

**2016 ACI-NA Media Relations Seminar
On-Camera Training**

**On-Camera Training
Instructions for Peer-to-Peer Coaches**

Thank you for sharing your expertise as a peer-to-peer coach for the 2016 ACI-NA Media Relations Seminar. Here are some instructions and tips to help you maximize your coaching. As you will see in the agenda, there are two coaching sessions. The session on Day 1 is designed to be more informal and experimental. The session on Day 2 is designed to be more formal, especially because the session will follow the media trainer keynote.

1. Each attendee will be offered the opportunity to participate in three scenarios that could occur within an airport environment. They are able to participate in a mock interview more than one time and may choose which scenarios to explore.
2. As attendees complete their mock interviews, they will bring you an SD card. Insert the SD card and open their video files. Depending on the attendee's goals, they may complete one or more of the scenarios. They may also seek out counsel from one or more of the coaches. Your goal is to offer sound and constructive guidance while still making yourself available to as many attendees who may seek out your coaching.
3. Watch each clip in its entirety before beginning the review.
4. Before providing feedback, ask the attendee to self-evaluate their performance.
5. As you coach, feel free to watch the clip as many times as possible, starting and stopping the clip as necessary.
6. For each clip, use the feedback form as a way to structure your conversation. Some attendees may appreciate having written feedback while others may appreciate spoken feedback.
7. **Day 1:** Invite the attendee to consider sharing their clips with our professional media trainer to including in his coaching session on Tuesday afternoon. **Day 2:** Offer a compare/contrast review of clips between Day 1 and Day 2.
8. Each attendee is allowed to take their SD card home with them at the conclusion of the conference.

**2016 ACI-NA Media Relations Seminar
On-Camera Training
Instructions for Attendees**

All attendees will be offered an opportunity for a series of short on-camera interviews to help sharpen their media skills. As you will see in the agenda, there are two coaching sessions. The session on Day 1 is designed to be more informal and experimental. The session on Day 2 is designed to be more formal, especially because the session will follow the media trainer keynote. The scenarios between the two sessions are the same.

- **Day 1 On-Camera Training: 4:00 PM – 5:30 PM ET**
- **Day 2 On-Camera Training: 10:30 AM – 12:00 PM ET**

To participate in the on-camera training, go to Congressional B (in the main lobby to the right of the registration desk). When you arrive, check in with the ACI-NA staff member and pick up an SD card. The SD card will be used to collect your footage as you travel between the camera stations. You will be required to bring your SD card to both trainings, so please do not lose your card. Replacements are not available.

Each camera station focuses solely on one scenario. Each attendee will be offered the opportunity to participate in the three scenarios, each of which could occur within an airport environment. You are able to participate in a mock interview more than one time and may choose which scenarios to explore.

As you complete your mock interview, take your SD card to one of the coaches for peer-to-peer mentoring. Depending on the wait, you can review one clip at a time or all three clips at once. The coach will insert the SD card and open the video files. Each clip will be viewed in its entirety before the review begins.

Your coach will provide constructive feedback and will use the feedback form as a way to structure the conversation. You are encouraged to take notes and ask questions during the review.

Day 1: Our professional media trainer would like to collect interview footage from Day 1 to include in his presentation on media coaching on Day 2. If you are comfortable sharing your footage, please see an ACI-NA staff member.

Day 2: Be sure to ask your coach to offer a compare/contrast review of clips between Day 1 and Day 2 to measure your improved performance.

Each attendee is allowed to take their SD card home at the conclusion of the conference.

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Communication Scenario: Baggage Theft

On Thursday night at 8:30 PM, your after-hours line rings. A BuzzFeed reporter is seeking comment on a tweet a soon-to-be-bride sent an hour ago. In her tweet, the bride claims the suitcase containing her wedding dress was stolen from the baggage carousel. Her wedding is on Saturday.

Her tweet: "In tears!! My wedding dress was stolen at @ACIAirport! Wedding in two days! #cryingbride #dreamweddingruined cc:@BuzzFeed @Ch9Investigates"

Since being posted just over an hour ago, it has been retweeted 9 times. There have also been 5 replies to the tweet, three of which were critical of the airport. One of the critical tweets came from a local man with a large social media following and a history of being critical of the airport. His tweet states, "Good luck getting the police to do anything about it. @ACIAirport rent-a-cops don't care about security. People get robbed all the time." The bride favorited and retweeted the tweet.

