



Welcome to our September Webinar!

September 21, 2018 @ 2 pm Eastern

Reminders

- Everyone should be using their computer's speakers to hear the webinar UNLESS you are in a poor bandwidth/internet connection area.
- If you are in a poor bandwidth/internet connection area, you can call-in to hear better. 888-392-4560; Participant PIN: 6836757. If you call-in on your phone – please mute your line and turn OFF your computer speakers.
- If you have a question, please type it into the Q&A section. If we can't answer your question right away, we will follow-up with you.

About Your Presenter

Selena Shilad currently serves as the Executive Director of the Alliance for Aviation Across America. Selena has been with the Alliance since its inception in 2007. Prior to that, she coordinated initiatives and campaigns for a number of high-profile, non-profit organizations, including the American Security Project, Mobilize.org, and a number of political campaigns, including in Arizona and Texas.

She served as the Deputy Communications Director at the Democratic Senatorial Campaign Committee, and worked for Senator Jack Reed (D-RI), focusing on health care, banking, housing, and trade issues. She has two Master's degrees, one from Georgetown University's McDonough School of Business, and the other from the University of Chicago, with a focus on public opinion and International Relations.



Alliance for Aviation Across America



“And you know, we’re working on air traffic control. They’ve spent billions and billions of dollars on air traffic control, and it’s worthless. In fact, pilots don’t even want to use the system because they put in obsolete systems — this is previous administrations.”

--President Donald Trump
August 7, 2018

“The administration’s proposal to take the air traffic control system from [the Federal Aviation Administration] and liberate it from the government shackles of the procurement process which so delays the acquisition of modern, up-to-date” equipment would address frustrations about flight congestion and delays.

--Transportation Secretary Elaine Chao
June 7, 2018





“Our attempts of ATC reform, you know, haven’t been successful and I’m worried about that because now you’re starting to see constrains that could start taking back some of the benefits that we’ve enjoyed over 40 years of deregulation.”

--Robin Hayes, JetBlue CEO
August 7, 2018



“Unfortunately the FAA has been really slow to modernize... Adopting NextGen will also mean privatizing some air traffic control presently run by the FAA.

--Fox News
June 17, 2018

THE WALL STREET JOURNAL.

Tax Change Helps Executives
Afford Pricier Planes
September 12, 2018

“The recent changes to the tax code are giving business executives a new perk: the opportunity to deduct the entirety of a corporate-jet purchase.”

San Francisco Chronicle

How to fly To a Climate
Change Summit? In a
Private, Carbon-Spewing Jet
September 16, 2018

“One of the hottest spots during the just-concluded Global Climate Action Summit was the private runway at San Francisco International Airport... Carbon-spewing corporate jets nearly filled the landing area’s parking slots”

General Aviation Generates \$219 Billion Annually And Supports More Than 1.1 Million Jobs

Public Services Include

- Fire Fighting
 - U.S. Forest Service Contracts Smaller Aircraft to Fight Wildfires And Transport Firefighters.
- Agricultural-Use
 - 71 Million Acres Treated Annually By Aerial Applicators In The United States.
- Medical Care
 - Air Medical Service Responds To Emergencies Every 90 Seconds Across The United States.
- Law Enforcement
 - 201 Aviation Units Provide Aerial Law Enforcement in 46 states.
- Charitable Flights
 - Air Charity Network Has 40,000 Flight Requests A Year.

