



# Media Guide



# **MEDIA GUIDELINES**

## **INTRODUCTION**

The purpose of these guidelines is to provide local, regional and national media organizations with clear, consistent procedures and policies for obtaining information from the Public Relations staff at the Lee County Port Authority (LCPA).

This should work as a guide on how to best access and work with airport staff as well as remind you of the commitment from the Lee County Port Authority and the Public Relations department to be accessible and deliver prompt and accurate information to the media.

## **GENERAL INFORMATION**

The LCPA operates Southwest Florida International Airport (RSW) and Page Field General Aviation Airport (FMY) in Fort Myers, Florida. Both airports are vital economic drivers serving the traveling public of a 5-county air trade area that includes Lee, Charlotte, Collier, Hendry and Glades counties.

The LCPA is governed by the Lee County Board of County Commissioners sitting as the Board of Port Commissioners. All Port Authority business is subject to board approval. Before recommendations are brought to the board, they are reviewed by the Airports Special Management Committee (ASMC) – a seven-member volunteer citizen’s advisory committee comprised of local business people – who serve as an advisory board to the Board of Port Commissioners.

### **LCPA Meetings**

Joint board meetings of the Airports Special Management Committee and the Board of Port Commissioners typically fall on the second Monday of every other month at 9:30 a.m. ASMC meetings are held the last Tuesday of the month at 1:30 p.m. Both meetings are open to the public and the media and are held at the Airport Training & Conference Center on Air Cargo Lane.

### **Web Site**

We encourage media to use the airport’s Web site as a source for current and historical information. Items such as news releases, statistics, economic impact studies, meeting schedules and agendas, parking, ground transportation and flight information are found on the site and can be very useful. Please visit [www.flylcpa.com](http://www.flylcpa.com).

## **POLICY**

Our policy is to report any newsworthy event and to cooperate with all media representatives to provide understandable and accurate information in a timely manner. However, the safety and security of the public, employees and property, and the maintenance of normal operations are our first priority.

## **INQUIRIES**

All media inquiries for RSW and FMY (including those involving the airport police and fire departments) should be directed to the Public Relations department. The phone number is (239) 590-4504. Office hours are 8:30 a.m. to 5 p.m. Monday through Friday. The fax number is (239) 590-4511.

For media inquiries after business hours, on weekends or holidays, please call Public Relations at (239) 590-4504. The current after hours contact will be listed on the voicemail. Please call this number first, as on-call staff changes. Do not call the Airport Communications Center as responding to media calls is not their responsibility and they are not authorized to speak on behalf of the airports or LCPA.

Public Relations staff will assist the media by providing information about the Lee County Port Authority and the operations of Southwest Florida International Airport and Page Field General Aviation Airport. If needed, Public Relations will coordinate with other internal departments and staff to gather information needed for your story. Please do not contact individual personnel or departments as all media inquiries should go through Public Relations.

Airport Public Relations staff cannot comment or speak for tenants or agencies that do business at the airport. This list includes the Transportation Security Administration (TSA), Customs & Border Protection (CBP), Federal Aviation Administration (FAA) and airport tenants such as airlines, rental car companies, retail shopping and food vendors. Each of these entities has their own public affairs or spokespeople that have the authority to speak on their behalf. Arrangements for interviews and filming need to be arranged with them directly.

## **INTERVIEW REQUESTS**

Interviews with LCPA staff must be arranged through the Public Relations department. Arrangements for interviews must be made in advance and are conducted during normal business hours. In most cases, Public Relations staff will act as spokesperson.

## **NEWS RELEASES/MEDIA ADVISORIES**

News releases and media advisories are distributed by the Public Relations department by email on various topics. In an effort to make sure you are receiving airport news and updates, please advise Public Relations if you would like to be added to the media distribution list or if your contact information has changed. News releases and media notes are posted and archived on [www.flylcpa.com](http://www.flylcpa.com) under the section called News.

## **AIRPORT ACCESS**

Although the airport is a public facility, access to the terminal building should be coordinated through the Public Relations department for security reasons, unless otherwise authorized by TSA or an airport tenant. Please contact our office prior to arriving at the airport for a story.

