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Public Affairs Highlights and Initiatives June 2020

Advertising/Marketing

Long Beach Airport continued to market itself with pole banners on Donald Douglas Drive, Adopt-A-Highway signs and large Airport signs along the 405 Freeway.



Community Outreach

Plans for Long Beach Airport's participation in community events were removed from our calendar as community events continued to be cancelled due to COVID-19 guidelines; Airport tours scheduled for the month of June were also postponed. LGB launched two social media campaigns: #TogetherLGB spotlights the critical work frontline employees and airline partners perform, and #FlyEasyAtLGB informs the public of health and safety measures or initiatives that promote peace of mind about the LGB travel experience.







Need to travel? We're prepared to welcome passengers back to a healthy and safe travel experience here at LGB. #FlyEasyAtLGB **



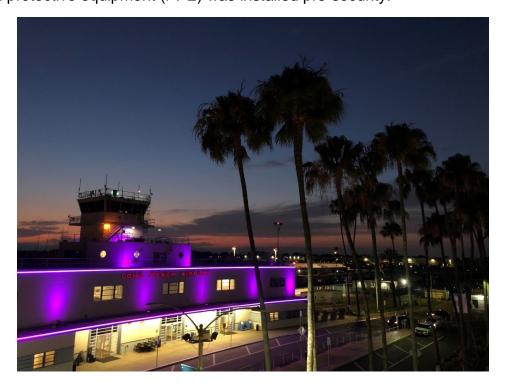
4:21 PM · Jun 17, 2020 · Twitter Web App

| View Tweet activity

4 Retweets and comments 13 Likes

Customer Experience

LGB lighting on our Historic Terminal celebrated Pride Month and Juneteenth. We've increased signage reminding passengers facial coverings are required to reduce the spread of COVID-19; for passenger convenience, a vending machine that offers personal protective equipment (PPE) was installed pre-security.









Government Affairs

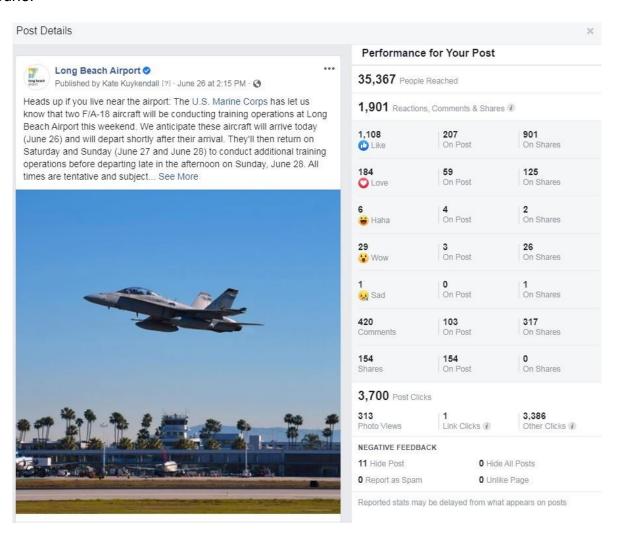
Two Airport Public Affairs staff members continued to report to the City's Joint Information Center (JIC), while another has been reassigned to the Emergency Operations Center (EOC).

Media

There were 13 earned media placements in June. The story that garnered the most interest in June focused on the new vending machine which dispenses personal protective equipment, such as face masks, disposable gloves and hand sanitizer. Other stories included the customer experience, flight schedules and F/A-18 aircraft training.

Social Media

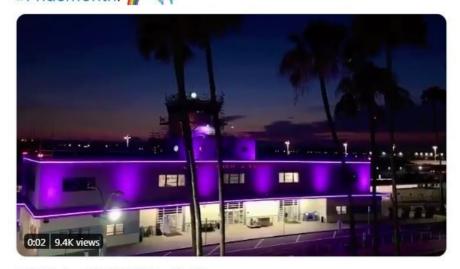
Facebook was up to 17,773 likes in June. The Facebook post with the greatest reach in June:



Twitter was up to 13,447 followers in June. The Twitter post with the greatest reach in June:



Happy #Pride, Long Beach! Our historic terminal is proudly illuminated in rainbow colors to celebrate #PrideMonth.



9:11 PM · Jun 24, 2020 · Twitter for iPhone

| View Tweet activity

25 Retweets and comments 141 Likes

Impressions Media views Total engagements	36,011 9,345 784		
		Media engagements	301
		Detail expands	273
Likes	141		
Profile clicks	24		
Retweets	21		
Hashtag clicks	16		
Replies	4		
Link clicks	4		

Instagram was up to 7,466 followers in June. The Instagram post with the most likes in June:

