



Philadelphia International Airport (PHL) Northeast Philadelphia Airport (PNE)

Christine Ottow
Director, Strategic Communications

Heather Redfern
Public Affairs Manager

1/3/2024



City of Philadelphia,
Department of Aviation



PHILADELPHIA INTERNATIONAL AIRPORT
NORTHEAST PHILADELPHIA AIRPORT



Department of Aviation's Communications Unit



PHLPNE

PHILADELPHIA INTERNATIONAL AIRPORT
NORTHEAST PHILADELPHIA AIRPORT



Meet the Communications Team



Christine Ottow
Director of Strat.
Communications

Comms. Planning, Media
Relations, Thought Leadership



Heather Redfern
Public Affairs Manager

Media Relations, Crisis Comms,
Planning, Commercial Portfolio



Wafai Dias
Public Relations
Specialist II

Guest Experience



Azure Rucker
Public Relations
Specialist II

Graphics, Web, Newsletter



Maryna Liaukovich
Public Relations
Specialist I

Operations, Security & PNE



Zabria Briscoe
Public Relations
Specialist Trainee

Marketplace, Accessibility, DBE



David Rosenblum
Photography/Video
Production Specialist

Asset Library Mgmt, Social Curation



Fulani Bah
Public Relations
Specialist Trainee

Social Media, Asset support

Communications Unit - Primary Functions



- **Public Information** – Ensure the accurate, up to date information that enables our customers to have the best experience
- **Reputation management** - share the plans, progress and achievements of DOA
- **Strategic communications** - Provide expertise/support to DOA units



Impact on the Department of Aviation's Mission & Vision



Vision

We are a World Class Global Gateway of Choice

Mission

Proudly Connecting Philadelphia with the World

Strategic Communications

It means communicating the **best message**, through the **correct channels**, to the **right people**, at the **right time** and **using feedback** from this process to stay focused on organizational goals.

Our activities support key message points to let people know our airports ...

- Are well-run/gateways of choice
 - Good for our community
- Great places to work and build a career

Reaching Audiences



Audiences

- Travelers (our Customers)
- Community-at-large
- Stakeholders
 - Civic/Political/Business
 - Airlines
 - Vendors
- Airline Industry
- Employees
 - DOA
 - Airport staff
- Reporters/Influencers

Channels

- Earned Media
 - Local News
 - National/global
 - Airline/industry-focused
- Owned Media
 - Social media platforms
 - Website newsroom
- Employee Comms
- Public Events/Associations
- Direct (email/mail/print)

Medium

- Articles, press releases
- Blogs, podcasts
- Social media posts, shares
- Dedicated landing pages
- Videos & photos
- Graphics/flyers/infographics
- Newsletter/emails
- Bulletin boards/digital signage
- Email/Text apps
- Presentations/speaking
- Annual report

Focusing on Digital and Owned Media



2023 stats

125 online articles

20 press releases

3K social posts

Latest News from the PHL Newsroom.



Thursday, December 28 2023
Airport Sustainability Manager Jessica Noon Appointed to Airport Council International
[Read More...](#)



Thursday, December 28 2023
PHL Teamwork Makes the Dream Work: JetBlue Supervisor Johannis Loyola
[Read More...](#)



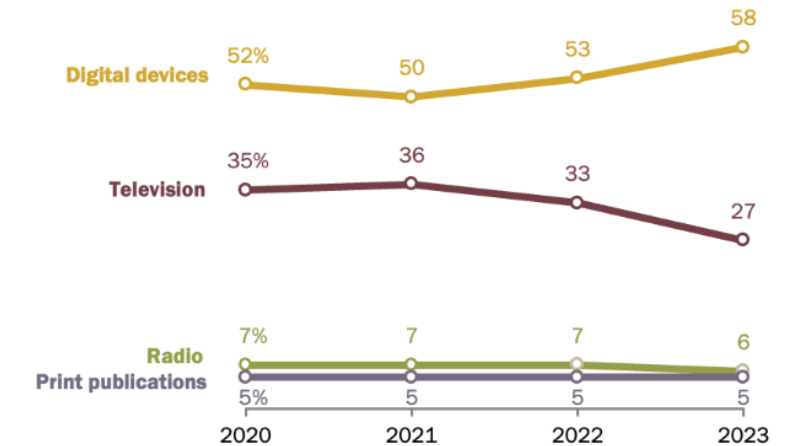
Tuesday, December 26 2023
Meet PHL's New Collections and Exhibitions Curator Helen Cahng
[Read More...](#)

[See all PHL Newsroom updates](#)

Posts > Social network		
	Instagram Business	915
	Twitter	892
	Facebook Page	789
	LinkedIn Page	377

News platform preferences

% of U.S. adults who *prefer* ____ for getting news



Source: Survey of U.S. adults conducted Sept. 25-Oct. 1, 2023.