We try to be flexible in accommodating the requests from the media. However, safety and security come first. We ask for your understanding and cooperation in complying with instructions from the Port Authority and the TSA when you are at the airport. LCPA reserves the right to restrict media activity at any location on airport premises, if public security, safety or operational concerns so warrant.

## **AIRPORT ACCESS (Cont)**

The media is welcome in the public areas of the terminal during normal business hours and when our offices are closed. The majority of the terminal complex is considered public area such as atriums, terminal curb, parking lots/garage, roadways, etc.

Media is welcome in the public areas with the exception of:

1) Leased space – The areas that are leased by the airlines and other tenants, including ticket counters, gate areas/waiting areas, stores and restaurants are under the control of those parties. Media access to those areas must be coordinated with tenants.

2) Secure Areas – Only ticketed passengers may proceed through the security checkpoints. Filming beyond the security-screening checkpoint/concourses, airside and baggage claim are only allowed for an occasional airport-sanctioned event that is coordinated with TSA and requires a media escort. Airport security rules apply in these instances; please do not bring items that are not allowed beyond security.

3) We also ask that media do not interfere with airport or airline operations by blocking, restricting movement or obstructing entrances and exits including the main terminal areas, airport roadways, curb, ticket counters and baggage claim.

Should a tenant invite media to cover a story, prior coordination with the Public Relations department is requested as courtesy.

When filming, taking photos or conducting interviews, all media must display press identification and identify themselves to anyone they interview.

## **MEDIA PARKING**

No parking is permitted on the terminal curbs. Unattended vehicles will be ticketed and towed per normal security guidelines.

### **Approved Location**

Members of the press can park in the short-term garage.

### **Validation**

If you are on property for official airport business, parking will not be charged for press vehicles. Please present your parking claim ticket and press credentials.

- **During Business Hours:** At the booth located on the ground level adjacent to baggage claim, outside door 3 or on the 3<sup>rd</sup> (mezzanine) level outside Port Authority offices with the receptionist.
- **After Hours:** At the booth located on the ground level adjacent to baggage claim, outside door 3.

### **Live truck parking**

Vehicles used for live broadcast are permitted to park on the top floor of the parking garage. Please use the left lane when entering the garage to reach the third level. Spaces at either end in the row closest to the terminal provide excellent live-broadcast locations. Media representatives must display press identification.

## **EMERGENCY PROCEDURES**

In the case of an emergency situation (such as an aircraft incident or natural disaster) it may be necessary to restrict or control airport access to the media. The Public Relations department will communicate instructions or information to the media.

Since safety and security are the top priorities, the Port Authority's first concern is responding to the situation. At the same time, the Public Relations department will make every effort to keep the media informed during an emergency.

Information may also be posted to [www.flylcpa.com](http://www.flylcpa.com) for media and/or travelers. During emergency situations, the traveling public and the press should always contact the airlines directly regarding flight schedules and airline operations. It is not the policy or the responsibility for the airport to comment on flight activity or airline policy. All calls to the airport will be directed to the airline's toll free numbers. If the news media wishes to speak on the impact of any situation on the airport, the Public Relations department is the point of contact.

### **On Property**

In the case of an aircraft incident on airport property at FMY or RSW, the Port Authority is the contact and will provide approved information.

### **Off-site**

If an incident occurs off-site and is not directly impacting airport operations, the Public Relations department will recommend you contact the agency with jurisdiction in that area and will assist in the dissemination of information when requested. The airport's fire and police department may respond to the site in accordance with established mutual aid agreements.

A Public Information Officer (PIO) will be identified to work with and for the Port Authority's Incident Command Center.

The Public Relations director or designee is the initial primary spokesperson for aircraft incidents at FMY or RSW.

In the event of an aircraft incident, LCPA Public Relations will assist airport fire rescue (ARFF), airport police (APD), the National Transportation Safety Board (NTSB), Federal Aviation Administration (FAA), Transportation Security Administration (TSA), county officials and FBI representatives in coordination of news briefings. Press briefings will be scheduled as the situation warrants with subsequent briefings periodically or as new information is obtained.