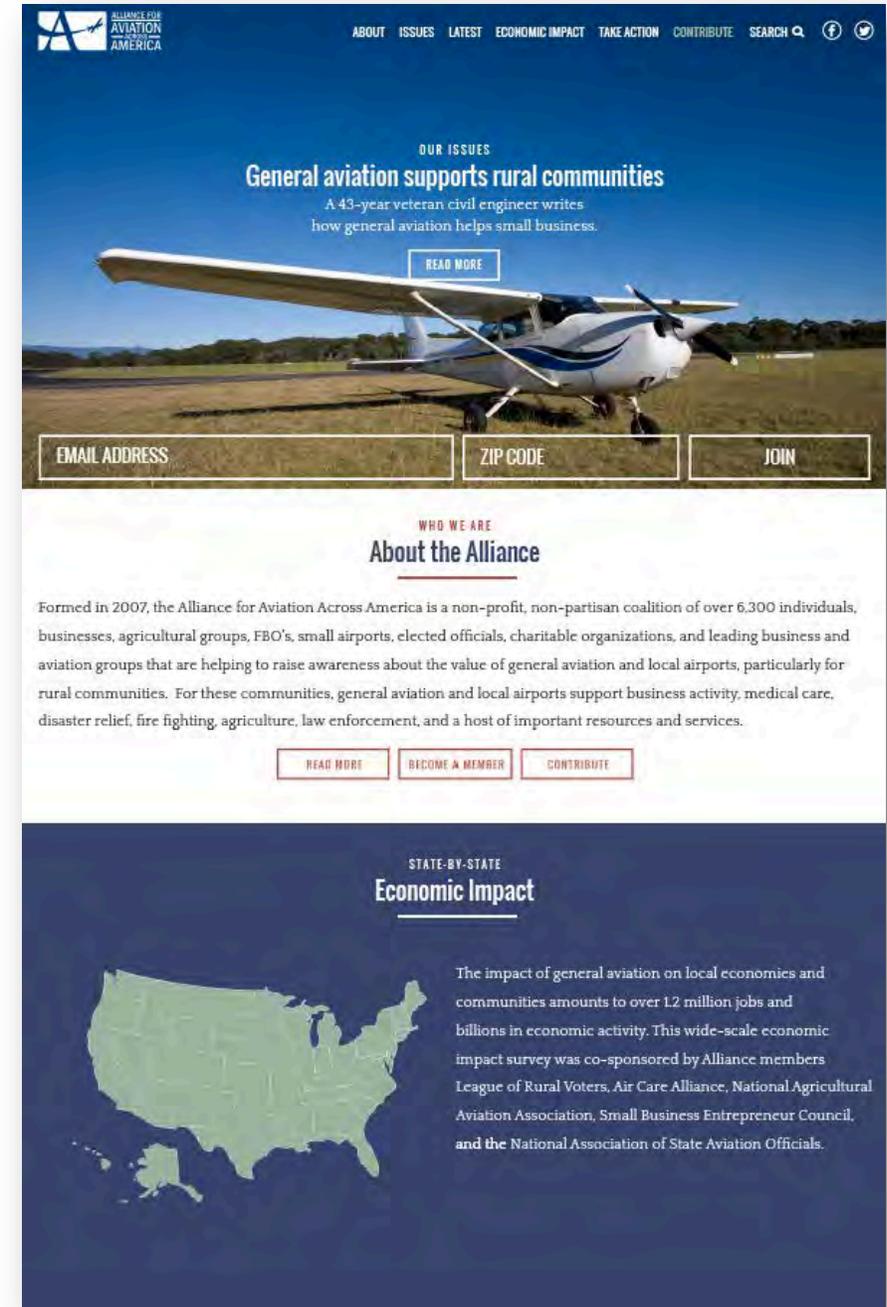
- Despite the critical impact of general aviation and local airports, members of the community often unaware of these benefits.
- Most people have little exposure general aviation and it's many functions in business, agriculture, public safety, and charitable activity.
- Misperceptions about general aviation are pervasive damaging damaging.
- Often news coverage of local airport focus on noise and land-use issues or cost to taxpayers, rather than the positive impacts on the community.

- Airports can proactively engage with the community and local media to shape the public dialogue.
- The Alliance for Aviation Across America can be a helpful resource in achieving this.

