



— NATIONAL —
DRONE SAFETY
AWARENESS WEEK
STAKEHOLDER PLAYBOOK 2019



**Federal Aviation
Administration**



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ABOUT DRONE SAFETY AWARENESS WEEK

THE FEDERAL AVIATION ADMINISTRATION'S (FAA) MISSION

The FAA's mission is to provide the safest, most efficient aerospace system in the world. We accomplish this mission by ensuring that all those who utilize our airspace operate safely and responsibly.

THE PURPOSE OF NATIONAL DRONE SAFETY AWARENESS WEEK

National Drone Safety Awareness Week will help educate the public about drone safety by highlighting how key sectors of the drone community are engaging with the public and spreading awareness throughout all 50 states on specific focus areas. It can also be an opportunity for drone stakeholders and users to kick off new safety initiatives.

WHAT HAPPENS DURING NATIONAL DRONE SAFETY AWARENESS WEEK

The FAA calls national attention to drone safety during the week of November 4–10, 2019, by promoting YOUR safety stories, successes, events, and educational programs. Everyone is welcome to participate in this weeklong campaign. Drone safety is everyone's responsibility, and this event will continue to advance the public-private partnerships and collaboration.

THE PLAYBOOK

This playbook contains ideas and inspiration for anyone who would like to participate in National Drone Safety Awareness Week. We've included information, tips, and messages, by focus area, for your consideration to use on your digital channels, web content, events, and initiatives.

**The FAA and Department of Transportation
will promote National Drone Safety
Awareness Week by providing guidance
and support to the drone community.**

**Send your inquiries to
DroneSafetyWeek@faa.gov**



A CLOSER LOOK

During National Drone Safety Awareness Week, current and future drone pilots, as well as the general public, will learn the latest about safe drone operations.

We hope that your participation will showcase your organization's commitment to drone safety while promoting American innovation. Consider reaching out to the FAA and the Department of Transportation (DOT), elected officials, local leaders, and stakeholders who can help cross-promote your messages and initiatives.

DECIDE HOW YOU WILL PARTICIPATE

The FAA will promote a specific focus area on each day and will share your stories and digital content. The easiest way to participate in National Drone Safety Awareness Week is to plan and host an event. From live demonstrations to engaging friends and followers via social media campaigns, there are many different ways that you can have an impact on drone safety. We aim to inspire you to think creatively and spread safety messages beyond your usual audience by providing you with areas of focus and daily themes for your use.

Review the areas of focus and safety themes below. Match up your area(s) of focus with a particular theme(s) and you've got the starting point for your initiatives!

FOCUS AREAS

National Drone Safety Awareness Week will take place over the course of a seven-day period. Areas of focus have been identified for each day, and below is a brief description of messaging and targeted audiences for each user group.

- Monday: Public Safety and Security
 - ▶ Highlight how public safety agencies are using drones to make our communities safer.
 - ▶ Emphasize how drones save lives.
- Tuesday: Business – Photography, Real Estate, Insurance
 - ▶ Highlight how drone photography is helping small business owners, like photographers and real estate agents.
 - ▶ Highlight how drones are helping the insurance industry assess damage.
- Wednesday: Business – Infrastructure and Agriculture
 - ▶ Drones are helping inspect infrastructure, like railway tracks, power lines, and pipelines.
 - ▶ Drones remove the human risk in hazardous jobs.
 - ▶ Drones are helping monitor and track agriculture.



- Thursday: Business – Commercial and Medical Package Delivery
 - ▶ The next package you receive may come via drone!
 - ▶ Highlight current partnerships the FAA has with organizations or industry to tackle numerous operational concepts.
- Friday: Education and STEM
 - ▶ Focus on educational events and inspiring students to study science, technology, engineering and math (STEM).
- Saturday and Sunday: Recreational Flyers
 - ▶ Drones can be used for fun, too!
 - ▶ Highlight model aircraft and community-based organizations.
 - ▶ Share recreational best practices.



Reminder: As you plan your event, be sure to consider the information your audience may already have versus what they may need from you. Be sure to consider any existing opinions they may have and how you'll address those if necessary.

Tie your event to areas of focus and/or themes, and you are ready for takeoff!

SAFETY THEMES

Nothing to Fear, Drones Are Here!

- ▶ Drones are safe – the FAA is establishing the framework to keep people safe, which also addresses public concerns.
- ▶ Drones make communities safer – fire/rescue response, inspection of power/pipe lines, accident survey.
- ▶ Technologies such as remote ID will allow for the identification of drone operators and undoubtedly open the door to safe, routine, advanced operations.

License And Registration, Please

- ▶ Just like cars and planes – we need to keep the roads and airways secure for everyone – commuters, hobbyists, general public.
- ▶ Operating a drone is a privilege, and understanding the requirements and your limitations will help ensure that you are in compliance.
- ▶ Promote accountability for drone pilots.

