Information Gathering Techniques

Greta Cunningham

Stakeholders: Board of Directors of A4A

Topic focus: Create a campaign to support and promote the use of an alternative fuel in the aviation industry

Role: Public Relations

Viviana Galindo
Part I:

The Audience: We are seeking an audience who knows about the aviation industry, who is involved in the industry and more importantly executives or stakeholders who have or are likely to support alternatives for the environment. For this reason, the proposed target audience for the campaign will be the stakeholders of the organization, in other words the Board of Directors of Airlines for America, the Industry Partners, affiliates and members of the organization. Airlines for America is an organization that supports a meaningful balance of the environment of our planet. As stated in the website, a member of A4A should have a strong commitment towards the protection of the environment and its improvement, so the target audience listed above should fall into that category and they would be the best audience to reach for the success of this campaign. It is important to highlight that we are approaching this group because based on the research done I found out that the Board of Directors of Airlines for America are the main representatives of most of the industry partners, affiliates and members of the organization, so this should be helpful when it comes to send the message to our audience. It is also important to also target as our audience the passengers and cargo section since the organization transports them every day.

Campaign highlights: The campaign will serve to highlight the reasons, advantages and disadvantages of the use of an alternative fuel in the aviation industry, as well as explaining how this alternative fuel will help the environment and how would this impact or affect the passengers and the market. The campaign will also highlight the outcomes and benefits for the organization, the relation of this campaign and the environment initiative of the organization. It
is also important to highlight the mission and vision of the organization and emphasize the commitments and initiatives of the organization.

**Strategic goals:** The Public Relations campaign will focus on developing a good strategy to present to the Board of Directors from the Airlines for America to persuade them to invest, stimulate and develop an eco-fuel or alternative fuel to use in the aviation industry. One of the most important goals of the campaign is to make sure that our stakeholders understand the importance of using this alternative fuel in the aviation industry and the outcomes that they can get out of it, not only for the organization but also for the environment. Educating the stakeholders about new ways to protect our planet as well as raising awareness of this eco-fuel campaign among the stakeholders, the passengers, and the cargo section will be key for the success of the campaign. Since one of our primary goals with this campaign is to have the stakeholders financial support and approval in developing and stimulating this new alternative fuel, it is extremely important that through the strategic goals we educate the stakeholders about this new ways to protect the planet as well as obtaining a good benefit for the organization. If I am able to explain the main aspects of this alternative fuel and raise awareness among our audience and stakeholders, then A4A will get the support needed to continue with this new ecological development that will not only benefit the organization, but also the cargo section and passengers.

One especially item that I think is very useful for the campaign is the Air Transport World Trade Publication because it has a section on Eco-aviation. This area provides me with the latest updates and information regarding the alternative fuels, benefits, advantages, policies, oppositions, current improvements in other countries etc. It also provides me with a Carbon Emissions calculator tool that could serve to compare and provide additional statistics and facts
on the emissions. This could also help me to create a comparison analysis of the current fuel CO2 emissions and the alternative fuel Carbon emissions. I think that this source will provide me with videos and current media-consumer reactions on the eco-fuels developed. Having these articles as reference will help me to look at the campaigns done in the past for other companies and come up with a better strategy for mine. This trade Publication is also a good way to monitor what is going on with this alternative aviation fuel.

**Holes:** I think that an important item for my research that I haven’t done or find is actually doing a market research among the passengers and cargo. It is important to make sure that the campaign is not only seeking benefits for the organization but also for the public and the environment, so I will probably look for past market research done on passengers and cargo to find out their opinions. If I am unable to find it then I will have to design a survey to distribute it among passengers asking them whether or not they will pay the price for an airplane ticket that uses an alternative fuel. It would be necessary to find the sweet spot that creates benefits for the public and the organization. It would not be a success if the organization develops the fuel, but the passengers would not agree paying extra for the ticket. A survey would help to do a market research to identify the pros and cons of using this alternative fuel from the consumer perspective. I think I would like to find more information on the stakeholders positions towards the protection of the environment and their perspectives regarding the use of alternative fuel in the aviation industry. I think that a possible hole that I might encounter is regarding the type of alternative fuel that A4A is developing, the chemicals used for it, the cost and how would the development and use of this fuel will affect the overall ticket price sell to the passengers.
Part II: The research