We will cover:

- Introduction to the Alliance for Aviation Across America
- The Alliance Economic Impact Survey
- Local general aviation appreciation month proclamations
- Working with local print, radio, and television media
- Contributing newspaper op-ed's
- Scheduling Congressional meetings
- Other resources

- Launched in 2007 with the goal of educating the public and elected officials about the importance of general aviation
- The Alliance has grown to over 6,300 individuals and associations
- About a quarter of Alliance members are not in aviation-related industries and organizations



The screenshot shows the website's layout. At the top, there is a navigation bar with links for 'ABOUT', 'ISSUES', 'LATEST', 'ECONOMIC IMPACT', 'TAKE ACTION', 'CONTRIBUTE', 'SEARCH', and social media icons for Facebook and Twitter. The main content area features a large image of a small airplane on a runway. Overlaid on this image is the text 'OUR ISSUES' followed by 'General aviation supports rural communities' and a sub-headline 'A 43-year veteran civil engineer writes how general aviation helps small business.' Below this is a 'READ MORE' button. At the bottom of the image area are three input fields labeled 'EMAIL ADDRESS', 'ZIP CODE', and 'JOIN'. Below the image area is a section titled 'WHO WE ARE' with the sub-header 'About the Alliance'. This section contains a paragraph of text describing the organization's mission and a list of partner organizations. At the bottom of this section are three buttons: 'READ MORE', 'BECOME A MEMBER', and 'CONTRIBUTE'. The bottom section of the page is titled 'STATE-BY-STATE Economic Impact' and features a map of the United States on the left and a paragraph of text on the right describing the economic impact of general aviation.

ABOUT ISSUES LATEST ECONOMIC IMPACT TAKE ACTION CONTRIBUTE SEARCH

OUR ISSUES
General aviation supports rural communities
A 43-year veteran civil engineer writes how general aviation helps small business.
READ MORE