PEW RESEARCH CENTER

Social Media Impact



71K
fans & followers

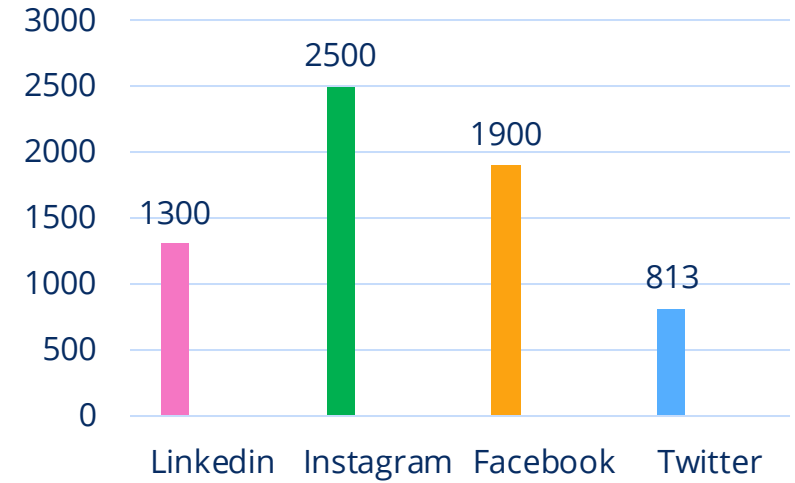
Twitter	28K
Facebook Page	25K
Instagram Business	12K
Linkedin Page	5.7K

4.6M
impressions

Post impressions > Social network

Twitter	1.9M
Facebook Page	1.6M
Instagram Business	680K
Linkedin Page	421K

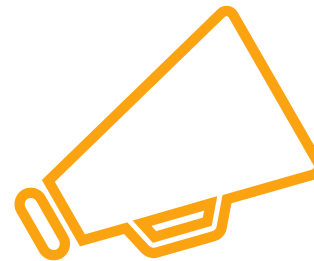
Fan/follower Growth 2023



Collaboration



- Marketing/Brand
- MarketPlace PHL
- Guest Experience
- Air Service Development/Cargo
- Operations
- Security
- Capital Development Group
- IT
- HR
- Finance
- Community Engagement
- Government Affairs



Media Counterparts:

- Fed. Agencies (TSA, FAA, FEMA, CBP)
- Airline spokespeople
- City Depts./spokespeople
- Travel and Tourism Community

Employees are our brand ambassadors and can extend PHL reach through social sharing

Successes – Wingmate Local and Premier National Coverage



TRAVEL+
LEISURE

Magazine Newsletter Sweepstakes

TRIP IDEAS DESTINATIONS WORLD'S BEST TIPS + PLANNING CRUISES TRAVEL PRODUCTS NEWS ABOUT US

NEWS

This Is the Latest Airport That Will Allow Non-travelers to Escort Loved Ones to the Gate

Philadelphia Airport is rolling out the PHL Wingmate Guest Pass to let non-travelers join their friends or family to their gate.

By [Alison Fox](#) | Updated on October 24, 2023



A screenshot of a CBS News Philadelphia article. The header includes the CBS News Philadelphia logo, navigation menus for NEWS, WEATHER, SPORTS, VIDEO, and MORE, a temperature indicator of 56°, and a Live TV button. The main headline reads "PHL debuts Wingmate Pass: 1-day pass that permits non-ticketed passengers security, terminal entry". Below the headline, it says "BY CBS NEWS PHILADELPHIA STAFF" and "NOVEMBER 1, 2023 / 3:01 PM EDT / CBS PHILADELPHIA". There are also social media sharing icons for Facebook, Twitter, and Instagram.

