



General Aviation Media Guide

Cecil Field, Craig Airport, Herlong Airport

October 2007
(As amended, June 2007)

Media Inquiries

The Jacksonville Aviation Authority's (JAA) media guide is intended to give local and national media organizations information that will facilitate coverage at the authority's three general aviation (GA) airports – Craig, Herlong and Cecil Field. It outlines the procedures the media must follow during an emergency or other news event. It is JAA's mission to both respond to media inquires and to disseminate pertinent public advisories as promptly as possible.

The 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.

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

- Telephone number is **(904) 741-2721**.
- Email address is mstewart@jaa.aero.
- Office hours are 8 a.m. to 5 p.m.

If Michael Stewart is unavailable during office hours and your call is urgent, please contact:

- Debbie Jones, Community Relations Administrator
- Telephone number is **(904) 741-2726**
- Email address is djones@jaa.aero.

For media inquiries after hours, contact Michael Stewart on his mobile phone at **(904) 945-6300**.

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

Media Parking

Media personnel must park all vehicles in the public parking areas. *Tenant leaseholds are considered private property and tenants reserve the right to refuse access in their parking areas.*

Emergencies

It is the policy of the JAA to cooperate with the news media to the greatest extent possible. However, our primary priorities are to safeguard lives and property and to maintain airport operations.

When there is an emergency situation at one of the GA airports that is expected to generate extensive media attention, these procedures will serve as the guidelines:

The media, in reporting news of an aircraft emergency, accident or other incident at the GA airports is requested to release incident details with prudence until information can be

confirmed by JAA staff or other appropriate authority. As information becomes available, initial reports will be confirmed.

Media representatives will report to the following designated location at each airport:

- Cecil Field Building #82 (Second Floor Conference Room)
- Craig Airport Building #1 (Airport Conference Room)
- Herlong Airport Parking Lot (outside the main entrance gate of airport)

The Director of External Affairs or his designee 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.

JAA will provide escort access to the emergency or incident site on an impartial basis. While rescue operations are in progress, an escort may not be available. Media will be permitted access to the scene as soon as practical and after the scene has been declared secure. The assembly point will be designated by Law Enforcement, or other authorized agency. Media representatives at the scene of an incident must comply with all instructions. **Under no circumstances are media personnel allowed to proceed to the Airport Operations Area (AOA) or security area without an authorized escort.**

Media will not be allowed to interfere with the pedestrian or vehicle flow of the general public or with airport and tenant operations.

While the JAA recognizes the importance of interviewing potential witnesses or employees of involved tenants, we also believe our first responsibility is to the tenants. If any individual(s) is reluctant to be interviewed or photographed, the JAA will support his or her decision.

In addition, during an aircraft incident, access to passengers may be subject to approval by the, Federal Aviation Administration, Federal Bureau of Investigation, or the National Transportation Safety Board.

Questions regarding a specific aircraft emergency including, aircraft type, number of passengers, nature of emergency, and flight information should be made to the:

- Aircraft owner
- Fixed based operator for general aviation aircraft
- Military for military aircraft

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

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

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

- The JAA Police Department or Jacksonville Sheriff's Office is in charge of investigating traffic accidents and criminal activities on JAA property.
- Jacksonville Fire Rescue officials handle fire, rescue and ambulance operations.

Agencies Involved in Emergency Incident at the GA Airports

Law Enforcement

The Law Enforcement Officer will establish and maintain a security perimeter at the incident site and ingress/egress points. The law enforcement officers will also maintain patrol of the airfield area.

Aircraft Rescue and Fire Fighting (ARFF)

The Airport ARFF crews (Jacksonville Fire Rescue) are responsible for firefighting and emergency medical rescue operations at Cecil Field. Jacksonville Fire Rescue Department is responsible for firefighting and emergency medical rescue operations at Craig Airport and Herlong Airport.

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 JAA'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. Cecil Field and Craig Airport have Air Traffic Control Towers (ATCT). The person(s) is responsible for controlling the air traffic during an emergency to permit rescue equipment to proceed to the incident site.

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.

Tenant

The airport tenant is responsible for providing information regarding any activities, equipment or operations relative to the incident.

Types of Airfield Emergencies

Aircraft alerts are conditions that present either a danger or threat to the safe continued operation of an aircraft and/or airport. There are three alert conditions. In all conditions the ATCT personnel will normally advise Jacksonville Fire Rescue that a potential emergency exists that may require dispatch of emergency equipment.

JAA has standard responses to each alert condition. These responses may include mutual aid support from the city of Jacksonville and surrounding municipal fire and rescue units. These responses may include pre-determined locations adjacent to runways and/or aircraft locations.

Alert 1 (precautionary landing/take off)

Indicates an aircraft is approaching the airport and is experiencing a minor difficulty, such as an oil leak, propeller or turbine failure.

Alert 2 (potential emergency)

Indicates aircraft is approaching the airport and is experiencing a major difficulty, such as engine fire, faulty landing gear, and lack hydraulic pressure.

Alert 3 (accident)

Indicates an aircraft crash or emergency has occurred on or immediately adjacent the airport property.

Off-Airport Emergencies

In the event that an aircraft incident occurs outside the airport boundaries, airport officials will assist and cooperate as much as possible. However, the municipality in charge will have jurisdiction over the incident area. In this case, the primary media contact is the aircraft owner and the information officer with jurisdiction over the incident area.

Important Contact Information

FAA Public Relations Office

National (202) 267-3883

Southern Region (404) 305-5100

National Transportation Safety Board

National (202) 314-6100

Southern Region (305) 597-4610

FBI (904)721-1211

Cecil Field Tenant Contact Information

Tenant	Contact Information
FlightStar	Matt Eaton, VP, Corporate Development (904) 874-6685 (c) (904) 741-0300 x 232 (w)
LSI	Phil Voss, Chief Corporate Development Officer (904) 449-3067 (c) (904) 779-6004 (w) E-mail: pvoss@lsijax.com.

Craig Airport Tenant Contact Information

Tenant	Contact Information
Craig Air Center – FBO	(904) 641-0300 (o) (904) 338-9541 (f)
Sky Harbor Aviation – FBO	(904) 641-8555 (o) (904) 641-9918 (f)
Silver State Helicopters	Elizabeth Trospen Mass Media (703) 433-4331 x33 (o) (702) 433-4566 (f)

Herlong Airport Tenant Contact Information

Tenant	Contact Information
JAA – FBO	(904) 783-2805 (o) (904) 759-1242 (f)