EMAIL ADDRESS ZIP CODE JOIN

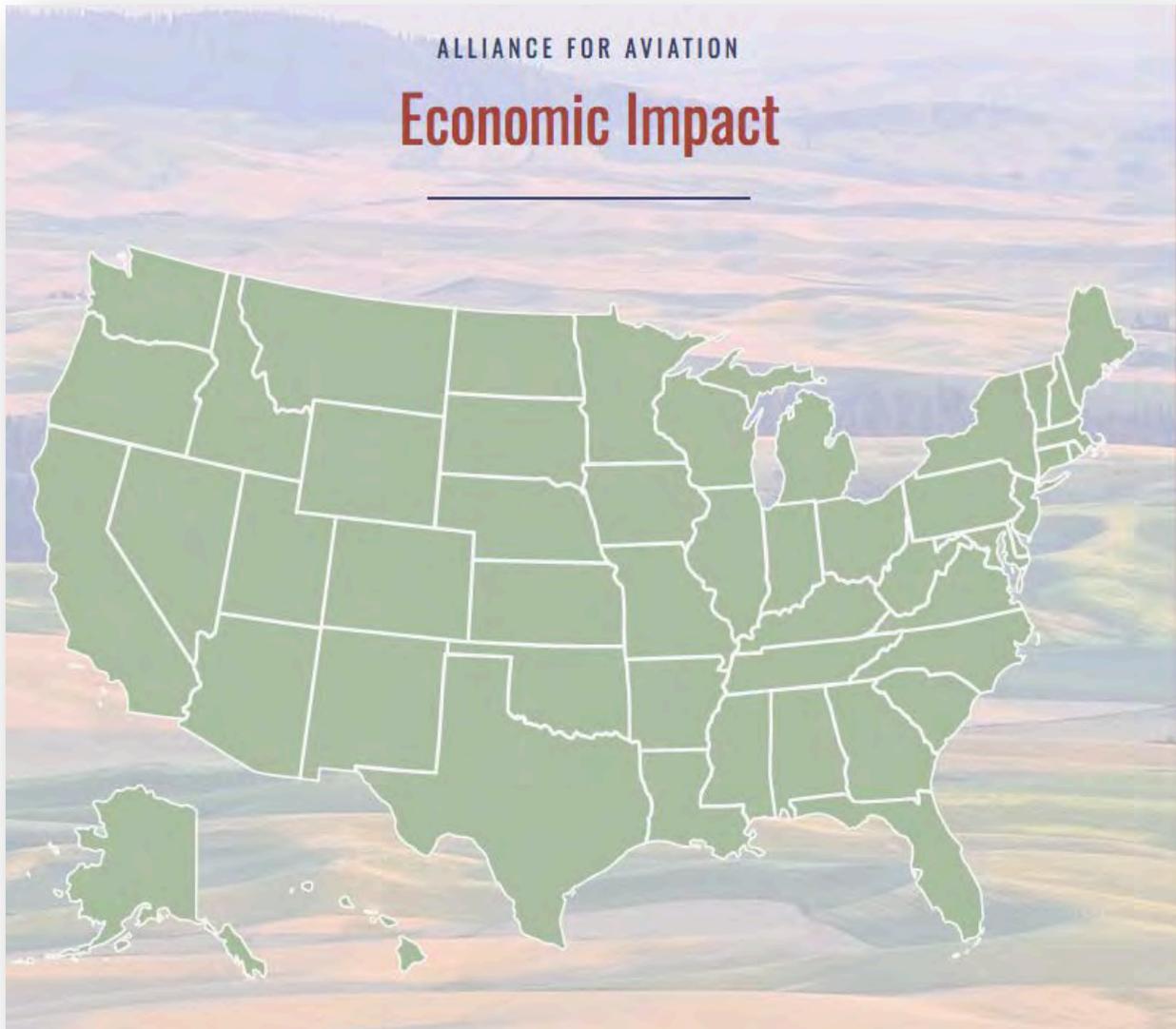
WHO WE ARE
About the Alliance

Formed in 2007, the Alliance for Aviation Across America is a non-profit, non-partisan coalition of over 6,300 individuals, businesses, agricultural groups, FBO's, small airports, elected officials, charitable organizations, and leading business and aviation groups that are helping to raise awareness about the value of general aviation and local airports, particularly for rural communities. For these communities, general aviation and local airports support business activity, medical care, disaster relief, fire fighting, agriculture, law enforcement, and a host of important resources and services.

READ MORE BECOME A MEMBER CONTRIBUTE

STATE-BY-STATE
Economic Impact

The impact of general aviation on local economies and communities amounts to over 1.2 million jobs and billions in economic activity. This wide-scale economic impact survey was co-sponsored by Alliance members League of Rural Voters, Air Care Alliance, National Agricultural Aviation Association, Small Business Entrepreneur Council, and the National Association of State Aviation Officials.



A fundamental tool in communicating the importance of general aviation and local airports are economic impact numbers

- Economic Impact Survey
Launched in September 2009
- Include Economic Impact Data for All 50 States
- For 35 States, the Survey Includes Zip Code and Congressional District Data
- New Features
 - Inclusion of Public-Use Heliports
 - Links to State Studies

- General aviation airports in Ohio support 17,497 jobs, more than \$688 million in annual payroll, a total output of more than \$1.8 billion.
- The state is home to:
 - 150 public-use airports
 - 15,322 pilots
 - 7,800 registered aircraft
 - 133 repair stations
 - 228 heliports
 - 16 FAA-approved pilot schools
 - 3,555 student pilots
 - 2,980 flight instructors



Economic Impact: 50 Mile Radius of OSU Airport

ECONOMIC IMPACT OF GENERAL AVIATION IN

Your Local Activity

TOTAL ECONOMIC IMPACT: \$380,833,000 WITHIN YOUR LOCAL AREA

OHIO STATE UNIVERSITY AIRPORT

Total Employees: 813
Combined Salaries: \$35,347,000
Economic Impact: \$157,753,000