GMA

Video

Shop

Culture

Family

Wellness



A YouTube video player showing a man in a light-colored uniform standing in an airport terminal with a young girl. The video title is "The PHL Wingmate Pass". There are "Watch later" and "Share" buttons in the top right corner. A red play button is centered on the video. At the bottom, there is a purple banner with the text "Watch on YouTube" and "Join their journey!".

In addition to post-security access, the pass also comes with exclusive deals to use at select Philadelphia International Airport food and shops concessions.

Successes – Highlighting Progress & Innovation



Airport Improvement

Search

Digital Issue: **Case Study: TSA Innovation Checkpoint**
Discover the secrets of a modern security queue. [EXPLORE NOW](#)

PHILADELPHIA INT'L INSTALLS BIOMETRIC FACIAL RECOGNITION AT 25 GATES

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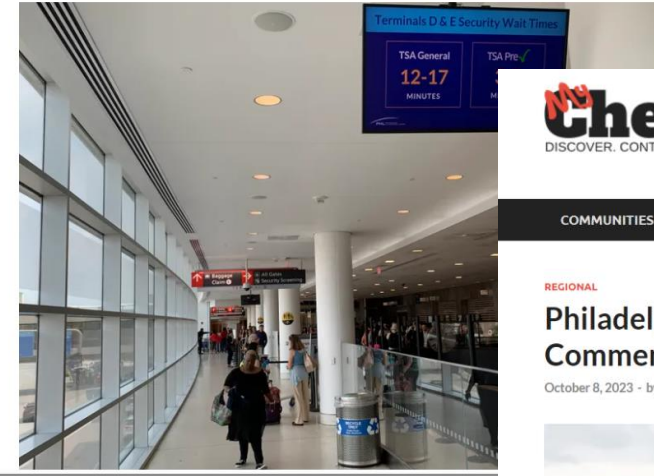
PUBLISHER'S BLOG

Childcare, Commuting and Language

newsradio **kyw**
1080 AM - 103.9 FM

PODCASTS NEWS TRAFFIC & WEATHER SPECIAL FEATURES SCHOOL CLOSINGS ABOUT US LISTEN

PHL is installing more wait-time screens at TSA checkpoints to ease your mind when the security line is a mile long



COMMUNITIES EDUCATION NEWS ENTERTAINMENT LIFESTYLE TOOLS ABC

Philadelphia Airport Receives Positive Ratings and Commendations for Financial Stability and Growth
October 8, 2023 - by MyChesCo



- ### AIRPORT INDUSTRY HEADLINES
- New furniture greets Terminal 1 passengers at Oakland Airport
 - New Tech and AI platform Keep Passengers Moving Safely and Efficiently at Toronto Pearson Airport
 - Porter Airlines sees strong demand out of Ottawa, increases capacity on eight routes
 - Denver International Airport Celebrates Center of Excellence

American Airlines Introduces TSA-Cleared Landline Bus Service to Philadelphia



Traveling between Philadelphia's airports could get a whole lot easier as Landline buses can now pass security on arrival thanks to a TSA ruling

by Lauren Smith
July 12, 2023 NEWS

Photo: Courtesy of Landline / American Airlines

Aspirations



Continue to enhance the reputation of the airport with more sharing of positive news, key stats, capital progress, business innovation

- Create roadmap for proactively sharing ongoing updates of programs

- Develop more branded templates to guide visitors to key airport information – parking, website, OrderAtPHL, wayfinding

- Target industry outlets, award programs, events to highlight innovative initiatives and achievements

Collaborate with units to develop successful communications plans for 2026 & the Master Plan Update

- Build momentum & show progress along the journey

- Equip employees with information and tools to be communications ambassadors

Enhance employee communications in coordination with HR/Units to see improvements in participation in employee engagement surveys and scores

- Improve cadence, flow and timing of communications to maximize reach/effectiveness

- Find new ways/technology to reach deskless workers

- Support key initiatives: Recruiting, PHL Works & Road to 2026

Support team-building & development

- Communications unit - Cross-skilling, upskilling, career development

- Airport staff – arm with templates, presentation/media training

- Encourage employee engagement & participation to extend reach on social channels



Thank You!

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