The Sky's the Limit

- ▶ Drones are being used more frequently; understanding and using them may become a common job skill.
- ▶ Address the myriad ways that drones can be used creatively, commercially, and recreationally.
- ▶ Encourage testing, training, support, and hands-on experience.



Fly RITE

- ▶ Register your drone – FAA DroneZone.
- ▶ Interact and engage with others – the drone community and the FAA.
- ▶ Train and familiarize yourself with your drone.
- ▶ Educate yourself on the rules.

Drones Are Now

- ▶ Real-world applications for drones are here.
- ▶ There are more applications every day, and drones have proved their positive economic and safety impact repeatedly.
- ▶ Safety-focused industry and public/private partnerships have proven beneficial when trying to break barriers and reach new heights.

Safety is (Y)Our Responsibility

- ▶ Drones can remove the human risk in hazardous jobs.
- ▶ Understanding the airspace is crucial; technologies such as the Low Altitude Authorization and Notification Capability (LAANC) allow you to safely conduct your jobs.
- ▶ Best practice – let drone regulations direct you toward running a compliant operation.

Keep it Simple, Keep it Safe

- ▶ Identify if it's ok to fly – use an app.
- ▶ Beyond the basics – use the FAA DroneZone.
- ▶ Part 107 or recreational flyer – technologies like LAANC are here to help.

For help with creating a safety message
outside of the Stakeholder Playbook,
email your inquiry to
DroneSafetyWeek@faa.gov

Remember to keep your event SAFE:

Safety-centered
Always review the regulations
Focused on your theme
Engaging to your audience



SHARE YOUR CONTENT

Social Media

- ▶ Tag your social media stories with #DroneWeek.
- ▶ Share your stories through digital content (images and videos) with the FAA on Twitter, Facebook, Instagram and LinkedIn.
- ▶ Share your stories with the FAA via SocialMedia@faa.gov
- ▶ Announce new educational initiatives on social media.
- ▶ Share content about an event during #DroneWeek.
- ▶ Add drone safety content to your website and/or link to FAA.gov.
- ▶ Incorporate drone safety content into your email marketing.
- ▶ Incorporate drone safety content into materials used at conferences and events.
- ▶ Follow the FAA on social media and subscribe to our YouTube channel for updated drone safety videos.

Earned Media

Attracting new drone users to the aviation community is another benefit of Drone Safety Awareness Week. Consider ways to generate earned media opportunities, such as reaching out to influencers who can expand your safety message beyond your usual audience through a variety of communication channels.



KEY RESOURCES

[FAA UAS Homepage](#)

[Drone Webinar Series](#)

[FAA DroneZone](#)

[UAS by the Numbers](#)

[Community Engagement/Toolkits](#)

[Public Safety and Law Enforcement Toolkit](#)

[B4UFLY Mobile App](#)

[Know Before You Fly](#)

[Activities, Seminars & Webinars on FAA Safety Team](#)

[Recreational Flyers & Modeler Community-Based Organizations](#)

[Low Altitude Authorization Notification Capability \(LAANC\)](#)

[FAQs](#)

KEY STAKEHOLDER PARTICIPATION

Share how you're participating in National Drone Safety Awareness Week, and learn what others are doing. Visit the Voluntary Tracking Tool (VTT) on the [Unmanned Aircraft Safety Team \(UAST\)](#) website to log your planned events. Check in with some of our key stakeholders listed below through VTT.

[Academy of Model Aeronautics \(AMA\)](#)

[Association for Unmanned Vehicle Systems International \(AUVSI\)](#)

[Unmanned Aircraft Safety Team \(UAST\)](#)

[Consumer Technology Association \(CTA\)](#)



Example: Partner with your local leader to host a drone demo and to spread drone safety awareness. Reach out to FAA officials to possibly speak, but also to ensure that your event is SAFE.



CONNECTING THE DOTS

In addition to planning and executing your event(s), consider other activities before and after the event(s).

Kickoff

To amplify interest in National Drone Safety Awareness Week – and your event(s) in particular – consider kicking off your event(s) by connecting with your audience and demonstrating what National Drone Safety Awareness Week means to you. Mention that you’re participating in National Drone Safety Awareness Week and say why, too.

There are several ways to spread the word! Increase Drone Safety Awareness Week messaging by posting on social media (visit our social media toolkit for ideas on how to create a social media campaign), holding a meeting, and creating flyers and/or evites. Remember, the sky is the limit, so be as creative as possible to attract attention!



Things to keep in mind:

Why are you participating in National Drone Safety Awareness Week?

What theme can your organization identify with?

Why is safety important to you?

What do you expect from National Drone Safety Awareness Week?

Continue Sharing Your Message

Now that you’ve shown interest in National Drone Safety Awareness Week, familiarized yourself with your audience, selected messaging to drive your identified themes, and planned how your event will be executed, consider creating a press release or a media advisory to announce your participation. As you prepare for your event(s), remember that you’re not alone. National Drone Safety Awareness Week is a national public outreach effort. Tweet, post, make flyers, and do everything you can to promote National Drone Safety Awareness Week. Provide updates to your events on internal and external communication channels. Continue to spread the word about your event!