Here's what you know:

- After the call comes in, you are able to get your hands on a preliminary police report with some extra feedback from an officer. In the report, the woman said she had checked with her airline when her bag didn't arrive on the carousel. The airline confirmed the bag was scanned correctly and should have been on the carousel. The airline called the airport police. The airport police opened an investigation.
- The preliminary report contains statements from two witnesses claiming to see a man wearing a safety vest similar to "airport workers" pick up a bag matching the same description and walk out of the terminal.
- The bag was marked with a special pink ribbon that said "Bride to Be."
- Over the last month, there have been three other reports of bag theft from the same carousel. The airport police refuse to speculate that the thefts might be related.
- The BuzzFeed reporter is not familiar with aviation or the airport industry. She is also not based in your local community. She is not aware of the other theft reports.
- The Channel 9 local investigative reporter is based in your local community and is aware of the other theft reports. In fact, he has aired two segments on baggage theft at the airport over the last month. With his broadcast set to begin in just two and half hours, he calls and requests a standup location for a live broadcast. He has requested you come on camera to discuss the incident.

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**Communication Scenario: Baggage Theft
Reporter Script**

Most brides turn into a bridezilla leading up to their wedding day, but in this next case, it might warranted if the bride has nothing to wear. Earlier today, Marissa Smith, a bride-to-be from St. Louis who is getting married on Saturday, and claims her wedding dress was stolen from the baggage carousel at ACI Airport.

I'm joined now by [INSERT NAME and TITLE] from ACI Airport to give to give us on update on the latest in the search for the bride's dress.

[INSERT NAME], tell us what's happening with Ms. Smith's claim that her bag was stolen from the airport.

We heard from a witness that she spotted an airport worker pick up a bag from the carousel and walk away. How is the investigation going and have any arrests been made?

Ms. Smith is set to be married on Saturday. What is the airport doing to help authorities find the bag?

Ms. Smith tweeted about her dress being stolen. Since then, her tweet has gone viral. People are being very critical of the airport. How do you respond to those claims that the airport is unsafe?

Over the last month, Channel 9 has been in front of the story that there are been several instances of baggage theft from the airport. What is the airport doing to prevent future theft?

How well does the airport screen its employees?

What should your passengers do to in the case their bag is stolen from the airport?

Thank you for joining us, [INSERT NAME]. Channel 9 will continue to follow this story over the next few days.

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Communication Scenario: Long Security Lines

Over the last three months, ACI Airport has received an increasing number of negative reviews on Trip Advisor related to long waits at the security screening checkpoints. Some reviews include:

“I paid for PreCheck, but the lines are always closed. Why did I waste my money?”

“The airport staff was so rude when yelling for us to take off our shoes and belts. I understand the need for security, but these folks are unreasonable.”

“I’ll never fly out of ACI Airport again. The security lines are so long. I’d rather drive a little longer to a friendlier airport.”

On a Thursday morning, a local television reporter calls you working on a story about the uptick in negative ratings. The reporter is seeking ACI Airport’s reaction to a local business leader who criticized the airport by saying, “The business environment in our city won’t take off unless the airport makes much needed improvements to ensure better customer service. Companies won’t locate here because of the hassle of long, disorganized security lines.” The reporter also plans to include excerpts from the Trip Advisor website.

The reporter shares that his editor wants to run this story on tonight’s news broadcast.

Here’s what you know:

- Over the last three months, passenger traffic has increased by nearly 10 percent over the previous year. The airport attributes this positive growth to improvements in the economy, excellent performance of the local major league sports team, the addition of three new routes, and the introduction of a new low cost carrier.
- Two of the seven lanes at the security checkpoint are undergoing upgrades and are non-operational during weekend hours.
- TSA PreCheck enrollment at the local on-airport enrollment office is stagnant.
- TSA PreCheck lanes are only open during morning and afternoon peak times. PreCheck eligible passengers are directed to the main TSA line during off-peak hours.
- TSA has completely eliminated its managed inclusion program (the program that TSA – at its discretion – can transfer people from the main TSA line to the PreCheck line to reduce wait times).

