

We researched perceptions of Logan's security track record, and advised Massport to assemble a document that listed Logan's security milestones, including a number of new technologies and procedures that Logan was the first commercial airport to deploy.

Finally, we painted a vivid picture of what the SDMS system would actually do by using a "plant" during our live media briefings – we arranged for a boat to steer inside Logan's security zone in Boston Harbor so the media could see the technology in action.

The Results

Our briefings generated more than 20 placements in top-tier media such as *Business Week*, Associated Press, UPI, *Boston Globe*, *Boston Herald*, CNN, and all local affiliates. More than 95 percent of the coverage was extremely positive, picking up key messages, such as "an army of eyes that don't blink," "the perfect security guard," etc., giving good visibility to Massport, VistaScape and FLIR spokespeople as well as the SDMS product and infrared cameras.

According to Mass High Tech, "The media coverage of ...technology going into trials at Boston Logan Airport last week was a public relations triumph. So much so that even if the company doesn't win a contract at the end of the Logan pilot program, (it) goes home with a lot of free exposure."

According to our client, "I must tell you that I am impressed with your success on the Logan project. I believe your team is responsible for getting the full breadth of coverage for a decent story. Logan has generated double the traffic to our website from the weeks prior. It has resulted in calls to our office seeking information and collateral and additional leads to our sales team."

Coverage includes:



UPI: "Boston's airport tests new security system" (May 13, 2003)



WSB-AM, Atlanta: "Drive-time News" (May 13, 2003)



WCVB-TV ABC/Boston: "Logan Eyes New Security System" (May 13, 2003)



WLVI-TV, WB/Boston: "10:00 PM News" (May 13, 2003)



Associated Press: "New Technology would detect intruders onto airport's shoreline" (May 13, 2003)



Boston Globe: "Logan mulls infrared security" (May 14, 2003)



CNN Headline News: "Hot Wired: Logan Tests New Security Technology" (May 15, 2003)



WFXB-TV Fox/Boston, "Intruder Report: Logan Airport Tries Latest Security Technology" (May 17, 2003)



Mass High Tech: "Infrared Technology on Trial for Logan Security" (May 19, 2003)



USAToday.com: "New technology would detect intruders at Boston airport" (May 14, 2003)



Business Week: "The State of Homeland Security" (May 13, 2003)



Boston Herald: "Cameras help track intruders at Logan" (May 14, 2003)



Fox Report: "Intruder Report: Logan Airport Tries Latest Security Technology" (May 14, 2003)



WJBK-TV Fox/Detroit: "6:00 AM News" (May 15, 2003)



New England Cable News: "6:00 AM News" (May 14, 2003)



WHDH-TV NBC/Boston: "New Technology to Help Protect Shores around Logan" (May 13, 2003)



WBZ-TV, CBS/Boston, "11:00 PM News" (May 13, 2003)



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