2A: Monitoring strategies

The campaign focuses on developing a eco-fuel to protect the planet and environment so I believe that in order for me to understand the impacts on the environment from the current fuel used among our airlines affiliates I would need to do a variety of observations such as observation, tracking and social networking. The observation strategy would allow me to get myself involved in the real-time reactions and impacts of the passengers, the cargo traffic and the environment. Since our main statement is to protect the environment, observing the environment changes and impacts is one of the most important observations that needs to be done for this reason I would like to implement in this research an ethnographic observation at the Minneapolis-Saint Paul airport. Monitoring the cargo section and traffic is important because is one of our main consumers in the aviation industry and every little change that affects them will ended up affecting our organization. It is useful to see how things are run in the cargo section to have a basic knowledge of how important their support would be for the campaign. Also, going to the airport will allow us to know what kind of fuel does a cargo uses and how much does it need, by doing so, we can also have access to extra resources that could provide important information for the campaign. I would also like to do another ethnographic research or go to a laboratory and observe how the fuel is made. In other words, knowing and being able to observe the current fuel production and a bio fuel production will be very useful for the campaign because we will get to see the actual differences from each other. Observing the fuel production will most likely take place at a laboratory, so attending the production process will also give us access to a scholarly or expertise source that could provide additional information regarding the production process.
**Tracking strategies:** For the tracking strategies I decided to set up a Google alert on aviation alternative fuels. Setting this alert provides me with the latest news, articles and information on alternative fuels, bio-fuels and all sorts of information regarding alternative fuels in the aviation industry among different airlines, states and countries. I believe this could be a good and fast way to get the most basic information, debates and perspectives from other aviation organizations that are trying to use this fuel. I would also track the FAA since it is a federal organization and one of the primary federal agencies in charge of all the issues related to aviation industry and aircraft. I believe that having this contrast between the journalistic sources and a federal agency will definitely expand the different perspectives regarding the eco-fuel, and most importantly finding accurate sources that provide me with the right information. The FAA has also a mobile app that will definitely allow me to follow any update on their current energy and environment research development that focuses on reducing the air quality emissions. Their research would be a very useful source for the campaign because I am seeking to find information to support my campaign, and having facts, stats and data from a federal agency will definitely make the stakeholders to be more involved and interested in it.

**Social networking:** I have decided to use twitter as one of my strategies to track information on my topic. I have decided to follow enviro-aero on twitter and twitter. This is a website established by the Air Transport Action Group. This website focuses only on environmental topics related to aviation. This is an excellent source to follow because it will provide with more specific information on sustainable biofuels. What I really liked about this website is that under the sustainable biofuels category it has subcategories that are helpful for researchers like me who are not experts in the topic. It is really easy to understand, and most importantly I think it provided me with some of the very basic things or steps to know regarding biofuels. Having this
type of information would let me explain the information in an easier way so that the stakeholders understand it better. Since this website has important information, following on twitter and facebook would allow me to have the latest updates and information at any time in any place.

2B: Reading List materials

Scholarly journal Articles


The authors of this article used information from the Environmental Science & Technology book to explain how the biobased fuel can reduce emissions from the U.S sector. They analyzed two different types of biomased fuel: oil-producing such as camelina and algae, and lignocellulosic biomass such as corn stover, switchgrass, and short rotation woody crops. This article also analyzes the prices and costs of creating these fuels and concluding that the rate to achieve the emissions reduction will not be possible.

**Trade magazine Articles**


This article reviews the announced initiative created by the Seattle International airport and Washington state university to promote the development of biofuel in the Pacific northwest. The will look at the biomass difference among four different areas in the states


**Government Documents**

This article reviews and analyses the information from the hearing on Aviation Fuels: Needs, Challenges, and Alternatives. It also explains the different assessments that the fuels have to undergo during this process, key developments as well as statistics and facts regarding the alternative fuels.

**Internet Sites:**

http://www.airlinetrends.com/?s=alternative+fuel&x=0&y=0


This website provides the latest trends and information on the aviation industry. This industry constantly monitors the innovations, consumer responses and behaviors that impact, benefit or affect the aviation industry. Provides a variety of topics on aviation as well as newsletters and services for those interested in the industry.
Books:


This book analyzes the need and achievement of good sustainable energy. It looks at different ways such as nuclear power, localized grids, sustainable fuels, etc. to improve our planet and make a noticeable transition from the current energy to a better one.

2C: Interviewees

John P. Heimlich. Vice President and Chief Economist for A4A. Washington D.C. Metro Area.

Phone: 202-626-4000

He currently serves as VP and Chief Economist at A4A. Prior joining A4A he spent 5 years at United Airlines as financial planning, analysis, international and regulatory affairs. He also serves on the steering committee of the Commercial Aviation Alternative Fuels Initiative (CAAFI) and on the Joint Steering Group of the A4A-Defense Logistics Agency Strategic Alliance for Alternative Aviation Fuels. I believe he would be a good source of information to interview because his experience with the airline industry is wide, but also at the same time it would be a good person to talk to about regulation policies as well as environmental perspectives and developments. He would be an excellent source to talk to about the alternative fuels in the industry. There could be the possibility of him being a bit based since he is currently
working at A4A. It can be a tricky source to use because in one hand, he would give us a more insight into the company’s policies and support. I think it is also important to mention that he has some knowledge on strategies to implement alternative aviation fuels. He could expand my knowledge about the use of alternative fuels, impact and responses.