HOST YOUR EVENT



Reminder: The big day is here. Enjoy your event! National Drone Safety Awareness Week is set to take place across the nation, and whether you are participating at an in-person or online event, encourage the safety conversation by talking about it.

After Your Event

Continue to share your safety message. Let others know what worked for you through the various methods of communication. Even though it is an annual event, the FAA and DOT encourage you to continue the safety conversation.



APPENDIX A - PROPOSED TENTATIVE EVENTS

Listed below are several options for organizing events.

Host a Meeting

Invite your constituents, local drone organizations, elected officials and political leaders who have significant involvement and interest in the use of drones to talk about what safety means to them and why drones are important.

Provide a Demo

Host or partner with industry to put on a live drone flight demo. Bring the safety of drones to your audience by demonstrating best safety practices, explaining regulations, or exhibiting safety properties of a drone. Consider a drone cage or hosting a drone race.

Start a Campaign

The reach of social media is limitless. Create a social media campaign geared toward drone safety to address various audiences. Use the FAA resources to help get you started.

Have an Office Event

Celebrate and share what drone safety has done for you. Allow employees and staff to get involved in National Drone Safety Awareness Week.

Recreational Events

Connect with local drone enthusiasts and share your commitment to safety. Consider partnering with local drone chapter/organizations or even law enforcement to get the word out about flying by the rules.

Education and STEM

Engage students about the drone safety, job skill development and future opportunities by centering a lesson plan on National Drone Safety Awareness Week or inviting career professionals to speak to them.

Community Partnerships

Host an event by partnering with government officials, public safety professionals, industry, local business, and others in the aviation community who may impact your safety message.

Local Government and Leadership

Host an event and highlight government uses for drones. Share the benefits of drones and how you are operating safely. Some local leaders may want to express their commitment through declarations or proclamations. Share your state's dedication during National Drone Safety Awareness Week.





APPENDIX B – SAMPLE LETTERS

Remember to include your organization's letterhead on each letter you draft, and also to provide a wet signature before sending.

1. Invitation to Partner/ Host an Event

Dear (INVITEE):

(ORGANIZATION) is writing to you in regards to the FAA's upcoming annual weeklong series, National Drone Safety Awareness Week on November 4 – 10, 2019. We are extremely pleased to hear about this event and would like to participate and contribute by (EVENT DESCRIPTION/TIME AND DATE)

(ORGANIZATION) is a (DESCRIPTION) that focuses on increasing drone safety awareness by offering (SERVICES). Our (MISSION STATEMENT).

We would like to partner with (INVITEE) to promote drone safety and awareness to (TARGET AUDIENCE). Additionally, we would welcome a speaker who can offer key insight to the field as a subject matter expert. Such efforts and participation may increase awareness to the (TARGET AUDIENCE AND ADDITIONAL AUDIENCES) about (SAFETY FOCUS AND THEME).

Our company's headquarters is in (LOCATION), and our event will be held (LOCATION). If you are interested in further discussion, you may contact me at (CONTACT INFO).

Thank you in advance for your support.

Sincerely,



2. Thank You Letter

Dear (PARTICIPANT),

On behalf of (ORGANIZATION), thank you for volunteering your time and participating in the success of our first annual National Drone Safety Awareness Week. This event could not have been a success without your help, dedication, and time spent leading up to the event.

This year's event (HIGHLIGHT/STATS – example – brought together nearly 1,000 community stakeholders) and helped facilitate vibrant discussions on (DRONE SAFETY FOCUS TOPIC). Your contributions during the National Drone Safety Awareness Week (EVENT) directly correlated to (THEME) and significantly added to the dialogue and exchange of ideas. Our goal for this event was to ensure that our stakeholders know that (ORGANIZATION) is committed to drone safety.

National Drone Safety Awareness Week was established to maximize engagement with the public, creating a mechanism to welcome all to the drone community, sustain the safety dialogue, and spread drone safety awareness. This opportunity for open dialogue would not have been possible without you. Your participation and unique perspective were vital to the event's success.

Thank you again for supporting this event.

Sincerely,



APPENDIX C – DOWNLOADABLE GRAPHICS

Download the event graphics:

www.faa.gov/go/DroneWeek



BUSINESS

NATIONAL DRONE SAFETY AWARENESS WEEK



RECREATIONAL

NATIONAL DRONE SAFETY AWARENESS WEEK



GOVERNMENT

NATIONAL DRONE SAFETY AWARENESS WEEK



PUBLIC SAFETY

NATIONAL DRONE SAFETY AWARENESS WEEK



ACADEMIA

NATIONAL DRONE SAFETY AWARENESS WEEK



STEM

NATIONAL DRONE SAFETY AWARENESS WEEK