The Public Relations department will designate a media staging area in the event of a serious incident or emergency and will communicate that information to the media. Media representatives can not restrict, obstruct, oppose or interfere with any law enforcement. Media are not exempt from any federal, state or local laws and will be handled in the same manner as any other violator. Smoking is prohibited at or near any emergency scene. Pilots flying news media helicopters are required to comply with all FAA rules and regulations when covering an incident from the air.

## **EMERGENCY PROCEDURES (Cont)**

The Port Authority recognizes the media's interest in interviewing victims or their families in emergency situations. However, our first responsibility is to assist the victims and their rights to privacy. Media representatives must respect decisions made by victims and their families regarding consent for interviews. Access to victims and passengers may be subject to approval by the airline and agencies involved.

As a rule, during an emergency, airport officials will provide the following information (if confirmed):

- Air Carrier
- Flight Number
- Origin/Destination
- Approximate time and place of accident
- Aircraft type (if known)
- Runway being used (if applicable)

LCPA Public Relations will not speculate about the cause of any incident.

If the emergency is an aircraft accident, the National Transportation Safety Board (NTSB) investigating team will handle the investigation and the release of any information relative to that investigation. In circumstances where only property damage occurs, the FAA may conduct the investigation.

The cause of an aircraft crash or incident is released by the National Transportation Safety Board (NTSB) in cooperation with the Federal Aviation Administration (FAA) and the airline involved, after an investigation has been conducted.

## **EMERGENCY PROCEDURES (Cont)**

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

#### **Lee County Port Authority**

The Airport Operations Department assumes operational control of the airport during aircraft emergency situations.

#### **Airline(s)**

The involved airline is responsible for providing information regarding passengers aboard the aircraft and any detailed information about the flight, crew and the aircraft.

#### **LCPA Airport Police Department (APD)**

The police department is often the first responder and is responsible for maintaining a security line at the incident site and patrolling the airfield. Additionally, mutual aid will be called in to provide assistance.

#### **LCPA Airport Rescue and Fire Fighting Department (ARFF)**

The fire department is responsible for airfield incidents and aircraft fire fighting. ARFF is also the first responder to emergency medical incidents at the airport.

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

The NTSB investigates aircraft accidents involving serious injury or substantial property damage. They also take custody of the aircraft and its contents from the time fire and rescue activities are concluded until a full investigation is completed or a release/report is written. Upon the arrival of the NTSB investigating team, LCPA Public Relations staff will assume a support role as requested.

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

Various branches of the FAA have responsibilities in an aircraft emergency. The FAA operates the air traffic control towers at FMY and RSW and will control all air traffic.

#### **Federal Bureau of Investigation (FBI)**

Has jurisdiction if a hijacking or hostage incident occurs aboard an aircraft that is still on the ground. If an aircraft is in flight when an incident occurs, the FAA has jurisdiction.

#### **Transportation Security Administration (TSA)**

Is responsible for security relating to civil aviation, maritime and all other modes of transportation, including transportation facilities, and is the lead agency for airport security. The agency would be a first responder in stabilizing an emergency situation at the airport.

## **LCPA ALERT SYSTEM**

We are aware that the media monitor airport and Lee County radio communications, so the purpose of this section is to inform and educate. When monitoring radio transmissions, Alert 1's and 2's could indicate either a real or perceived problem. For safety's sake, our emergency staff always assumes a heightened condition and prepares accordingly.

Conditions that present a danger or threat to the safe continued operation of an aircraft are referred to as "alerts" at both FMY and RSW. Below is language you may hear involving an airport incident and its definition.

- **Alert 1:** Potential problem/Minor Difficulty – Indicates that a potential emergency exists that may require dispatch of emergency equipment at a later time. *The Port Authority's Aircraft Rescue & Fire Fighting department (ARFF) and emergency equipment are on stand-by at the fire station.*
- **Alert 2:** Confirmed problem/Major Difficulty – Indicates that a potential emergency exists. *ARFF is dispatched with emergency equipment to stand-by positions on the airfield.*
- **Alert 3:** Aircraft incident/Accident – Indicates that an accident is imminent or has occurred, requiring immediate dispatch of emergency to the scene. *ARFF is on-scene with equipment.*

## **OTHER STANDARD AIRPORT INQUIRIES**

### **Adverse Weather and Delays**

The Public Relations department will provide information regarding any general affect of adverse weather or delays on the airport. Airlines, FAA air traffic controllers and pilots determine the delay, cancellation or re-routing of flights or passengers. LCPA can not speak on behalf of these individuals or organizations. Inquiries should be directed to the air carrier or FAA.

