

# Public Perception Playbook

Pre-flight, on-site, and post-incident checklists for small Part 107 drone businesses.

## Before the job: 72 hours out

- Confirm Part 107 currency, Remote ID broadcast module active, insurance certificate in hand.
- Pull a LAANC authorization if any portion of the operating area is in controlled airspace (Aloft, AutoPilot, AirControl).
- Check the latest TFRs and any active state/local event restrictions for your operating window.
- Review the client's parcel boundary — identify adjacent homes, businesses, and any school, hospital, or place of worship within 500 ft.
- If the operating area is residential, notify the immediate neighbors in writing (door hanger or HOA post) 24–72 hours ahead.

## On-site: visible professionalism

- Park a marked vehicle or place a small 'Drone Operations in Progress' sign at the staging point.
- Wear an identifiable shirt or vest with a business name — not a flightsuit, not tactical gear.
- Lay out a small, clean staging area: case open, controller on a tripod or table, visible spotter if used.
- Keep the Part 107 certificate, Remote ID confirmation, and insurance certificate accessible on your phone.
- Brief any client representative on what they will see and hear (altitude, duration, rough flight path).

## The neighbor / bystander conversation (script)

- Open: 'Hi, I'm [name] with [business]. I'm doing a permitted drone shoot next door for about [X] minutes.'
- Reassure: 'The aircraft stays over [client's] property — I'm FAA-licensed and the drone broadcasts an ID anyone can read.'
- Offer: 'Here's my card if you have questions or want to know when I'm wrapping up.'
- If filming: 'The camera is pointed at [subject]. I'm happy to show you what I've captured if that helps.'
- If asked to stop: stop, listen, then explain calmly. Never argue altitude or airspace law on someone's lawn.

## Social media: ship it or shelf it

- Ship: client deliverables, daylight establishing shots, before/after, behind-the-scenes of legal ops.
- Shelf: anything filmed over a crowd, freeway, active fire, sporting event, or sensitive site without explicit authorization.
- Shelf: stunt edits, close passes over people, hot-dogging in tight spaces, anything captioned 'they'll never know.'
- Watermark deliverables with your business name — it doubles as PR when the client shares.
- Add a one-line operating context to anything that could read as risky ('closed-set authorization, no public present').

## If something goes wrong: the 60-minute response plan

- Stop flying. Secure the aircraft and the scene. Render aid first if anyone is hurt — call 911.
- Document: photos of the aircraft, the location, any property contact, witness names, weather, controller logs.
- Notify your insurance carrier within their stated reporting window — usually 24–72 hours.
- If injury, property damage above \$500, or loss of consciousness occurred — FAA report within 10 days per 14 CFR 107.9.
- Notify the client in writing the same day. Lead with facts, not blame.
- Do NOT post about the incident on social media, do NOT speculate to bystanders, do NOT admit fault on scene.
- If press contacts you: a one-sentence acknowledgment is fine. 'We are cooperating with the FAA and will share more once the review is complete.'

## Working with local press (proactively)

- Build a one-page operator profile: name, certifications, insurance limits, equipment, sample work, references.
- Offer to be a local source on drone questions for the city or county paper — you become 'the expert,' not 'a drone guy.'
- Pitch positive use-case stories: roof inspection that prevented a contractor scam, real estate listing that sold faster, search-and-rescue assist.
- Trusted national outlets to cite when explaining context: Associated Press, Reuters, BBC. Avoid partisan sources.

## Long game: goodwill in your service area

- Donate a flight per quarter: church capital campaign aerial, school fundraiser, volunteer fire department training.
- Show up at one local government meeting per year — planning commission, city council — when UAS is on the agenda.
- Join one trade or community organization in your service area — chamber of commerce, real estate board, ag bureau.
- Keep a private log of community contacts. When a UAS ordinance proposal hits the agenda, these are your character witnesses.

## Quarterly self-audit (15 minutes)

- Re-read my last 10 social posts — would I be comfortable if a city council member screenshotted them?
- Are my Part 107, Remote ID broadcast, and insurance current and accessible?
- Have I updated my standard pre-flight neighbor-notification template in the last 90 days?
- Do I have a written, printed incident-response sheet in every aircraft case?
- Have I logged at least one positive community interaction this quarter (donation, talk, press)?

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