

# ARSA Positive Publicity Campaign Plan (PPC)

The following is a description of the phases of ARSA's Positive Publicity Campaign (PPC), a multi-year, "Inside the Beltway" public relations (PR) initiative to improve the legal, regulatory, and business climate for contract aviation maintenance companies. Each step in the campaign is dependent upon the information gathered and the money raised during previous steps.

While it is imperative that all steps be completed, each step has been designed to create information that can be incorporated into strategies whether or not the following steps are achieved.

## Phase One, Step One: Public Opinion Research

The purpose of Phase One, Step One was to gather data to benchmark public opinion about aviation maintenance to help the industry understand the scale of the PR challenge it faces and to guide the development of messages during later phases of the campaign. The results of the research will be used to develop and support a comprehensive strategic PR campaign for the MRO industry (See Phase Two, Step Two).

In late 2008, ARSA engaged the Washington, D.C.-based PR firm Stratacomm to conduct the research. The results were released at the ARSA Symposium in March 2009 and are available [here](#). Among other things, the research determined that although key audiences (i.e., voters and "inside the Beltway" opinion leaders) do not currently hold strong opinions about our industry (favorable or unfavorable), the more they learned about contract maintenance, the more likely they were to oppose legislation hostile to repair stations. Thus, the research confirmed that a PR campaign could be effective and underscored the need to develop economic data to support key messages.

## Phase One, Step Two: Economic Research

The purpose of Phase One, Step Two, is to conduct research to demonstrate the economic impact of the aviation maintenance industry, nationally and internationally. ARSA retained the services of AeroStrategy, a well-known aviation industry economic research firm to conduct the studies. The data is used to support ARSA's lobbying and media outreach.

Thus far, AeroStrategy has completed reports quantifying the industry's global economic footprint and positive U.S. balance of trade, the jobs and economic impact from the MRO industry in all 50 states, and the benefits of Bilateral Aviation Safety Agreements. The reports, as well as state fact sheets, are available at [www.arsa.org/node/626](http://www.arsa.org/node/626).

## Phase Two, Step One: Fundraising

The purpose of Step One is to gather the resources necessary for ARSA to undertake a comprehensive, multi-year PR campaign. ARSA will use the results of the research conducted during Phase One, Steps One and Two to obtain financial commitments from aviation industry leaders to support subsequent phases.

To read ARSA's proposal for Phase 2, [click here](#).

For a generic letter you can send to your industry partners encouraging them to support the campaign, [click here](#).

## Phase Two, Step Two: Enhance ARSA Communications Capabilities

The purpose of Phase Two, Step Two is significantly enhance ARSA's public relations capabilities. The association will add experienced staff to, among other things: coordinate and institutionalize annual research to demonstrate the industry's economic impact; regularize contact with industry media and general media reporters covering the aviation industry to encourage favorable coverage; monitor and more aggressively respond to media stories about maintenance; develop a media presence in local markets where the aviation maintenance industry has a significant economic footprint; prepare and distribute editorials and press releases sounding positive themes about the contract maintenance industry; improve ARSA member media relations by developing model PR procedures, a model media kit, and model crisis communications procedures; coordinate general media training for aviation industry leaders, including conducting media training sessions at ARSA Annual Symposium and developing a media relations brochure or handbook for industry executives; and coordinate industry crisis communications planning.

## Phase Two, Step Three: Targeted Industry Image Campaign

The purpose of Phase Two, Step Three is to design and conduct a sustained, multi-year industry image campaign. ARSA will consider issuing a request for proposal (RFP) and accept bids from PR firms. If and when an appropriate firm is identified and proposal accepted, ARSA staff will work with the firm to develop positive messages about the maintenance industry and create a tactical plan to deliver those messages to key audiences

(i.e., policymakers, traveling public, MRO customers, etc.) through paid and earned media, high-profile spokespeople, etc. Phase Two will likely be divided into multiple steps based upon the recommendations from the PR firm retained by ARSA.

The estimated cost of Phase Two is \$1 million per year for three years.

### **Phase Two, Step Four: Research Redux**

The purpose of Phase Two, Step Four is to evaluate the success of the PPC. ARSA will retain a research firm to evaluate the success of Phase Two, Step One. Based upon the results of the second round of research, ARSA will either initiate a new, refocused PR effort or reduce the level of PR activity to the point necessary to sustain gains made thus far in the PPC.

The estimated cost of Phase Two, Step Four is \$100,000.

### **Phase Three, Step One: Refocusing or Sustaining**

The purpose of Phase Three, Step One is to sustain and build on the gains made during Phase Two. The structure, activities, and cost will depend on the results the research conducted during Phase Two, Step Two. The target initiation date is Jan. 1, 2013.

For questions regarding ARSA's PPC, please contact ARSA Executive Vice President Christian Klein at 703 739 9543 or [caklein@arsa.org](mailto:caklein@arsa.org).