



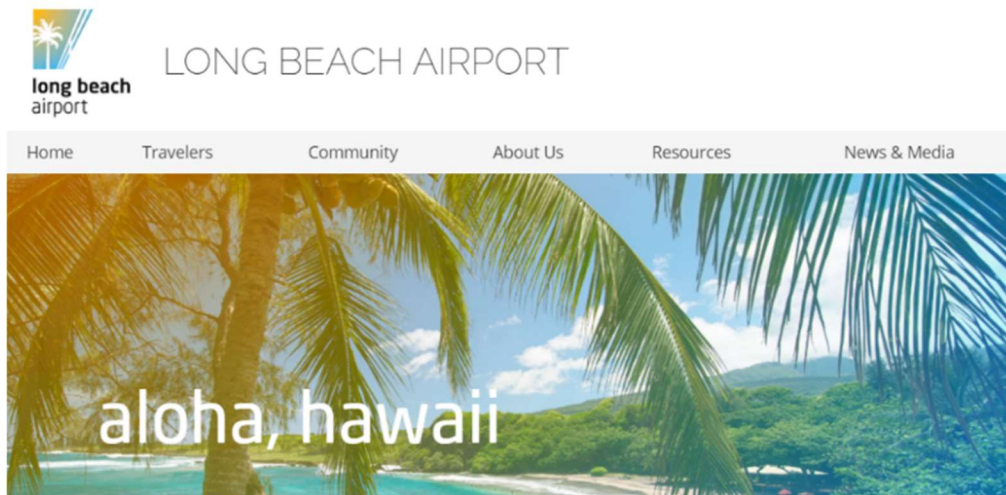
**long beach**  
airport

where the going is easy®

## **Public Affairs Highlights and Initiatives May 2021**

### **Advertising/Marketing**

We launched a new page that details our nonstop flights to Hawaii on our website. Travelers can visit [www.lgb.org/hawaii](http://www.lgb.org/hawaii) to learn about our award-winning Airport, amenities, flight schedules, COVID-19 testing information and links to tourist resources. Additionally, we continued to market Long Beach Airport (LGB) with Adopt-A-Highway signs along the 405 Freeway, on large Airport signs visible to freeway travelers, electronic messaging and signs in the baggage claim area, as well as pole banners on Donald Douglas Drive. LGB signage was also on display at Blair Field, in collaboration with Long Beach State Athletics, and in the California State University Long Beach Walter Pyramid.



### **Community Outreach**

We continued to engage with the community via our social media channel. May was Asian Americans and Pacific Islanders (AAPI) Heritage Month, and we had the pleasure of recognizing Katherine Cheung and Hazel Ying Lee. During the early days of aviation, Katherine defied both racial and gender bias to become the first licensed Asian American female pilot in the United States. Hazel was the first female Chinese American pilot to fly for the U.S. military. She was one of 38 Women Airforce Service Pilots (WASPs) who died while serving during World War II.



May 7 · 🌐

It's Asian American and Pacific Islander Heritage Month! During the early years of aviation, Katherine Cheung defied racial and gender bias and became the first licensed Asian American female pilot in the U.S. Thank you for paving the way for female pilots! #AAPIHM 🇺🇸



May 26 · 🌐

Today we honor Hazel Ying Lee, the first female Chinese-American pilot to fly for the U.S. military. She was one of 38 Women Airforce Service Pilots (WASPs) who died in service during World War II. #AAPIHM



We also celebrated Long Beach Pride, promoted destinations and great reasons to #FlyLGB, congratulated graduates and recognized #StarWarsDay, International Firefighters Day and Memorial Day via social media.



@LGBAirport

We have some visitors from a galaxy far, far away. We heard Princess Leia is hopping on one of our flights to Hawaii! Happy #StarWarsDay! 🌟  
#MayThe4thBeWithYou

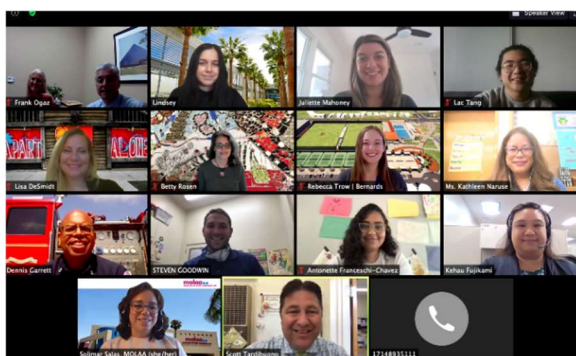


May 4 · 🌐

It's #InternationalFirefightersDay! We salute our first responders and thank them for keeping our city and airport safe. 🚒👨‍🚒👩‍🚒 #DYK yellow trucks are used here because they are more visible than red, especially in low light conditions. 🙌



Airport staff participated in Signal Hill Elementary School's "Literacy at Work" Virtual Career Day on May 26 and introduced aviation careers to three classrooms.



