



MEDIA KIT AIRPORT RULES AND PROCEDURES

PLEASE REFER TO PAGE 8 FOR FREQUENTLY ASKED QUESTIONS.

Inquiries

Monterey Peninsula Airport (Airport) cooperates with all media representatives and to make available timely, accurate and comprehensive information. The airport makes every effort to work within media deadlines.

Press Points

In the event of an emergency, the airport will designate locations for the briefing of the media and access to the scene when safe. The primary press point will be the Upper Short Term Parking lot.

News Releases

News releases are issued to describe changes in service, airport construction, notices to travelers, etc. The Airport sends news releases by e-mail to a list of local TV, newspaper and radio stations.

Please advise the airport if you would like to be placed on the distribution list by calling (831) 648-7000 ext. 224.

News Conferences

A news conference may be called when the Airport has a major announcement that will affect travelers or would like to make the public aware of an issue of importance at the airport. Advance media advisories will be issued to alert media organizations of the upcoming event, and releases and other material will be provided at the event.

Interviews

To make arrangements for an interview with the Airport, please contact Charlie Hayes at 648-7000 ext. 206. If you are interested in interviewing a particular airline, tenant or facility, contact the airline/tenant directly to obtain approval. (Refer to the last page for Airport Contacts.) Inquiries about an individual airline should be made to the airline's public affairs office. Please note: security restrictions are critical to airport safety and will take top priority in every instance.

Airport Jurisdictions

Some airport operations fall under the jurisdiction of the airlines or regulatory agencies. Media are instructed to go through the appropriate public affairs office for interviews and information. (For contacts, refer to Page 8) If you are unsure which agency has jurisdiction over a particular issue, facility or incident, contact the Airport for assistance.

- Air Traffic Control:
The Federal Aviation Administration (FAA) is responsible for air traffic control. Related inquiries should be directed at the FAA Public Affairs Office. (Refer to page 8)
- Airline/Aircraft Issues:
Individual airlines/aircraft operators are responsible for issues relating to that particular company, including flight schedules, on-time performance, baggage, customer service and labor issues, etc. (See page 9)
- Airport Security (TSA):
The security levels at the airport (red, yellow, orange, blue and green) are established by the Transportation Security Administration (TSA) of the Department of Homeland Security (DHS).



TSA is responsible for security screening of all passengers and all checked and carry-on baggage. It has regulatory authority over the airport and airline security. The Airport Police Department is responsible for law enforcement. Inquiries pertaining to passenger security should be directed to TSA Public Affairs. (Refer to page 8)

- Airport Operations

The Airport's Operations Department is responsible for daily operations at the airport. Media inquiries pertaining to terminal, airfield, parking, etc., should be directed to the Airport Operations Manager, Ken Griggs at (831) 648-7000 ext. 221 or via e-mail at kgriggs@montereyairport.com.

Airport Access

The Airport's passenger terminal is a public facility. Media may film or photograph publicly accessible areas without the permission of the airport. As a courtesy, airport officials ask news organizations to call (831) 648-7000 ext. 224, when a news crew/photographer is sent to film at the airport.

The media is required to display press identification when conducting interviews, filming, or taking still photos at the airport. The media may not leave equipment unattended or stage equipment or personnel in a manner that will block or restrict movement through major pathways, emergency escape routes or emergency exits. No filming or conducting of interviews will be permitted to interfere with airport or airline operations.

Please note: Security restrictions are critical to airport safety and will take top priority in every instance. Unauthorized access to a restricted area of the airport will result in arrest and or denial of future access.

The observation deck on the second floor of the terminal provides a panoramic view of the airfield and aircraft gate positions.

Leased Areas

Areas leased by the airlines and other tenants are under their control. Access by media must be approved by the appropriate tenant. These areas include, but are not limited to, ticket counters and associated queuing areas, shops, restaurants, aircraft hangars and other leased premises.

Security Screening Areas

The security screening areas are operated by the TSA. Filming of the monitors that displays items being screened and the personal screening of individuals (the wand and pat down process) is strictly prohibited.

Airfield

Airfield access is strictly controlled. Requests for access will be accommodated to the extent staffing and operational considerations permit. Prior notification is essential to ensure adequate staffing exists to perform escort duties. In the event of an emergency situation or other event that requires the full attention of the airport staff, a prearranged escort may be cancelled, with or without notice. To arrange

airfield access, please contact Ken Griggs, Airport Operations Manager at (831) 648-7000 ext. 221 or via e-mail at: kgriggs@montereyairport.com.

