



# **Jacksonville International Airport Media Guide**

**October 2007**  
*(As amended, June 2007)*

## **MEDIA GUIDE**

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The Jacksonville International Airport (JAX) Media Guide is intended to give local and national media organizations the information and access their working reporters and crews will need to report accurately and in a timely manner on events at Jacksonville International Airport (JAX).

Please reference the General Aviation (GA) Media Guide for information regarding Craig, Herlong and Cecil Field. It is JAA's mission to both respond to media inquires and to disseminate pertinent public advisories as promptly as possible.

### **Media Inquiries**

Media inquiries, requests for interviews and requests to film at the JAA airports should be directed to Michael Stewart, Director of External Affairs.

- The telephone number is **904.741.2721**.
- The email address is [mstewart@jaa.aero](mailto:mstewart@jaa.aero).
- Office hours are 8 a.m. to 5 p.m.

If Michael Stewart is unavailable during office hours, please contact Debbie Jones, Community Relations Administrator, at 904.741.2726. Email: [djones@jaa.aero](mailto:djones@jaa.aero).

For media inquiries after hours, contact Michael Stewart on his mobile phone at **904.945.6300**, or Debbie Jones at 904.545.0658.

Please Note: In cases of weather emergencies, all airport information will be disseminated by the Director of External Affairs.

General information about the Jacksonville Aviation Authority and its airports can be found at **[www.jaa.aero](http://www.jaa.aero)**.

### **Access**

The JAA Director of External Affairs requests that news organizations alert the authority prior to coming to any of the airports in order to assist you with parking and logistics, and answer any questions you may have.

News media are allowed unescorted access to all public areas inside and outside the airport terminal building. These include the ticketing and baggage claim areas on the upper and lower levels of the terminal and the main courtyard. As a courtesy, please contact the Director of External Affairs of your plans to gather news at the airport.

In order to film and report in secure areas of the terminal, news media personnel will have to pass through screening at the security checkpoints and be accompanied by an airport authority escort while in the secure areas.

When filming or interviewing at the airport, all news media representatives are required to display approved press identification at all times.

The filming and photographing of security checkpoint equipment and procedures is prohibited by Transportation Security Administration (TSA).

### **News Conferences**

News conferences will be held when the Aviation Authority has a major announcement to make. Media advisories will be sent electronically to all local news media in advance of any news conferences, along with any specific instructions concerning access.

### **News Releases**

News releases are issued as needed to inform the public about JAA operations, parking changes, construction, and any other developments that may affect airport operations.

News releases are also issued during the peak travel seasons, including, but not limited to, the Thanksgiving and Christmas Holidays to remind the traveling public about possible delays and offer helpful tips to deal with the increased level of traffic at the airport.

### **Media Parking**

Media personnel in marked cars or SUVs may park on the upper level of the terminal's southside departure roadway after being inspected by security personnel. However, someone must remain with live-feed trucks at all times. Be advised that vehicles must not interfere with the operations of the valet parking staging area.

Parking passes (two per news organization) are available for working reporters and photographers for use in the public parking facilities (except valet). Please refer to the Media Parking Pass Procedures document.

### **Emergencies**

It is the policy of the Aviation Authority to cooperate with the news media to the greatest extent possible. Our primary responsibilities, however, are safe, orderly and secure airport operations. When there is an emergency situation at Jacksonville International Airport or one of the general aviation airports that is expected to generate extensive media attention, these procedures will serve as our guidelines:

The media, in reporting news of an aircraft emergency, accident or other incident at Jacksonville International Airport is requested to release incident details with prudence until information can be confirmed by Aviation Authority staff or other appropriate authority. As information becomes available, initial reports will be confirmed.

For scheduled news conferences or updates, media representatives will report to the second floor training room of the JAA administration building or other designated location. The Director of External Affairs or as an alternate, the Director of Aviation Management will be prepared to:

- Inform the media of any confirmed information.
- Provide media personnel with contact information for outside agencies involved in the incident.
- Stay in contact with the mobile command center to obtain and provide information relating to the incident.
- Coordinate the approval of and assembly of the media to the scene of the incident.

Media will be permitted access to the scene of the emergency or incident as soon as practicable after the scene has been declared secure. The assembly point will be designated by the Jacksonville Aviation Authority Police Department, and media representatives at the scene of an incident must comply with directions given by the police department. No representative of the media will enter aircraft movement areas or security areas without an Aviation Authority escort.

The media will not be allowed to interfere with the pedestrian or vehicle flow of the general public or with airline, airport, tenant and concessionaire operations.

While the Aviation Authority recognizes the importance of interviewing passengers, we also believe our first responsibility is to the passengers and their families and their right to privacy. If any individuals are reluctant to be interviewed or photographed, the Aviation Authority will support their decision.

In addition, during an aircraft accident, access to passengers will be subject to approval by the involved airline, Federal Aviation Administration, Federal Bureau of Investigation, National Transportation Safety Board, Transportation Security Administration and/or the Department of Homeland Security.