Adverse weather conditions could affect airport operations but flight operations rarely stop during most inclement weather conditions. At times, there may be an interruption of operations that result in air carrier decisions to have flights delayed, canceled or re-routed to other airports. Flights may also be delayed or cancelled due to weather at the flight destination or in other cities.

The airport terminal typically remains open unless damaged or other safety concerns warrant closing all or part of the building. *The terminal building is not a designated shelter for hurricanes or other natural disasters.*

### **Police Incidents**

Calls regarding APD-related incidents at FMY or RSW need to be coordinated through the Public Relations department. Public Relations can not provide details regarding ongoing criminal investigation at the airport.

## **PAGE FIELD (FMY)**

Page Field is a general aviation airport and designated as a reliever airport for RSW. Public access areas at FMY include The Aviation Center and businesses that serve the public.

There is no designated parking area for media. For interviews and routine assignments, please park in the parking lot at The Aviation Center located on Danley Drive. Please contact our offices for assistance and coordination of stories or interview requests at Page Field.

If a story involves a tenant at FMY you must obtain permission for the interview and any filming from the leaseholder and park at their specific place of business.

## **Emergency Procedures at FMY**

In the case of an emergency at FMY, the same general rules governing access for incidents apply and the Public Relations department will act in the same capacity.

## GLOSSARY OF AIRPORT TERMINOLOGY

6-24	Runway at Southwest Florida International Airport (RSW)
5-23/13-31	Runways at Page Field General Aviation Airport (FMY)
AEP	Airport Emergency Plan
AirComm	Airport Communications Center
AOA	Air Operations Area or Airfield
APD	Airport Police Department
ARFF	Aircraft Rescue & Fire Fighting
ASMC	Airports Special Management Committee
ATCC	Airport Training & Conference Center (Located on Air Cargo Lane)
ATC	Air Traffic Control (Controlled by FAA)
AvFuel	Aviation fuel supplier at FMY
CBP	Customs & Border Protection
BOCC	Board of County Commissioners (Lee County)
BOPC	Board of Port Commissioners
Concourse	Post-security portion of the building where aircraft arrive and depart/passengers gate areas
FAA	Federal Aviation Administration
FBI	Federal Bureau of Investigation
FBO	Fixed Base Operator (PrivateSky at RSW; The Aviation Center at FMY)
FDOT	Florida Department of Transportation
FIS	Federal Inspection Services
FMY	Page Field General Aviation Airport designator code
FTZ	Foreign Trade Zone
LCPA	Lee County Port Authority
NTSB	National Transportation Safety Board
OPS	Airport Operations
Ramp	Paved surfaces used for departing and arriving aircraft
RSW	Southwest Florida International Airport designator code
Security Checkpoint	Access point into 3 concourses; Controlled by TSA
SIDA	Security Identification Display Area
SkyPlex	Commercial Center; Land on north campus to be developed; where former terminal building sat
Station I	Fire station at FMY
Station II	Fire station at RSW
TAR	Terminal Access Road (the airport entrance/exit road)
Taxiway	Paved surfaces between the ramp and the runway
Tenant	Airlines or concessionaires; companies that do business on airport property
Terminal	Pre-screening portion of the building where ticket counters and bag claim are located
TSA	Transportation Security Administration
VCB	Visitor and Convention Bureau (Lee Visitors Services staff airport booths)

**LCPA PUBLIC RELATIONS KEY PERSONNEL  
CONTACT INFORMATION**

**During business hours: (239) 590-4504**  
**After Hours Phone: (239) 590-4504**

**Victoria B. Moreland**  
Public Relations Director  
Office: (239) 590-4502  
E-mail [vbmoreland@flylcpa.com](mailto:vbmoreland@flylcpa.com)

**Barbara-Anne Urrutia**  
Public Relations Manager  
Office (239) 490-4507  
Email [bsurrutia@flylcpa.com](mailto:bsurrutia@flylcpa.com)