Police Incidents

If a criminal investigation is under way, coordination of media activity will be the responsibility of Deputy General Manager of Operations and Public Safety, Raeman Akins. He can be reached at (831) 760-0728 or via e-mail at mpadlaw@montereyairport.com. The Airport Police will control filming of crime scenes and other investigative events.

Parking and Live Feeds

Media personnel may park marked media vehicles in the three minute passenger loading zone in front of the terminal. If space is not available, media personnel should park in the public parking lots. Personal vehicles must always be parked in the public parking lots.

Prior permission must be obtained from an authorized airport representative for parking in locations other than those mentioned above. Without prior permission, vehicles may be ticketed or towed.

Emergencies

It is the policy of the Airport to cooperate with the media to the greatest extent possible. Our primary responsibilities, however, are safe, secure and orderly airport operations. The Airport reserves the right to restrict media activity at any location on airport premises if public security, safety or operational concerns warrant. When there is an emergency situation at the Airport that is expected to generate media attention, the following guidelines will apply:

- During normal business hours an airport staff member will be available to answer media calls in the Airport District offices at (831) 648-7000. Please note: the early hours of an emergency situation are spent responding to the emergency and calling in appropriate staff. If a situation is expected to require an escort for the media to the site on the airfield, the media will be advised to report to a media press point. Media briefings may be scheduled in a designated briefing/coordination center.
- The primary press point for these briefings is in the Upper Short Term Parking lot. Media should not expect access to an emergency scene during the first few hours of the incident when emergency responders are focused on saving lives.

- Briefings may be conducted by authorized airport staff as the situation warrants. In the event of an aircraft accident, the FAA and/or NTSB may take charge of the investigation and the release of information related to that investigation. If criminal or terrorist activity is suspected, the Federal Bureau of Investigation (FBI) will take charge of the investigation and the release of information.
- Only members of recognized media organizations with appropriate visible identification will be permitted in the press points on the Airport Operations Area (AOA) on the airfield or transported to the scene of an emergency. The Incident Commander will determine whether media may be escorted to the scene. It may be necessary for media to pool their resources.
- During an on-airport emergency, media aircraft/helicopter operators must request permission from the FAA Control Tower to enter the airport control area. Should any request be denied, the aircraft must remain outside the airport boundaries and at an altitude as directed by the FAA Control Tower. Emergency helicopters will have highest priority.
- Until the arrival of the Public Information Officer (PIO), questions regarding the emergency or access to the site may be handled by the Incident Commander.
- Photographs and video may be taken from any area where access has been permitted; however, Public Safety and Airport Operations personnel may restrict the use of flash, strobes and other lighting that could affect the response to the situation.
- The media must not restrict the public's access to gates, ticket counters, baggage areas and other areas in the terminal.
- During an aircraft incident, access to passengers will be restricted and subject to approval by the involved airline or other authorized agencies.
- Media representatives shall not resist, obstruct, oppose or interfere with any public safety officer in the lawful execution of his or her duties and are not exempt from any federal, state or local laws. If arrested, they will be treated in the same manner as any violator.
- During an emergency situation, the Airport staff will attempt to provide the following information:
 - Date, time and type of incident
 - Name of aircraft operator
 - Type of aircraft and flight number
 - Number of persons on board (if confirmed)
 - Runway status
 - Impact on airport operations

All other information must be obtained from the aircraft operator or the appropriate agency. Airport staff can provide only information that has been confirmed/released by the airline, NTSB, FAA or TSA.

- In a non-aircraft emergency, the PIO will coordinate the release of information with public safety officials or Airport Operations Manager in charge of emergency response. Airport Police are in charge of investigating traffic accidents and most criminal activities on airport property. Fire officials are responsible for fire, rescue and medical response operations.

Agencies Involved in Emergency Situations

Monterey Peninsula Airport District (MPAD): MPAD assumes operational control of the airport during aircraft emergency situations (e.g. runway/facility closures, operational restrictions, etc.)

National Transportation Safety Board (NTSB): The NTSB is a federal agency responsible for the investigation of aircraft accidents.

Federal Aviation Administration: Divisions of the FAA have various responsibilities in an aircraft emergency. The FAA coordinates air traffic during an emergency to permit rescue equipment to proceed to the accident site.