We published our monthly edition of the *Business Partner Brief* and introduced Curt Castagna, President/CEO of Aeroplex/Aerolease Group, in May.

#### LGB Business Partner Spotlight: Aeroplex/Aerolease Group

This month we'd like to introduce Curt Castagna, President/CEO of Aeroplex/Aerolease Group. His diverse background in aviation spans over 40 years of expertise in aviation business operations and management, facility design, sustainable airport development and facility construction, leasing, negotiations and business development. Curt's an active licensed pilot and aircraft owner with a personal passion for aviation!



## Customer Experience

This year, the Long Beach Pride celebration was held virtually, and we showed our support on May 16 by illuminating our historic terminal in rainbow colors. Our social media followers enjoyed a [time-lapse video](#) with all the colors aglow!

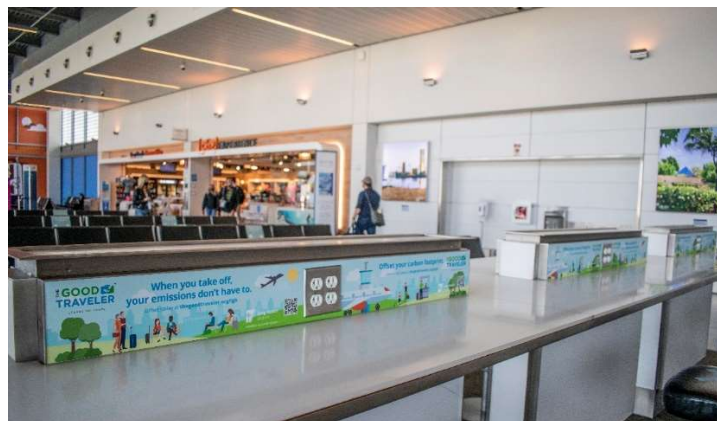


As part of our sustainability program, we installed branded bins and liquid collection receptacles at the entrance to the TSA screening area. Diverting liquids preserves the quality of recyclables, cuts down on waste weight and encourages bottle reuse.





A variety of new graphics, including messaging on our Gate Information Display Systems and column wraps, were installed in the concourse to promote The Good Traveler program. The nonprofit program allows our passengers to voluntarily offset the carbon emissions of their trip. When travelers choose to buy a carbon offset from The Good Traveler program along with their plane ticket, they fund projects around the country that restore the climate balance. By scanning the QR code displayed on our new graphics, it is even more convenient to offset emissions from plane travel.

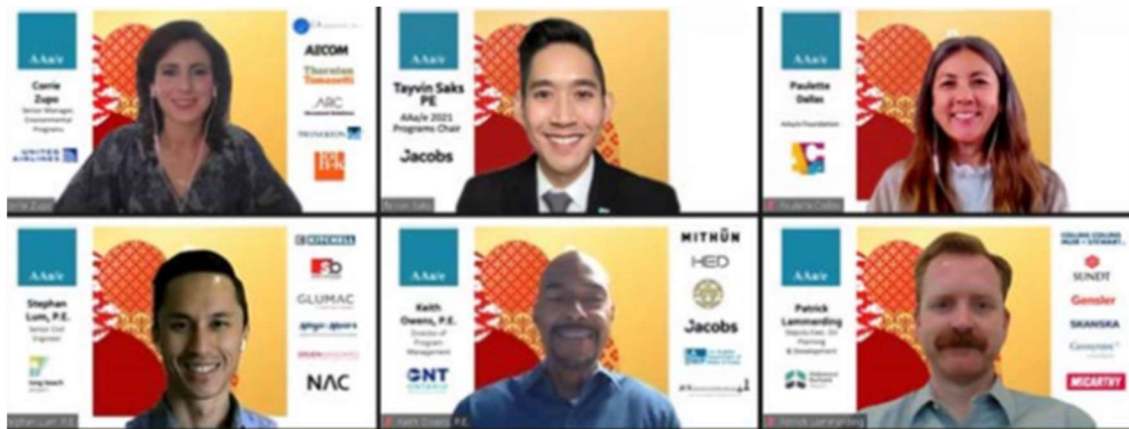


## Government Affairs

Director Cynthia Guidry participated as a panelist for the Asian American Architects/Engineers Association's "Women Leaders in Aviation" webinar and shared career guidance.



An LGB Engineering staff member was a featured panelist for an Asian American Architects/Engineers Association webinar where he highlighted our Capital Improvement Program.



Director Cynthia Guidry detailed LGB's response to the COVID-19 pandemic and shared her perspective about the Airport's bright future, while participating in the Long Beach Chamber's "Celebration of Logistics" webinar. Cynthia joined Brent Overbeek, Senior Vice President Hawaiian Airlines, and Leah Koontz, VP Controller Southwest Airlines for their second webinar in a four-part series.



