displays for the customer experience at the North walkway and new South holding room.

An Airport PD officer and Public Affairs participated in a career day at Renaissance High.

A PA representative presented details on the new terminal modernization project to the National Association for Retired Federal Employees

Airport attended the Good Neighbor Festival and received positive comments regarding the new terminal.

Airport PA assisted with press inquiries regarding Security Improvements and upgrades since the events of Sept 11.

Long Beach Airport was featured in "Airport Improvement" magazine with an article and 4-page spread about the new parking garage.

PA coordinated the Parks and Rec maintenance group training and Fire Department Demo for 300 people at AirFlite October 19th.

PA continues to handle filming requests, site scouts and tours for location scouts with a shoot for CSI Miami taking place Monday.