

SULLENBERGER AVIATION MUSEUM

# Strategic Public Relations Campaign



*Raising Awareness · Growing Attendance · Building Community*

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# THE CHALLENGE

*"The Sullenberger Aviation Museum faces a critical lack of public awareness and brand clarity, limiting attendance, community engagement, and long-term financial sustainability."*



## Location Confusion

Visitors mistake SAM for an airport-operated exhibit, not an independent nonprofit



## Narrow Audience

Perceived as a niche attraction for older military buffs — missing families, students & travelers



## Tight Resources

Under 10 staff · \$325K annual budget · No room for traditional ad spend

# WHAT OUR RESEARCH TELLS US

*Primary survey findings shaping this campaign*

60%

discover events  
via social media

60%+

prefer museum visits  
in winter months

80%

motivated by  
historical artifacts

#1

barrier is distance,  
not cost

**Key Insight:**

SAM has world-class Smithsonian-level exhibits — but virtually zero public recognition. The gap between prestige and foot traffic is our campaign's opportunity.

*90% of survey participants have attended museums in the past year — proving the audience exists. We just need to reach them.*

# KEY AUDIENCES

## PRIMARY PUBLICS



### Aviation & Military Enthusiasts

Core loyal base · turn into ambassadors



### Airport Travelers / Layover Passengers

50M+ annual CLT travelers — mostly unaware



### Families & K-12 School Groups

CMS: 162K students + surrounding districts



### Homeschool Families

NC ranks #4 nationally — 165K-203K students

## SECONDARY & INTERVENING PUBLICS



Charlotte & Mecklenburg County Residents (pop. 945K+)



Statewide NC Day-Trippers (est. 300K–500K reachable)



Veterans & Aviation Enthusiast Organizations



Scout Groups, Camps & Youth Organizations (~50K youth)



Potential Members, Donors & Corporate Sponsors



Local Media, Journalists & Digital Influencers

# THREE CAMPAIGN TRACKS

*Each track has a distinct objective, strategy, and set of tactics*

01

## Airport Travelers

**Objective:** Boost traveler awareness by 20% (measured via QR scan rates)

**Key Tactics:** Referral cards with QR codes + TikTok/Reels campaign targeting layover travelers

02

## Families & Homeschool

**Objective:** 3 new school/homeschool bookings within 60 days of launch

**Key Tactics:** STEM Family Learning Days · Field trip curriculum guide · Downloadable lesson plans

03

## Veterans & Enthusiasts

**Objective:** 5 new community partnerships in first 90 days

**Key Tactics:** Veterans Appreciation Events · Guest speaker panels · Ambassador spotlights on social media

# IMPLEMENTATION MATERIALS



## Rideshare Referral Cards

- Double-sided card: logo, hours, tagline on front
- QR code → museum landing page on back
- Military/veteran discount call-out
- Designed for Uber & Lyft drivers at CLT



## Short-Form Video Scripts (3 Videos)

- Video 1: Humorous — busts airport misconception
- Video 2: Convenience angle for layover travelers
- Video 3: Heritage & storytelling for aviation fans
- Optimized for TikTok & Instagram Reels (vertical)



## MomTok Influencer Partnership Kit

- Content brief for 5 identified Charlotte creators
- Top pick: Vidya Gopalan @queencitytrends (4.7M TikTok)
- Personalized outreach email template included
- Targets micro-influencers: 1K–50K followers



## Field Trip Curriculum Guide

- Grades 3–8 · aligned to NC state standards
- Covers flight history, aerodynamics, and physics
- Companion school outreach mailer included
- Benchmark: 3 bookings in first 60 days



## STEM Family Learning Day Concept

- Monthly themed event — no added admission cost
- Inaugural theme: "The Science of Flight"
- Save-the-date flyer for digital + in-museum posting
- Target: 30+ family attendees per event



## Veterans Outreach Package

- Personalized letter from museum director
- One-page mission statement on aviation heritage
- Group discount admission offer for partner orgs
- Community board space for partner organizations



# BUDGET OVERVIEW

Tactic	Detail	Unit Cost	Qty	Total
Rideshare Referral Cards	Double-sided printed cards	\$0.17 each	100	\$17.00
TikTok/Reels Video Campaign	Organic short-form content	\$0	5–10 videos	\$0
MomTok Influencer Partnership	Outreach to 5 local creators	\$0	5 creators	\$0
STEM Family Learning Days	2 intern staff × 4 hrs × \$12/hr	\$12/hr	8 hours	\$96.00
Veterans Org Partnership Outreach	Partnership packages + letters	\$0	2 orgs	\$0
Veterans Appreciation Events	2 intern staff × 4 hrs × 2 shifts	\$12/hr	16 hours	\$192.00
<b>TOTAL CAMPAIGN BUDGET</b>				<b>\$305.0</b>



*The majority of this campaign runs at \$0 cost — leveraging organic social, earned media, and community relationships to maximize SAM's limited budget.*

# MEASUREMENT & EVALUATION

*How we define and track success across all three campaign tracks*

## Track 1 · Airport Travelers

- QR code scan rates via UTM-tagged URLs in Google Analytics
- Referral card redemption rate at museum admission
- TikTok/Instagram video views, saves, shares & profile visits
- Correlation between post dates and website traffic spikes


## Track 2 · Families & Homeschool


- Number of school/homeschool group bookings (target: 3 in 60 days)
- Curriculum guide download count from hosted tracked page
- Influencer post reach, impressions, and link clicks
- Pre- and post-visit educator satisfaction surveys


## Track 3 · Veterans & Enthusiasts

- Formal partnerships logged (target: 5 orgs in 90 days)
- Event attendance at Veterans Appreciation Days & panels
- Community-generated tagged posts & social shares
- Volunteer commitments and ambassador role uptake

# KEY FINDINGS & WRAP-UP + Why This Campaign Works

 **Bridging the Prestige-Awareness Gap** Leveraging Smithsonian Affiliate prestige to eliminate CLT traveler confusion, positioning SAM as a world-class standalone destination.

 **Multi-Track Tactical Alignment** Delivered high-impact physical assets (Rideshare Cards, STEM Curriculum Guides) alongside organic, scalable vertical video content.

 **Maximum Impact, Minimal Spending** Achieved comprehensive community outreach with a highly targeted budget of just \$305.00, utilizing intern resources and organic partnerships.

## 1. Intercepts Captive Audiences Directly



Directly targets the 50M+ annual CLT airport layover travelers using double-sided rideshare cards and location-based social videos, while capturing North Carolina's massive homeschool network (ranked #4 nationally) via custom curriculum plans.

## 2. Zero-Waste Operational Efficiency



Bypasses traditional high-cost advertising barriers by leveraging hyper-targeted organic social outreach, MomTok micro-influencers, and localized veterans partnerships to extract maximum community presence from a lean \$305.00 budget.

## 3. Executable, Ready-to-Deploy Deliverables



No hypothetical suggestions—all implementation collateral is completed and ready for immediate campaign execution. This includes TikTok outlines, STEM saving-the-date flyers, CMS-aligned school mailers, and pilot curriculum guides.

# Sullenberger Aviation Museum story is ready to be told.

*A Smithsonian affiliate. The Miracle on the Hudson aircraft. A new STEM facility.  
World-class aviation history - right at Charlotte's front door.*



This campaign gives the tools to close the gap between its prestige and its public recognition! And on a budget that works!

**Questions? Let's talk.**