



JAX

**Jacksonville
International
Airport**

Jacksonville International Airport Media Guide

Updated April 2022

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 Jacksonville Executive at Craig, Herlong Recreational and Cecil Airports. It is the Jacksonville Aviation Authority's (JAA) mission to both respond to media inquiries and to disseminate pertinent public advisories as promptly as possible.

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Media Inquiries

Media inquiries, requests for interviews and requests to film at the JAA airports should be directed to:

Michael Stewart
JAA VP of External Affairs
Phone: 904.741.2721
Cell (For after-hour inquiries): 904.945.6300
Email: Michael.stewart@flyjacksonville.com
Office hours are 8 a.m. to 5 p.m. EST

If Michael Stewart is unavailable during office hours, please contact:

Greg Willis
JAA Marketing & Public Relations Manager
Phone: 904.741.3676
Cell (For after-hour inquiries): 330.221.8023
Email: greg.willis@flyjacksonville.com
Office hours are 8 a.m. to 5 p.m. EST

We also work with a local public relations firm to provide media relations support.

John Finotti
Vice President, Tucker/Hall
Phone: 904.493.5006
Cell: 904.891.3867
Email: jfinotti@tuckerhall.com

Information about events and issues of public interest will also be posted on social media accounts and our website:

- Twitter: <https://twitter.com/JAXairport>
- Facebook: <https://www.facebook.com/flyjacksonville>
- LinkedIn: <https://www.linkedin.com/company/jacksonvilleaviationauthority/>
- Instagram: <https://www.instagram.com/jaxairport/>
- Website: www.flyjacksonville.com

News Conferences

JAA regularly holds news conferences when there is a major announcement or information of public interest. Media advisories will be emailed to all local news media in advance, along with any specific instructions concerning access. Please contact Michael Stewart or Greg Willis if you wish to be added to this distribution list.

Press Releases

Press releases are issued as needed to inform the public about JAX Airport operations, parking changes, construction, and any other pertinent developments or newsworthy information to make public access and use of the airport as easy as possible. Please contact Michael Stewart or Greg Willis if you represent a media outlet that should be added to this distribution list.

On-Site Reporting

We kindly request that news organizations alert our team prior to reporting from Jacksonville International Airport. This allows us to assist you with parking and logistics and answer any questions you may have.

Parking

Media personnel in marked cars or SUVs may park on the upper level of the terminal's northside departure roadway after being inspected by security personnel. Please contact Airport Operations at 904.741.2040 or 904.741.2020 and request security personnel screen the vehicle (do not attempt to flag security staff down for this task as they may be on other assigned duties). Be advised that vehicles must not interfere with passenger drop-off or the valet parking area.

Pre-security

News media have unescorted access to all public areas outside the airport terminal building and in the pre-security areas indoors, such as the ticketing and baggage claim areas on the upper and lower levels of the terminal, and the main courtyard. When filming or interviewing at the airport, all news media representatives are required to display approved press identification.

Post-security

To film and report in secure areas of the terminal, news media personnel will have to undergo screening at the TSA checkpoints and be always accompanied by a JAA escort while in the secure areas. [Please refer to the TSA for a comprehensive list of items that are not permitted through the TSA checkpoint.](#)

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

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 at JAX or one of the general aviation airports that is expected to generate extensive media attention, these procedures will serve as our guidelines:

The Aviation Authority's representative can generally provide the following information (May not be immediate or provided all at once):

- 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

Media will need to contact the airline representative or the appropriate federal agency for additional information.

In the event of an aircraft emergency, accident or other incident at JAX, we ask media to refrain from releasing details of the incident until information can be confirmed by the appropriate authority. As information becomes available, we will work diligently with our partner agencies to provide confirmation. During this type of emergency, JAA will normally distribute all information through a Joint Information Center (JIC).

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

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. Once passengers have been released by these agencies, we ask that local media respect the privacy of individuals who are reluctant to be interviewed or photographed.

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

The Federal Aviation Administration (FAA) – 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, the VP of External Affairs will coordinate the release of information. Partner Agencies and JAA
Departments That Activate 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's Police Department provides all statutory police services on Aviation Authority property. In the event of an aircraft incident, the Airport Police Department is responsible for establishing and maintaining a perimeter 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)

Jacksonville Fire Rescue officials handle fire, rescue and ambulance operations. The Airport ARFF crews (Jacksonville Fire Rescue) are responsible for firefighting and emergency medical rescue operations at JAX.

National Transportation Safety Board (NTSB)

The NTSB and the 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.

Federal Aviation Administration (FAA)

The FAA operates the control tower at JAX 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. The FAA also becomes involved in investigations of some airport incidents that do not involve aircraft accidents.

To acquire information about the FAA, an incident or an airport alert, please contact FAA Public Affairs Officer [Kathleen Bergen](#) at (404) 305-3100.

Transportation Security Administration (TSA)

The TSA is responsible for the security of all modes of transportation including aircraft. The 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.

Airlines

The airline involved 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.

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 later. 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 later. 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 firefighting and/or rescue operations.

Partner Agency Contacts

Federal Aviation Administration, Public Affairs

Kathleen Bergen

404.305.3100

kathleen.bergen@faa.gov

202.267.3883 (National Office)

404.305.5100 (Southern Region)

Transportation Security Administration, Public Affairs

Sari Koshetz

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202.385.1800 (National Office)

NTSB Media Relations

ntsbmediarelations@ntsb.gov

202.314.6100 (National Office)

305.597.4610 (Southern Region)

FBI Jacksonville Media Coordinator

Amanda Warford Videll

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Airlines

Allegiant

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702-800-2020

American Airlines

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651-900-8400

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872-825-8640