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**Communication Scenario: Long Security Lines
Reporter Script**

This is an A-Roll interview. It will be edited for broadcast.

Thank you for sitting down with us to discuss the security lines at ACI airport. For the record, please state your name and title.

Over the last few months, the security lines at ACI airport have been incredibly long. What's causing the long lines?

There are some in the community that say long lines are hurting the region's economic growth. How would you respond to that claim?

Will this problem continue to grow during peak travel seasons, like spring break or the holidays, or is this the worst of it?

As we've noted, the wait times at this airport can be as long as an hour and a half. However, the wait times at a neighboring airport just down the road is only 15 minutes. Why the difference? Why should passengers choose your airport over another with shorter lines?

What options are available to passengers to help reduce wait times?

How early should passengers arrive so they don't miss their flights?

Is there anything I missed you'd like to include?

Thank you for sitting down with us today.

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Communication Scenario: Weather Closures

****Note: For airports in warm weather locations, substitute a tropical storm****

It's Wednesday morning, December 23. The National Weather Service/Environment Canada have issued a weather advisory for a rapidly-developing and fast-moving storm system headed toward your airport. The storm is expected to hit in the mid-afternoon, just before rush hour. In preparation for the storm, the airlines serving your airport have started pre-cancelling flights. Publicly-available websites like FlightAware are indicating about half of flights for December 23 are cancelled.

This morning, the mayor of your city held a press conference noting that she is putting city snow crews on alert and is urging residents to forgo non-essential travel ahead of the storm. She also stated that the city is planning to shut down transit systems mid-afternoon due to the storm.

During the morning drive time following the press conference, a transportation reporter for the local talk radio station announced that the airport is likely to be closed because of the approaching storm. The reporter did not seek comment from the airport prior to going on air.

After the report, you receive a call from a local television station inviting you to join the next segment to provide an update.

The airport's call center is overwhelmed with calls from passengers seeking to verify their flight status. The airport's website crashes because of high traffic volumes.

Here's what you know:

- ACI Airport is open and has implemented its winter operations plan to pre-treat runways and taxiways. The airport has also made appropriate arrangements to ensure crews are available to keep runways clear during the storm.
- Under the current forecast, the storm's path is very unpredictable. There is a possibility the storm may miss the area or be weaker than forecasted.
- As part of a major capital improvement project last year, the airport installed a second deicing pad to increase deicing operations.
- There are already large and growing numbers of passengers in the terminal trying to check-in for flights or switch to earlier flights in advance of the storm. Long lines have formed at most airline check-in counters.
- Your airport operations center is receiving reports that TSA and CBP may be short staffed in the afternoon because of challenges getting to the airport.
- The airport recently developed a "dark site" in the event of a catastrophic incident.

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**Communication Scenario: Weather Closures
Reporter Script**

The days leading up to Christmas are some of the busiest travel days of the year. According to a press conference earlier this morning, Mayor Smith said frustrated passengers are stranded at the airport as the snow [or rain] continues to come down out there. [INSERT NAME AND TITLE] from ACI Airport joins us live with an update on the impact the storm is having on holiday travel.

Thank you for joining us, [INSERT NAME].

First, can you tell us what's happening at the airport?

How are runway conditions right now?

Three years ago, there was a similar storm system that brought the airport to a standstill. Is the airport well-equipped to handle storms like this?

If planes aren't able to take off, does that also mean incoming flights can't land? What about families who are expecting out of town guests? What should they do?

When do you think the airport will be back open?

Will there be residual delays once the storm passes?

What can passengers do to see if their flights are impacted?

Thank you, [INSERT NAME], for joining us. We look forward to checking in again as the storm progresses.

**2016 ACI-NA Media Relations Seminar
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Trainee Name:	
Scenario:	
Coach:	
Top Level Positives:	
Key Messages: <i>clarity, articulation, on-message</i>	
Body Language: <i>hand gestures, eye contact, facial expressions</i>	
Areas for Improvement:	