In the event of an emergency, the Aviation Authority's representative will provide the following information:

- Date and time of incident
- Name of airline
- Type of aircraft and flight number
- Arrival/departure and destination
- Number of persons on board (if confirmed)
- General description of the incident
- Special security conditions at the scene of the accident
- Operations at the airport, any closures of runways, etc.
- Information regarding escort service to scene

*Note: all other information must be provided by the airline representative or the appropriate federal agency.*

As a rule, during an emergency, the National Transportation Safety Board (NTSB) releases the cause of an aircraft crash or incident after an investigation has been completed. Until then, no agency will speculate on a possible cause.

The passenger manifest is released by the airline and not the Aviation Authority.

The Federal Aviation Administration – not the Aviation Authority – releases information on air traffic control communication with the pilot of an aircraft involved in an accident or incident.

In a non-aircraft emergency situation, the Director of External Affairs will coordinate the release of information.

- The JAA Police Department is in charge of investigating traffic accidents and criminal activities on Aviation Authority property.
- Jacksonville Fire Rescue officials handle fire, rescue and ambulance operations.
- The Transportation Security Administration (TSA) is responsible for the security of all modes of transportation including aircraft.

### **Agencies Involved in Emergency Situations**

#### **Jacksonville International Airport Operations Control Center (AOCC)**

The AOCC assumes operational control of the Airport during aircraft emergency situations.

#### **Jacksonville International Airport Police Department**

The Airport Police Department is responsible for establishing and maintaining a security line at the incident site and ingress/egress points. The law enforcement officers will also maintain patrol of the airfield area.

#### **Jacksonville International Airport Aircraft Rescue and Firefighting (ARFF)**

The Airport ARFF crews (Jacksonville Fire Rescue) are responsible for firefighting and emergency medical rescue operations at JIA.

#### **National Transportation Safety Board (NTSB)**

The NTSB and the Federal Aviation Administration (FAA) are the federal agencies that investigate aircraft accidents. They also take custody of the aircraft and its contents from the time fire/rescue activities are concluded until a full investigation is completed, or a release is given.

Upon the arrival of the NTSB investigating team, the Aviation Authority's External Affairs staff may assume a support role to the NTSB or the FAA at their request.

News media representatives should request "B" Roll film from NTSB lab before an emergency situation occurs.

## **Federal Aviation Administration (FAA)**

Various branches of the FAA have responsibilities in an aircraft emergency. The FAA operates the control tower at Jacksonville International Airport and controls the air traffic during an emergency to permit rescue equipment to proceed to the accident site. Once an alert is initiated by the FAA Air Traffic Control Center at the Airport, the Aviation Authority's AOCC assumes control of the situation.

To acquire information about the FAA, an incident or an airport alert, the news media is requested to contact the FAA's Public Affairs Office (see Important Contact Information). The FAA also becomes involved in investigations of some airport incidents that do not involve aircraft accidents.

## **Involved Airline**

The involved airline is responsible for providing information regarding passengers aboard the aircraft and any detailed information about the flight, flight activities and the aircraft. The passenger list will not become public until families have been notified.

## **Department of Homeland Security, Transportation Security Administration**

The Transportation Security Administration (TSA) has jurisdiction over hijacked aircraft while in flight. "In flight" is defined as the point that the doors are closed for normal operations to the point the doors are open for normal disembarkation. As a result, a plane can be on the ground and still be considered in flight.

The TSA and the Federal Bureau of Investigation (FBI) will work very closely in this type of incident. The TSA will rely on the FBI for hostage negotiation and, if necessary, aircraft interdiction.

The Federal Security Director (FSD) is the local authority and will command all resources necessary to manage a hijacking incident, including directing local law enforcement until the FBI is on site and incident command shifts for interdiction.

## **Emergency Categories**

### **Alert 1 (precautionary landing/take off)**

Jacksonville Tower personnel will normally advise Jacksonville Fire Rescue that a potential emergency exists that may require dispatch of emergency equipment at a later time. Emergency equipment will usually be on stand-by in quarters.

### **Alert 2 (potential emergency)**

Jacksonville Tower personnel will normally advise Jacksonville Fire Rescue that a potential emergency exists that may require dispatch of emergency equipment at a later time. Emergency equipment will usually be on stand-by in quarters.

### **Alert 3 (accident)**

Jacksonville Tower personnel will advise Jacksonville Fire Rescue that an accident has occurred or is imminent requiring immediate dispatch of emergency equipment to the scene of the emergency to commence fire fighting and/or rescue operations.

## **Important Contact Information**

### FAA Public Relations Office

National	202.267.3883
Southern Region	404.305.5100

### Transportation Security Administration

Local	904.741.9500
National	202.385.1800

### National Transportation Safety Board

National	202.314.6100
Southern Region	305.597.4610

FBI	904.721.1211
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### **Airlines' Public Relations Numbers**

AirTran	678.254.7448
American Airlines	817.967.1577
Comair	859.767.1500
Continental Airlines	713.324.5080
Delta Air Lines	404.715.2554
ExpressJet	877.958.6397
Frontier	720.374.4504
JetBlue	718.709.3089
Northwest Airlines	612.726.2331
Southwest Airlines	214.792.4847
United	312.997.8640
USAirways	703.872.5100