Celebration of Logistics - 051321

#### THANK YOU TO OUR SPONSORS!



The Airport Security Division rolled out a new Security Identification Display Area (SIDA) training program for those seeking new and renewal SIDA credentials at LGB. The rules and procedures presented in our program are essential to preventing unauthorized access to restricted areas and minimizing the potential for unlawful activities.

Airport staff supported Southwest Airlines in its effort to reach out to business travelers and promote LGB as an ideal location for business travel in Southern California. Local business leaders from various industries enjoyed an airport tour. This endeavor is a positive indication of the airline's investment and commitment to cultivating a larger following for its existing customers that may not already know about LGB's facilities and exceptional travel experience.



Throughout the month, two Airport Public Affairs staff members continued to assist with the City's response to COVID-19; one has been reassigned to the Emergency Operations Center and the other supports the Joint Information Center.

## Media

There were 73 earned media placements in May. The stories that garnered the most LGB mentions focused on summer travel, Southwest Airlines' second flight to Honolulu from Long Beach Airport, the Globemaster Corridor Specific Plan and LGB's rebound in travel.


## Social Media

In May, Facebook was up to 18,709 likes. The post with the greatest reach (22,559):

**Post Details**

**Long Beach Airport** May 13 · 🌐

More options to get to Hawaii! Southwest Airlines just announced a second daily nonstop flight to Honolulu from Long Beach. The new flight departs LGB at 5:50 p.m. and arrives in Hawaii at 8:35 p.m. 🌴



**Performance for Your Post**

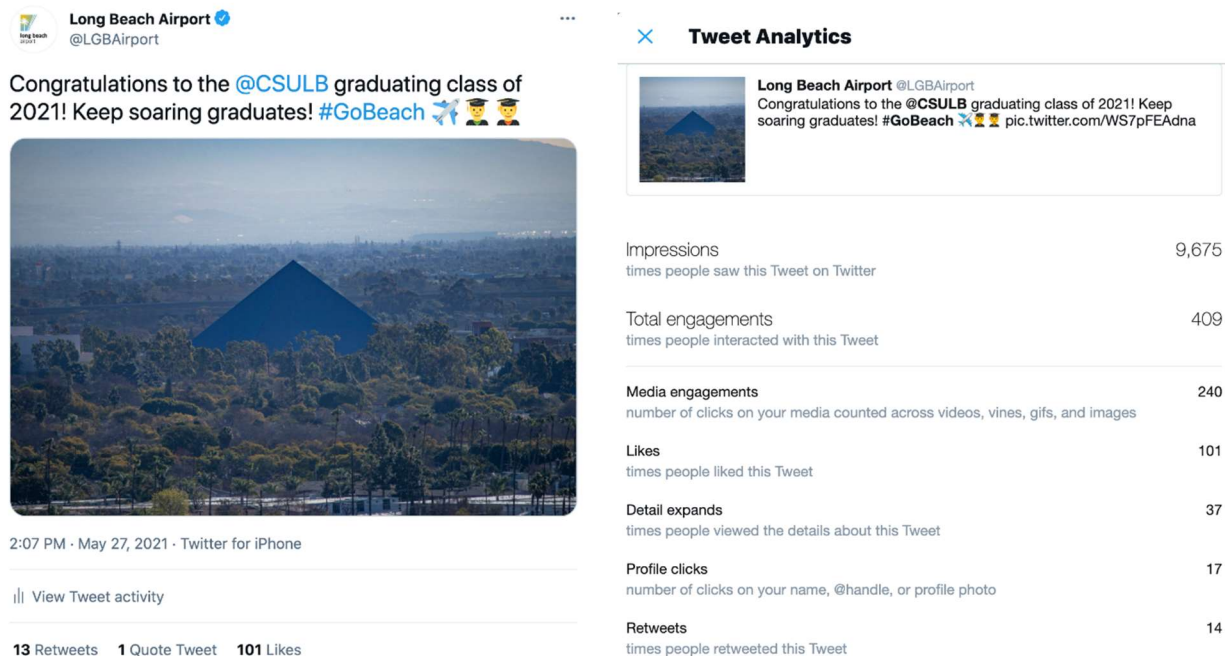
**22,559** People Reached

**415** Reactions, Comments & Shares

<b>261</b> Like	<b>60</b> On Post	<b>201</b> On Shares
<b>33</b> Love	<b>5</b> On Post	<b>28</b> On Shares
<b>6</b> Wow	<b>0</b> On Post	<b>6</b> On Shares
<b>1</b> Sad	<b>0</b> On Post	<b>1</b> On Shares
<b>64</b> Comments	<b>0</b> On Post	<b>64</b> On Shares
<b>50</b> Shares	<b>48</b> On Post	<b>2</b> On Shares



Twitter was up to 13,766 followers in May. Tweets generated 103,000 impressions. The Twitter post with the most interest:



Instagram was up to 8,775 followers in May. The posts averaged 174 likes each. The most popular Instagram post:

