



121 North Henry Street
Alexandria, VA 22314-2903
T: 703 739 9543 F: 703 739 9488
arsa@arsa.org www.arsa.org

Positive Publicity Campaign “At-A-Glance”

What is the PPC?

The Aeronautical Repair Station Association’s (ARSA) Positive Publicity Campaign (PPC) is a member-supported public relations initiative to improve the aviation maintenance industry’s image and create a more favorable legal, regulatory, and business climate for repair stations.

Why did ARSA launch the PPC?

The industry has faced a constant barrage of negative publicity resulting in laws and regulations designed to undermine repair station competitiveness. ARSA created the PPC to counter the misinformation being spread about the industry and to get out the facts. Put simply, ARSA is spreading the word that repair stations are making air carriers more efficient, contributing to the safest period in the history of civil aviation, and benefiting local economies while creating jobs.

What has the PPC accomplished so far?

Since initiating the PPC in 2009, ARSA has made considerable progress changing the tone of repair station media coverage. A 2011 [media audit](#) by the public relations firm Stratacomm found that ARSA ranks fourth in the top ten organizations mentioned in media coverage about maintenance issues, behind only the FAA, the TSA, and the Transportation Workers Union.

PPC resources funded [economic research](#) to help tell the industry’s story in dollars and cents. This has quantified the maintenance industry’s \$2.4 billion positive balance of trade and \$39 billion yearly impact on the U.S. economy and the economic benefits of bilateral aviation safety agreements (BASA). The independent economists hired by ARSA also generated state-by-state snapshots of the industry to illustrate our employment and economic impact to the media, policymakers, and others.

This data was then utilized to bolster ARSA’s influence on Capitol Hill. Thanks in large part to [ARSA’s efforts](#), lawmakers recently rejected hostile legislation that would have threatened the U.S.-EU safety agreement, forced some foreign repair stations to surrender their part 145 certificates, and increased compliance costs for both foreign and domestic repair stations.

What are the next steps for the PPC?

ARSA is building on the PPC’s success. In the coming year, we will update economic research, improve outreach to the general media, continue to aggressively respond to stories about aviation maintenance, establish a local media presence for ARSA in key markets, improve ARSA member PR practices, develop best practice procedures for industry crisis communications, and improve our social media and web presence.

What can my company do to help?

Leading maintenance companies are asked to commit \$25,000 per year for three years to support the program. To pledge your support, complete the [PPC commitment form](#). For more information, contact ARSA Director of Communications [Jason Langford](#) at 703 739 9543.