**Questions:** Among the set of questions I would probably ask him are the following: What is an alternative fuel? Why should we support this new initiative? Does the organization have done anything to promote the use of the alternative fuel? How would this benefit the organization? I would ask these questions to see how much he has been involved with the alternative fuel topic, as well as to possibly compare his perspective based on the different positions he holds.

Nancy N. Young
Vice President, Environmental Affairs for A4A. she is an attorney with 20 years of experience on environmental issues, she also the environmental programs fro the A4A and offers conseling on the same issues .She also participates in the working groups under the International Civil Aviation Organization’s Committee on Aviation Environmental Protection.

Unfortunately I was not able to find a lot of contact information such as telephone, email. The only contact way that I found was her linked in page on the site. Through the Linkedin site I have the possibility to get a hold of her by either adding her to my Linked in or by sending her a message Wthrough Linkedin.

**Questions:** Since she seems to be a very knowledgeable person regarding the environmental issues I would like to ask her the following: What are the current programs that A4A is directing in regards to their eco-fuel support? As a current member of the Commercial Aviation Alternative Fuels Initiative® (CAAFI), what are some of the reasons why we should develop and alternative fuel and not continue using the current fuel?
Henry J. Price. Communications Department of A4A

Phone: 202-267-3883

There is not a lot of information about this particular source in the website, but apparently he is in charge of the press release, and would be the best source to contact if we have additional questions regarding the Press Release – FAA Announces Alternative Energy Investments For Cleaner, More Sustainable Jet Fuel.

Questions:

What is your position about implementing the alternative fuel as new way to protect the planet?

From the 300 partners listed in the release, Who would you consider a potential partner for the initiative? Since he made a press release stating some statistics regarding awards I think he might have additional information and research information that he used for the press release. I believed that knowing more information on the list of partners and stakeholder he mentions in the release I could seek additional help to support our campaign.

Haldane Dodd

Head of Communications

Air Transport Action Group, Geneva

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Email: doddh [at] atag [dot] org

Website: www.atag.org

She is the main and only point of communications form with someone from the ATAG organization. For this reason I will only focused on asking media related questions or very basic questions regarding her organization. I would like to ask what does the ATAG has done to raise the awareness of the use of an alternative fuel? What is the ATAG doing to gain support from
the stakeholders and develop the bio-fuel? How have the passengers/consumers reacted in regards of this new eco-development? I believe that asking this questions would give me a better understanding of the actions that have been taken regarding the eco-fuel, this would help me to compare and possibly find some holes in the researches made and compare them to my campaign, allowing me to make sure that I cover some of those possible holes.

2D: Organizations:

Federal Aviation Administration

www.faa.gov

Federal Aviation Administration

800 Independence Avenue, SW

Washington, DC 2059

Contact info: Dr. Lourdes Maurice Director of the Office of Environment & Energy. The Federal Aviation Administration has available many publications that are related to transportation and aerospace policies, regulations, handbooks and manuals for aviation professionals, air traffic manuals, environmental issues etc. In other words the FAA makes available most of their reports and statistics regarding aerospace and aviation in various formats such as PDF, Power point, Excel. We can also buy their publications in the Government Printing Website.

I chose this agency because is the primary agency in charge of all the issues related to aviation and aircraft. I also used it because the A4A website mentioned this agency many times, so when I looked up the agency I found out information related to airline environmental regulations, policies and initiatives. I’m also using it because it is a public source with reliable information back up by the U.S government. I also liked that I can email them my questions if they don’t have the answer listed in the Q&A section.
The Commercial Aviation Alternative Fuels Initiative (CAAFI)

Email to: info@caafi.org

Site: http://www.caafi.org

This organization is committed to the security and environmental initiatives for the aviation industry. This particular organization highlights the efforts of commercial aviation and the support towards emerging ways to protect the environment by using bio-fuels. One of the main goals of these organizations is to encourage the development of alternative jet fuels, compare the costs and provide safety among the aviation industry.