Airline/Aircraft Operator: The involved airline/aircraft operator is responsible for providing information regarding passengers aboard the aircraft and any detailed information about the flight, crew and the aircraft.

Monterey Peninsula Airport District Police Department: The Airport Police Department is responsible for establishing and maintaining a security line at the incident site and at ingress and egress points and for patrolling the airfield.

Monterey Peninsula Airport District Fire Department: The Airport Fire Department is responsible for firefighting, rescue, and emergency medical response.

Federal Bureau of Investigations (FBI): The FBI has jurisdiction if a hijacking or hostage-taking incident occurs aboard an aircraft that is still on the ground. DHS has jurisdiction of aircraft in flight.

Department of Homeland Security: The DHS has jurisdiction if a hijacking or hostage-taking incident occurs aboard an aircraft that is in flight. The FBI has jurisdiction of aircraft on the ground.

Off-Airport Aviation Emergencies

In the event an aircraft accident occurs outside the airport boundaries, airport officials will cooperate and assist local agencies. The municipality in charge will have jurisdiction over the accident area. In this case, the primary media contacts are the aircraft owner and the information officer from the agency having jurisdiction over the accident area.

CATAGORIES OF EMERGENCIES

The Airport has standard responses to each alert condition. These responses may include mutual aid support from the surrounding municipal fire, police and medical agencies.

MPAD classifies emergencies into three categories:

Alert 1: Pilot reported potential problem. Precautionary standby.

Alert 2: Indicates a potential accident with an aircraft. (Mutual aid fire and medical/police response involved.)

Alert 3: Indicates an aircraft has crashed on or near the airport. (Full mutual aid fire and medical/police response requested).

Media FAQ

1) Q. The airport passenger terminal is a public facility. Is the media allowed to access the terminal building without notifying the Monterey Peninsula Airport District?

A. Yes. Media may film or photograph publicly accessible areas without the permission of the Monterey Peninsula Airport District. As a courtesy, airport officials ask news organizations to notify the Monterey Peninsula Airport prior to filming by calling (831) 648-7000 ext. 224.

2) Q. Is it OK for the media to park at the front of the passenger terminal when covering a story?

A. Yes, marked media vehicles are permitted to park in the 3-minute passenger loading zone if there are no security restrictions currently in place.

3) Q. Will the Monterey Peninsula Airport District validate parking for media vehicles?

A. No. Parking fees for all media vehicles are the responsibility of the vehicle owner/operator.

4) Q. Is escort by an airport representative or other authorized personnel necessary when media visit the airport?

A. Sometimes. The need for an escort will depend on the area to be accessed. It is always best to call ahead so arrangements for an escort may be made by calling (831) 648-7000.

5) Q. May the media go beyond the TSA checkpoint and into the gate areas of the terminal to cover news stories?

A. Media may go beyond the TSA check point only if escorted by an airline, the TSA or Monterey Peninsula Airport District authorized personnel. Otherwise, only ticketed passengers are allowed beyond the checkpoint into the gate area.

6) Q. Where should media go to set up live shots on airport premises?

A. The designated press point for live shots is the upper short term parking lot. Media may request a different live shot location. Safety and security of aircraft and passengers will always have the highest priority. If the media is seeks a special arrangement, such requests should be made at the earliest possible time.

Glossary of Terms

AOA: Airport Operations Area
ARFF: Aircraft Rescue and Fire Fighting
ATCT: Air Traffic Control Tower
DHS: Department of Homeland Security
FAA: Federal Aviation Administration
FBI: Federal Bureau of Investigation
MPAD: Monterey Peninsula Airport District
NTSB: National Transportation Safety Board
TSA: Transportation Security Administration

Contacts:

Allegiant Air Media Relations:

Sabrina LoPiccolo: 702-853-4625 or sabrina.lopiccolo@allegiantair.com

American Airlines Media Relations:

817-967-1577 or MediaRelations@aa.com

FAA Public Affairs:

Ian Gregor Office: (310) 725-3580 Cell: (424) 731-0215 Fax: (310) 725-6845
After Hours: Operations Center (310) 725-3300

National Transportation Safety Board Public Affairs:

(202) 314-6100

TSA Public Affairs:

Suzanne Trevin: (602) 501-3195
Headquarters After Hours: (571) 227-2829

United Airlines Media Relations

847-700-5538 or Evenings & Weekends, 847-700-4088

US Airways Media Relations

Main line: 480-693-5729
24-hour on call pager: 480-693-5909