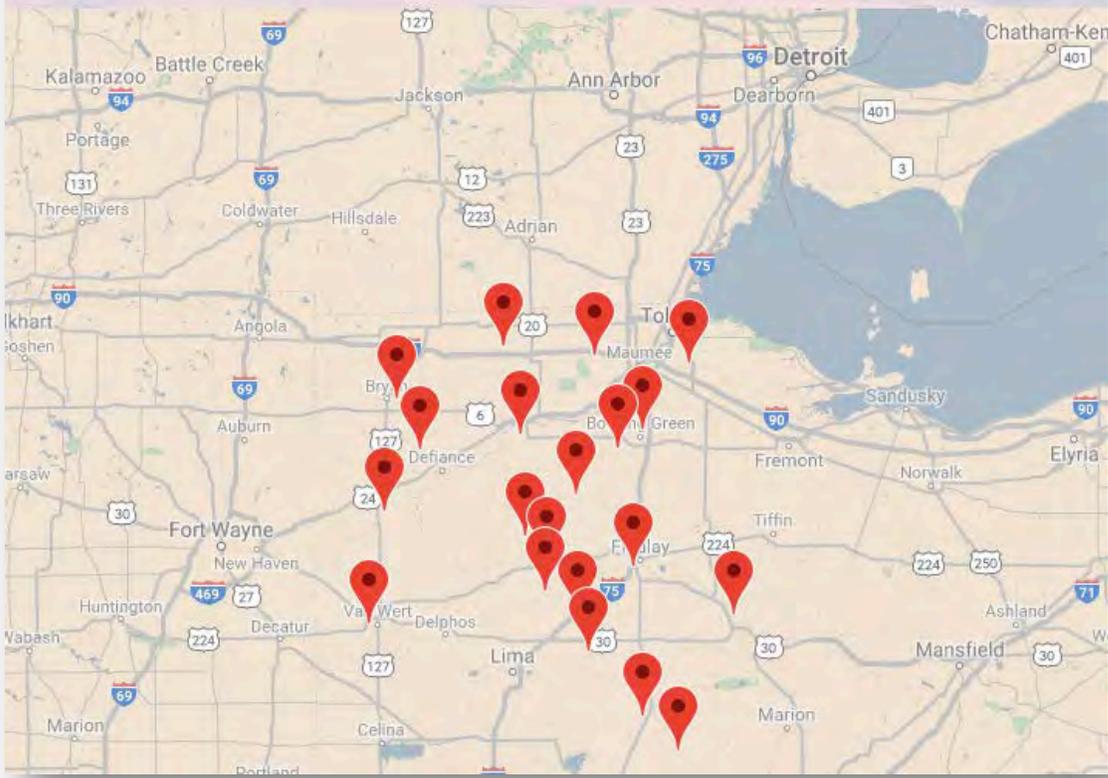
AIRPORT NAME	CITY	STATE	EMPLOYEES	PAYROLL	TOTAL ECONOMIC IMPACT
NEWARK-HEATH AIRPORT	Newark	OH	70	\$2,925,000	\$9,450,000
KNOX COUNTY AIRPORT	Mount Vernon	OH	39	\$1,257,000	\$3,623,000
FAIRFIELD COUNTY AIRPORT	Lancaster	OH	121	\$3,081,000	\$9,083,000
GALION MUNICIPAL AIRPORT	Galion	OH	49	\$2,534,000	\$12,424,000
MORROW COUNTY AIRPORT	Mount Gilead	OH	39	\$1,147,000	\$6,873,000
PORT BUCYRUS-CRAWFORD COUNTY AIRPORT	Bucyrus	OH	15	\$388,000	\$1,500,000
PICKAWAY COUNTY MEMORIAL AIRPORT	Circleville	OH	38	\$1,192,000	\$3,343,000
ROSS COUNTY AIRPORT	Chillicothe	OH	73	\$1,974,000	\$6,756,000
MARION MUNICIPAL AIRPORT	Marion	OH	99	\$3,146,000	\$9,279,000
OHIO STATE UNIVERSITY AIRPORT	Columbus	OH	813	\$35,347,000	\$157,753,000
DELAWARE MUNICIPAL-JIM MOORE FIELD	Delaware	OH	96	\$3,323,000	\$10,874,000
BOLTON FIELD	Columbus	OH	104	\$2,503,000	\$11,162,000
UNION COUNTY AIRPORT	Marysville	OH	54	\$1,484,000	\$4,863,000
FAYETTE COUNTY AIRPORT	Washington Court House	OH	8	\$183,000	\$541,000
MADISON COUNTY AIRPORT	London	OH	34	\$721,000	\$3,255,000
HARDIN COUNTY AIRPORT	Kenton	OH	14	\$416,000	\$1,660,000
GRIMES FIELD	Urbana	OH	99	\$2,018,000	\$9,059,000
BELLEFONTAINE REGIONAL AIRPORT	Bellefontaine	OH	27	\$614,000	\$2,144,000
SPRINGFIELD-BECKLEY MUNICIPAL AIRPORT	Springfield	OH	1452	\$78,585,000	\$117,191,000