As it is mentioned above, one of the main goals of the organization is to promote the use of alternative jet fuels among the aviation industry. This organization turned out to be perfect for the topic of the campaign because I believe it will provide me with key information, data and research on the alternative fuels. It gives me access to roadmaps, fuel readiness tools, reports, glossaries, fuel suppliers and funding opportunities. I believe all these tools provided by the CAAFI will be helpful to clarify possible questions about the campaign, but most importantly I think it will provide us with a wider range of possible investors for the campaign, as well as providing us with fuel providers, an important area that we haven’t mention or thought about for the campaign.

Standard & Poor’s

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Phone: (248) 675-6922

Website: http://www.standardandpoors.com/home/en/us
Contact Info:

Jim Henry (communications and social media)

This organization focuses on providing market information for investors who are interested to invest on a specific industry. It gives investors the advantage of analyzing rates, indices, risk evaluations etc. It will be helpful for this campaign because it will definitely provide a lot of facts and stats to support our statements and goals.

This organization offers information updates using a variety of social network such as LinkedIn, twitter, newsletter, blogs, podcasts, and mobile applications. They also have a highlight section on the home page with the top stories/articles.

Algal Biomass Organization [http://www.algalbiomass.org](http://www.algalbiomass.org)

Billing Address

125 St. Paul Street

P.O. Box 369

Preston, MN 55965-0369

United States

This is a nonprofit organization that promotes the development of sustainable fuels derived from algae. The goals of this organization are to expand the market of microalgae biomass used for bio-fuels, educate the public through initiatives, industry developments and funding resources.

This organization has a more scientific perspective so it will provide me with more detail information about the types of bio-fuel, especially the one made out of algae biomass. Since this website might be more technical I hope to have good information that is easy to understand for a basic researcher on the topic like me. If this was not the case, then I would probably look for the communications representative to seek additional help in understanding the topic.
2E: The Poll

While doing the research for a poll that could have been related to my topic I was unable to find a more recent poll done on alternative jet fuels. I did found two different polls that were made in the 1980s. The name of the poll that I found is Energy Conservation: Baseline Energy Forecasts and Analysis of Alternative Strategies for Airline Fuel Conservation. This poll was made in 1976 by the Urban systems Research and Engineering. This poll evaluates the different policies to reduce the consumption of fuel among the aviation industry, including allocation, price and improvements. Unfortunately I was not able to have full access to the poll, so I could not see the actual results of the poll and the abstract that is provided does not give me a lot of information. It only mentions that between 1975-1990 there were projections of aviation activity and fuel consumption. I’m concern that I was not able to find a more recent poll regarding this topic since it has been a hot topic recently in the public and industry sectors. It would be necessary for me to design a poll/ survey to find out the opinions of the passengers and consumers on paying perhaps more money to travel in a bio-fuel plane.

Part III: Public Relations Brief

The world is changing and the world of aviation needs to change with it. Greater awareness for the health of the environment of this planet has heightened in recent years and resulted in energy-powered industries to look for alternative fuels in order to cut down on fossil fuel emissions which studies have proven are harming the planet. It is therefore time for the aviation industry to follow suit. This PR campaign demonstrates the benefits of the change which this PR campaign is supporting, which is that airlines look into alternative yet sustainable alternative energy sources for their fuel as opposed to their current usage of bio-fuel.
This change is in the best interests of the stakeholders of A4A because it will positively affect airlines’ public image and therefore the market will be sustained. And not only is it beneficial for stakeholders, this change would also be beneficial for the environment.

Certainly there will concerns on the market level, as well as the passenger and cargo level and the campaign is set to discover the extent of these concerns. However this campaign should convince not only the stakeholders but people on this level as well-that this is a necessary change that will have so many positive benefits for everyone that it is worth the extra cost. Still, the PR campaign will look into surveys to determine how much concern would be generated by such a change and actions will be taken accordingly based on the results.

The airlines need to catch up with the rest of the world in supporting a healthy environment as well as staying competitive in the market, and this fuel change would help in both cases. The campaign has evaluated the costs of this change and compared it against the outcomes and it shows great promise for everyone.

The campaign hopes to have these changes take effect within the next five years starting with research and then developing into actual testing. The strategies such as observation, ethnographic observation, tracking and making use of our social network will definitely provide key information to establish and planned out our goals and approaches for the campaign. Also, with the help of the aforesaid strategies, the campaign has mapped out the next five years for the steady integration of alternative fuel.

If we get airlines to start considering and looking into alternative fuels within the next 5 years, then the campaign will have been a success. The plan is then for the airlines to move forward on their own and eventually convert all their fuel usage into an alternative jet fuel.
Information Gathering Techniques

Greta Cunningham

Role: Public Relations

Stakeholders: Board of Directors

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Viviana Galindo

The Research Methodology
Works cited


http://www.airlines.org/Pages/Environment_Alternative_Fuels.aspx


