

We Keep La Crosse Flying

Like many airports across the nation, we at the La Crosse Regional Airport are challenged by attempting to portray a clear yet distinctive picture of the relationships that exist between the airport and our tenants. We want to portray to our passengers and our community that we are a “one airport team” but that we all have our own unique role in helping to keep La Crosse flying.

The “We Keep La Crosse Flying” photo series is an initiative that not only highlights the unique roles that exist at the airport but also aims to educate the community and inspire young people on the different careers that exist within aviation. With the pilot shortage looming over airports and airlines across the world, we believe we have a duty in helping to educate and inspire careers in aviation, even if only within our own little corner of the world.

Beginning as an idea for a social media campaign, the series has grown to achieve many valuable objectives in a truly meaningful way. Not only has it allowed us to promote careers in aviation with a local flare, it has given us the opportunity to educate the community on how the different areas of the airport work together to keep the airport running smoothly. Additionally, it has given our employees the opportunity to truly reflect and take pride in why their jobs are vital to the operations of the airport and how they personally keep La Crosse flying strong.

The series consists of 15 portraits with employees that represent the City of La Crosse, our FBO, the airlines, car rental agencies, the restaurant, TSA, and air traffic control. Although we have only released three out of the fifteen portraits, those three posts alone have reached over 12,000 people. Over 3,000 of those people engaged with the post by either liking, commenting or sharing the post on their own page.

We will also be using the portraits to create a “Careers in Aviation Guide” that will be distributed to all the local school districts through our partnership with CESA 4 and the Aviation Explorers Scouting program. Not only will the guide serve as an additional resource for local students interested in aviation, it will deliver our name and logo into the homes of thousands of local families.

What we have learned through this initiative is that our audience loves to learn more about the familiar faces who work in our airport. They love seeing their friend, family member and neighbor appear on their news feed and are more likely to share the post, which expands our reach, when they know the person being featured. We have also learned that when delivering multi-dimensional messaging with a local flare, the return is exceptional and meaningful.

See the complete series [here](#)

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