



ALBANY COUNTY AIRPORT AUTHORITY
ALBANY INTERNATIONAL AIRPORT
ADMINISTRATION BUILDING
SUITE 200
ALBANY, NEW YORK 12211-1057

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**ALBANY COUNTY AIRPORT AUTHORITY
PUBLIC COMMUNICATIONS COMMITTEE**

AGENDA

October 5, 2020

1. Approval of Minutes

Public Communication Committee – March 13, 2017

2. Review of Development Initiatives

3. Review of the Authority's Office of Public Affairs

AGENDA ITEM NO. 1

**Minutes - Public Communication Committee
March 13, 2017**



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**Minutes of the Public Communications Committee Meeting
of the Albany County Airport Authority
March 13, 2017**

Pursuant to notice duly given and posted, the Public Communications Committee meeting of the Albany County Airport Authority was called to order on Monday, March 13, 2017 at 10:45 am in the Third Floor Conference Room located in the Terminal at the Albany International Airport, Albany, New York by the Public Communication Committee Chair, Lyon M. Greenberg, M.D., with the following present:

MEMBERS PRESENT

Lyon M. Greenberg, M.D (Chair, Committee)
Steven H. Heider (Committee Member)
Patricia M. Reilly (Committee Member)
Rev. Kenneth J. Doyle, (Ex Officio)
Dorsey M. Whitehead (Board Member)

MEMBERS ABSENT

STAFF

John A. O'Donnell	Doug Myers
Bill O'Reilly	Peter Stuto
Liz Charland	
Margaret Herrmann	

ATTENDEES

Fred Acunto, Airport Manager, AvPorts
John DelBalso, Assistant Airport Manager, AvPorts
Kevin McCoy, Managing Partner, Marvin & Co.
Christopher J. Healy, CPA, Marvin & Co.

1. Dr. Greenberg moved to approve the minutes of the June 26, 2014 Public Communications Meeting. The motion was adopted unanimously.
2. **Review Office of Public Affairs**

Mr. Myers reviewed the general duties of the Public Affairs office, Media Policy, Events, Commercial Photo, Videotape and Film Guidelines.

There being no further business, the meeting was adjourned at 10:55 a.m.



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**ALBANY COUNTY AIRPORT AUTHORITY
PUBLIC COMMUNICATIONS COMMITTEE**

AGENDA

March 13, 2017

- 1. Approval of Minutes**
Public Communication Committee – June 26, 2014
- 2. Review of the Authority's Office of Public Affairs:**
 - **General Statement of Duties**
 - **Media Policy**
 - **Commercial Photo, Videotape and Film Guidelines**

AGENDA ITEM NO. 2

- **Review of Development Initiatives**

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AGENDA ITEM NO: 2
PUBLIC COMMUNICATIONS COMMITTEE
MEETING DATE: October 5, 2020

ALBANY COUNTY AIRPORT AUTHORITY
INFORMATIONAL

DEPARTMENT: *Administration*

Contact Person: *Matthew J. Cannon, Director of Development & Government Affairs*

PURPOSE OF REQUEST:

- *Review of Development Initiatives*

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AGENDA ITEM NO. 3

Review of the Authority's Office of Public Affairs

AGENDA ITEM NO: 3
MEETING DATE: October 5, 2020

ALBANY COUNTY AIRPORT AUTHORITY
REQUEST FOR AUTHORIZATION

DEPARTMENT: *Public Affairs*

Contact Person: *Doug Myers, Director of Public Affairs*

PURPOSE OF REQUEST:

Review of the Authority's Office of Public Affairs

BACKUP MATERIALS:

- *General Statement of Duties*
- *Media Policy*
- *Commercial Photo, Videotape and Film Guidelines*

CHIEF EXECUTIVE OFFICER'S RECOMMENDATION:

Continue with current policies and programs.



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Director, Public Affairs

Act as spokesman for the Albany County Airport Authority

- Respond to local and national media inquiries in a timely manner
- Provide in-person interviews and written responses to reporters
- Prepare New Releases and News Advisories for media distribution
- Draft quotes and statements for CEO

Review daily newspapers, publications and broadcast media for stories related to Airport, airline industry and travel.

- Distribute daily news clippings to key staff and Board members
- Keep Board and staff informed of media stories reflecting on the airport

Respond to Airport emergencies

- Gather information from OPS, ARFF, ASO
- Provide updates and photographs to key staff
- Establish presence in Airport Command Center
- Open communications with impacted airline or tenant
- Conduct on-scene briefings with media

Plan and execute Airport news conferences, events

- Create Event Form and Event Layout for the event
- Create Event Briefing for key staff and guest speakers
- Draft remarks for Airport speaker
- Develop guest list
- Secure proper equipment, graphics, banners
- Ensure guest/media access to event area
- Photograph the event (examples of events)

Airport point-of contact for film, and commercial film/video firms seeking opportunities at the Airport

- Review initial application to determine scope of project and impact on Airport/airline operations

- Work with department, TSA leadership & airlines to facilities project
- Work with Airport Operations to provide safe and secure workplace
- Determine extent of Airport involvement in project and determine fee for event

Airport point-of-contact for returning military human remains HR

- Coordinate HR arrival with airline, funeral home, Honor Guard, Airport Ops, ACSO, TSA
- Prepare hospitality room and order refreshments for family and friends
- Act as media contact for family (upon request only)

Local media liaison for coverage of POTUS arrivals & departures

- Coordinate media access with Secret Service
- Arrange for elevated surface for reporters

Resolve customer/guest complaints

- Respond to letters, phone inquiries
- Respond to Customer Comments left at Info and Ambassadors Desks
- Forward complaints to designated staff or departments for resolution

Arrange for Airport tours for VIPS

Photography

- Maintain photo data-base of airport events, incidents, projects and construction
- Distribute copies of photos to staff and approved agencies, organizations & individuals

Guest Relations

- Airport contact for individuals, groups, colleges, organizations requiring Airport assistance or welcoming tables
- Coordinate with Discover Albany to facilitate support for events and group arrivals
Coordinate escort for VIPS