



Telling your airport's story:

How to create a one-page fact sheet

You have honed the key story you would like to share about your airport. Now it's time to create a one-page fact sheet to be used in a multitude of ways:

- A handout for your community presentations
- A leave-behind after legislative visits
- On your website
- In your terminal

___ Decide how you will produce this document.

___ Designed and printed in-house, using a computer program such as Microsoft Word and a color printer. Use quality paper – a matte, satin or semi-gloss finish. Can be purchased at an office supply store.

___ Designed professionally by a graphic artist and printed on high-quality paper (recommended) – print at a local printer, or at a “quick print” center, such as Staples or Office Max. Again, use a matte, satin or semi-gloss finish paper for a professional appearance.

___ Hone your key points to an easy-to-read one page document. Here is a template of possible types of information to get you started:

- ***Introduction of airport and your mission:***

Airport ABC is a [commercial | general aviation | other descriptor] airport that serves [region/county/city].
Founded in _____, the airport's mission is to _____.

- ***Summary of the key story you are telling:***

Example 1: Airport ABC is an Economic Engine for the region, and the presence of a thriving airport is essential to our area's vitality. Here's why:

Example 2: Airport ABC's major construction project [name of construction project] is significant to the airport, passengers and the region. Here's why:

Example 3: Air service at Airport ABC is growing significantly, serving more passengers than ever before. This is important for our region because:

- **Followed by the story's three main points** (clear, easy to understand, concise and important):

Example 1: (Economic impact)

- (1) More than _____ jobs exist in our community because of the presence of our thriving airport. (Explain)
- (2) Businesses are able to expand or locate to our region because of the presence of our airport. This includes tourism-based businesses. (Explain)
- (3) The airport's economic impact is \$_____ annually, which is %____ of the state's GDP (or some other benchmark number). (Explain)

Example 2: (Construction Project)

- (1) The new _____ moves the airport's master plan forward, and prepares us for continued growth in utilization. (Explain)
- (2) By prioritizing this significant project now, we are positioning the airport to attract additional air service to our community in the future.
- (3) The airport will be able to attract an additional _____ tenants after this construction is complete, contributing up to \$_____ more to the annual operating revenues.

Example 3: (Growing service)

- (1) The airlines are achieving success, which is important. If they can be profitable in our market, they will continue to provide excellent service.
- (2) Local travelers are choosing to "fly local." This trend is very positive, and supports the success of the airport and airlines.
- (3) We have seen record growth in the past year, and are working to support a continued growth trend. The economic impact to our region is great, and our goal is to retain our existing service and attract new service to key destinations.

___ **Include "quick facts" about your airport**

- ___ Airport name and location
- ___ Primary service area (counties, region, etc.)
- ___ Main services provided/airlines/routes (route map could be included)
- ___ Length of runway
- ___ Size of terminal
- ___ Number of annual passengers
- ___ Number of annual operations
- ___ Number of tenants
- ___ Any other important number that will tell the story of your airport's size, impact, service
- ___ Any other "quick facts" that are meaningful

_____ **Include Contact Info**

_____ Airport name, address, phone number

_____ Website

_____ Social media

_____ Specific person's contact information for more information or to schedule a presentation

_____ **Don't forget images**

Pictures help tell your story. Include a captivating image(s). It is beneficial to hire a photographer to take photos that will best represent your airport. These photos can be used repeatedly. (If you don't have funds to hire a photographer, invite hobby photographers to the airport to take pictures in exchange for the ability to utilize their photos in your materials.)

The main thing to remember when creating your one-page fact sheet is this: only include the key points that you would like remembered, repeated, and thought about when your airport is mentioned. Your fact sheet may change from time to time, as your key messages may change. However, this one-page tool will serve as your "talking points" every time you engage a group, a customer or potential customer, your legislators or the media about your airport. It's a kind of "calling card" – the basis of information you would like remembered. It doesn't mean you will never talk about other issues, but this is your baseline tool relating to your airport and the most important "story" you are sharing at the present time.

For more resources to help you tell your airport's story, visit NC AirTap Technical Resources at <http://www.GO.NCSU.EDU/MARKETINGTOOLKIT>