Economic Impact: Ohio 5th Congressional District (Rep. Bob Latta)

ECONOMIC IMPACT OF GENERAL AVIATION IN

Your Local Activity

TOTAL ECONOMIC IMPACT: \$71,848,000 WITHIN OHIO DISTRICT 5



AIRPORT NAME	CITY	STATE	EMPLOYEES	PAYROLL	TOTAL ECONOMIC IMPACT
WYANDOT COUNTY AIRPORT	Upper Sandusky	OH	2	\$26,000	\$58,000
TOLEDO EXECUTIVE AIRPORT	Toledo	OH	84	\$2,390,000	\$8,051,000
WOOD COUNTY AIRPORT	Bowling Green	OH	63	\$1,632,000	\$2,125,000
HARDIN COUNTY AIRPORT	Kenton	OH	14	\$416,000	\$1,660,000
FINDLAY AIRPORT	Findlay	OH	91	\$6,202,000	\$19,861,000
BLUFFTON AIRPORT	Bluffton	OH	124	\$5,006,000	\$14,954,000
PUTNAM COUNTY AIRPORT	Ottawa	OH	9	\$233,000	\$857,000
HENRY COUNTY AIRPORT	Napoleon	OH	19	\$471,000	\$1,839,000
FULTON COUNTY AIRPORT	Wauseon	OH	78	\$2,195,000	\$8,988,000
DEFIANCE MEMORIAL AIRPORT	Defiance	OH	113	\$3,878,000	\$11,329,000
WILLIAMS COUNTY AIRPORT	Bryan	OH	18	\$493,000	\$1,497,000
VAN WERT COUNTY AIRPORT	Van Wert	OH	11	\$243,000	\$598,000
DESHLER MUNICIPAL LANDING STRIP	Deshler	OH	1	\$15,000	\$31,000

Proclamation

OFFICE OF MAYOR FRANK G. JACKSON
City of Cleveland, Ohio

In recognition of
General Aviation Appreciation Month
December 2017

Whereas on behalf of the citizens of the City of Cleveland, I am honored to offer this Proclamation designating December as General Aviation Appreciation Month; and,

Whereas General Aviation and Community Airports play a critical role in the lives of our citizens, as well as in the operation of our businesses and farms; and,

Whereas Cleveland has a significant interest in the continued vitality of General Aviation, Aerospace, aircraft manufacturing, educational institutions and aviation organizations and community airports and airport operators; and,

Whereas the Greater Cleveland Area is home to Hopkins International Airport, Burke Lakefront Airport and National Aeronautics and Space Administration's (NASA) Glenn Research Center as well as other smaller airports and aviation manufacturing and educational institutions.

Now therefore, I, Frank G. Jackson, the 56th Mayor of the City of Cleveland, do hereby offer this Proclamation designating December of 2017 as General Aviation Appreciation Month in the City of Cleveland.

In witness thereof, I have set my hand and caused the Corporate Seal of the City of Cleveland to be affixed on this 1st day of December in the year 2017.

Mayor Frank G. Jackson

- A Mayor's proclamation of "General Aviation Appreciation Month" can be a way of highlighting the economic benefits and local economic impacts of the airport.
- It can also help create a news angle for local outlets to cover activity at the airport.
- Contact the Alliance for Aviation Across America for help initiating a local proclamation.



Hogan Recognizes Aviation
Community During September
September 14, 2018

“In Maryland, general aviation
airports support more than \$865
million in business-generated
revenue.”

KGEZ-AM

Selena Shilad Speaks with
John Hendricks About
Montana General Aviation
Appreciation Month
August 30, 2018



- Proclamations provide an excellent opportunity to arrange a TV news crew to visit the airport, as well as radio interviews.
- Contact the Alliance for Aviation Across America for help with setting up TV or radio news segment.



