

MEDIA RELATIONS

Newspapers and other media offer airports a way to communicate with the community about their activities. How can you work effectively with the local media in your community? There are several ways.

- Introduce yourself to the editor of your local newspaper. Invite reporters to visit and tour the airport.
- Ask about the best way to contact journalists, whether by mail, fax, phone, or e-mail, and find out about their deadlines.
- Stay in touch with the editor or reporter. Let them know about upcoming events at the airport or progress on construction projects.

Press Releases

Press releases offer one method for sharing information about activities with your local newspaper or television station.

You can use a press release to announce an event, such as an air show or open house, or to announce a major change or addition, such as a construction project or new service.

Use press releases selectively. Announce activities or news that would interest community members, and be sure to answer all main questions—who, what, where, why, and how.

Most press releases follow a standard format (please see the examples on this sheet). Keep your press release to one page and include a headline that attracts attention. Provide the facts about the event or news and a phone number and name to contact for more information. Be sure to send the press release well before a deadline.

For more information

For additional information about preparing a press release, check out the following sources:

- www.nwf.org/action/howtos/howpress.html
- www.inforscavenger.com/pritips.htm
- www.lunareclipse.net/pressrelease.htm
- pandecta.com/write_press_release.html
- www.vermontguides.com/release.htm
- www.bookcouncil.org.nz/courses/howtopressrelease.htm
- www.kazor.com/ybor/howtodoapr.htm

Sample press release format

Make sure that the press release includes the airport name, address, phone number, web address (if applicable), contact name and phone number, date, headline, and body copy. Summarize the main details—the who, what, where, when, and why—in the first paragraph, if possible, and provide additional details in subsequent paragraphs. Include a quote from a spokesperson about the relevance of the event or news.

Minnesota Department of Transportation

News Release

Office of Aeronautics
Office Tel: 651.296.3404
222 E. Plato Blvd.
Fax: 651.297.5643
Mail Stop 410
St. Paul, MN 55107-1618

Date: June 28, 2002

For Immediate Release
Contact: Dan McDowell at 651.296.8046

Awards Won by State Aeronautics Office

St. Paul, Minn. (The body of the press release goes here.)



Sample Press Release

Minneapolis-St. Paul International Airport
News Release: June 27, 2002

Passengers Speak Out: Minneapolis-St. Paul International is the Best Large Airport in North America, Third Best in the World

Minneapolis-St. Paul—The International Air Transport Association has tallied survey responses of more than 80,000 airline passengers around the globe. The result: Minneapolis-St. Paul International Airport (MSP) again wins the award for Best Large Airport in North America and takes runner-up for Best Large Airport in the World.

This is the third consecutive year MSP has ranked first in overall customer satisfaction among North American airports. It is the second consecutive year MSP has been a runner-up for Best Large Airport in the World, taking third place behind airports in Singapore and Hong Kong. Last year, MSP ranked sixth in the world among large airports.

IATA's Global Airport Monitor survey is designed to measure passenger satisfaction with airports around the world. The annual survey covers a wide variety of customer service considerations, from ground transportation to sign-posting to helpfulness of airport staff. In 2001, when the latest survey was conducted, the highest-rated services among large airports (those serving 25-45 million passengers each year) were: cleanliness and ease in finding your way around the airport; flight information screens; and a sense of security.

“Minneapolis-St. Paul International Airport has undergone tremendous expansion in recent years, and we've tried to incorporate customer service improvements every step along the way,” said Jeff Hamiel, executive director of the Metropolitan Airports Commission, which operates MSP.

“The fact that we continue to rank so high is a testament to the dedication and hard work of MAC commissioners and staff. It is a consequence of the continued support local, state, and federal leaders have given the commission. Most of all, it is a tribute to the travelers who have stood by us during all the construction and enabled us to make the changes necessary to create one of the best airports anywhere,” Hamiel said.

MSP was the seventh busiest U.S. airport in 2001, with more than a half-million landings and takeoffs. The airport served nearly 34 million travelers.