KULR-TV (NBC) Billings Montana
General Aviation for Rural Medical
Care for Montanans
September 14, 2018

- Building a relationship with local media contacts can help to gain exposure and proactively shape the news coverage of the airport.
- Contact the Alliance for Aviation Across America for help with building these relationships.

The Daily Item *More for You!*

Local Airports Offer Vital Services

August 13, 2018

“The Danville Airport and other general aviation facilities also support and attract business and commercial activity by providing time-saving access to our region, agricultural support, aerial surveying and observation, a base for survey and inspection services, business and executive flight services as well as an array of flight instruction and personal flying opportunities.”

- Working with charitable organizations to highlight local public benefit flying can result in very compelling, human stories.
- Contact the Alliance for Aviation Across America for help with coordinating with these groups.

daily advertiser
PART OF THE USA TODAY NETWORK

These Pilots Volunteer To Fly Sick Patients for Free
March 1, 2018

“Our pilots come from all walks of life--they’re doctors, lawyers, farmers--all coming together for the common good of all of our patients going to specialized treatment facilities,” states Philip Thomas, president of Pilots for Patients... “We pick up patients when they are physically, financially, spiritually and emotionally distraught and when they are in the lowest hour, we are here to help lift them. Hopefully, that is what this is all about.”

Ames Tribune

General Aviation a Boon to Ames
Drew Kamp, Ames Chamber of Commerce (IA)

May 25, 2018

“As a global engineering company and the largest private sector employer in the city, Danfoss has been eager to setup shop in Ames, where it has access to a full-service general aviation airport that can help them better connect with employees and stakeholders. Similarly, REG knows the value of the airport to reach faraway markets for distribution and logistics. Since 2007, it has made Ames its U.S. headquarters because our city gives them access to the airways where they can easily connect with their regional offices, operational facilities, and terminal locations.”

- An op-ed from an airport manager, Mayor, chamber of commerce, small business owner, or other local voice, can be a powerful tool to convey the benefits of the airports using examples that connect with local residents.
- Contact the Alliance for Aviation Across America for help with writing and placing an op-ed.

- Scheduling meetings with local members of Congress ensures that concerns of the airport are heard.
- Contact the Alliance for Aviation Across America for help initiating these meetings.



Aligning Community Expectations with Airport Roles

- The Alliance contributed to an online resource by the Transportation Research Board.
- It is a useful guide for airport managers and local elected officials to navigate community relations and public perception relating to local airports.
- Available at:
<https://crp.trb.org/acrp0331/>



TRB'S COOPERATIVE RESEARCH PROGRAMS

ACRP WebResources An electronic product line of TRB's Cooperative Research Programs

Aligning Community Expectations with Airport Roles

HOME TOOL RESOURCES ACRP REPORTS SITE MAP Search the Website

ACRP WebResource 1
PUBLISHED DATE - February 15, 2017

Welcome to Aligning Community Expectations with Airport Roles. This website was developed to help airports communicate with the community and its leaders on issues where there are frequent disconnects. In some cases this means "right sizing" expectations about an airport's role. In other cases, it means building support for the airport by explaining its many community benefits.

In order to communicate about your specific airport, it's important to recognize the significant differences in the roles and responsibilities of these facilities. Communication and outreach to local communities can work to adjust expectations to reflect these differences. This website is organized into three parts called "Toolkits" to support each of these efforts. Click on the links below to get started.

- ROLE OF THE AIRPORT** This section of the website assists the reader in determining what roles an airport plays in the larger context of the national air space, the transportation system and the community at large.
- AVIATION TOOLKIT** The Aviation Toolkit section addresses seven different topics that often cause disconnects between airports and the community including noise, land use and air service.
- MEDIA TOOLKIT** Intentional communication and outreach actions by airport leadership or partner advocates can help to create connections and build an understanding of and support for the airport.



Thank You



Thank you for joining our Webinar!

Upcoming Webinars

- The next webinar will cover Social Media for Airports.
- Date is TBD so stay informed by reading our email blasts and/or checking our website.

Connect with OAA!

More information on webinars can be found on our website:

www.ohioaviation.org

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