

# Info

# NEWS MEDIA GUIDE

Office of Public Affairs  
Miami-Dade Aviation Department  
P.O. Box 592075  
Miami, Florida 33159

Phone: (305) 876-7017  
Fax: (305) 869-1270  
[www.iflymia.com](http://www.iflymia.com)



MIAMI-DADE  
COUNTY

# Table of Contents



Introduction . . . . .	1
Glossary of Terms . . . . .	2-3
Parking of Media Vehicles . . . . .	4
News Media Access . . . . .	5-6
Interviews with MDAD Staff . . . . .	7
Events Concerning Business Partners . . . . .	8
Emergency Procedures . . . . .	9
General Procedures for an Alert III . . . . .	10-11
Activation of EOC . . . . .	12
Specific Emergencies . . . . .	13-15
Emergencies at the General Aviation Airports . .	16
Radio Station . . . . .	17
Summary . . . . .	18

### **Pocket Inserts**

- Miami International Airport Map
- Airlines Serving Miami International Airport
- MIA Facts-at-a-Glance
- Telephone Directory
- Board of County Commissioners

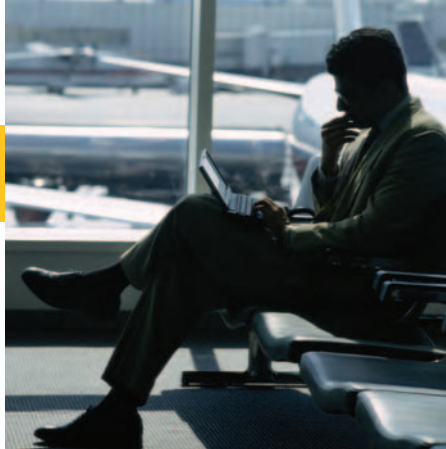
## Office of Public Affairs



The Miami-Dade Aviation Department (MDAD) is supportive of the news media's efforts to inform the public of activities and events developing at Miami International Airport (MIA) and its five General Aviation airports. In order for MDAD to maximize its service to the media it is essential that journalists cooperate by following the safety rules and procedures stated in this guide.

The News Media Guide contains information about procedures for covering news events both during normal circumstances and emergencies. In all emergencies, initial contact should be made with the MDAD Manager of Public Affairs.

# Glossary of Terms



AOA	Air Operations Area or Airfield
CIP	Capital Improvement Program
Concourse	Post-security portion of the building where aircraft arrive and depart
DERM	Department of Environmental Resources Management
EOC	Miami-Dade County Emergency Operations Center
FAA	Federal Aviation Administration
FBI	Federal Bureau of Investigation
FIS	Federal Inspection Services
Lower Drive	Roadway leading to the baggage claim areas
MDAD	Miami-Dade Aviation Department
MIA	Miami International Airport

NTSB	National Transportation Safety Board
OPF	Opa-locka Airport
PIO	Public Information Officer
Ramp	Paved surface where aircraft park, load and unload baggage
Runway	Paved surfaces used for departing and arriving aircraft
Taxiway	Paved surface between the ramp and the runway
Tenant	Airlines or concessions; airport businesses on airport property
Terminal	Pre-screening portion of the building where ticket counters are located
TMB	Kendall-Tamiami Executive Airport
TNT	Training and Transition (Dade Collier)
Upper Drive	Roadway leading to the departure level of the Terminal
X46	Opa-locka West
X51	Homestead General Airport



# Parking of Media Vehicles

Parking of all news media vehicles, except for microwave vans and satellite trucks, will be in the Airport's parking garages. Each local news organization has been issued a temporary complimentary parking card for the Airport's long-term parking garages.



Microwave vans are allowed to park in the VIP lot located on the upper parking deck across from Concourse E. Satellite trucks can park only in designated areas. Only one microwave van, per station, will be allowed in the VIP lot at all times. Special arrangements must be made ahead of time for parking of satellite trucks and microwave vans in certain areas along the Upper Drive. If media vehicles are improperly parked, they will be towed at the owner's expense.

# News Media

## Access

News media access to "public" areas of the Airport will be the same as for the general public. For security purposes, access beyond screening checkpoints to the concourses is prohibited without prior approval from the Office of Public Affairs. According to Federal Aviation Administration (FAA) regulations, access to the airfield must be strictly controlled at all times. MDAD rules require that all visitors be issued a temporary I.D. and be escorted while on the airfield.

Access to restricted areas may be obtained by making advance arrangements through the Office of Public Affairs at (305) 876-7017. After hours, you must contact the duty officer at (305) 342-1849, or via pager at 1-888-273-5642.

Access to any MDAD business partner's leasehold area must be arranged directly with that company,







followed by notification to the Office of Public Affairs. Access to the airfield can only be granted by the Office of Public Affairs with the proper escort and a temporary I.D.

Unauthorized access to a restricted area of the Airport will result in that person's arrest and denial of future access. This includes access provided by Airport

business partners to any common use (non-leasehold) restricted area.

In all cases, an escort is required into restricted areas. Contact should be made with the Aviation Department's Office of Public Affairs to make arrangements.

# Interviews with MDAD Staff

Interviews with MDAD staff must be arranged through the Manager of Public Affairs. In most cases, someone from the Office of Public Affairs will act as the spokesperson for the Department. Arrangements for interviews must be made in advance.



# Events Concerning Airlines and other MDAD Business Partners

When covering events that concern airlines and other Airport business partners, the news media should direct their questions to the public relations representative for that respective business. In cases where the news media wishes to question the Aviation Department about the impact of an event on Airport operations, the Office of Public Affairs will be the point of contact.



# Emergency Procedures

## Emergency Categories

**Alert I:** Minor Difficulty - Indicates that a potential emergency exists that may require dispatch of emergency equipment at a later time. Emergency equipment is on stand-by.

**Alert II:** Major Difficulty - Indicates that a potential emergency exist requiring immediate dispatch of emergency equipment to stand-by positions on the airfield.

**Alert III:** Accident - Indicates that an accident is imminent or has occurred, requiring immediate dispatch of emergency equipment to the scene.



# General Procedures for an Alert III

In the event of an accident with substantial damage to an aircraft or involving injuries or fatalities on Airport property, all media should proceed to the International Press Center located on the second floor of Concourse E, adjacent to the checkpoint. The Office of Public Affairs will grant access to the Press Room, where press releases and announcements will be issued. In the event of an accident off Airport property, all media should contact the on-duty Public Information Officer (PIO) for instructions on a staging area.

## **Briefings**

Media briefings will be conducted every 30 minutes at the designated media site by authorized officials. Aviation Department officials will provide the following information:

- Type of aircraft
- Airline involved
- Number of passengers
- Runway used
- Flight number
- Origin/Destination

## **Access to Site of an Emergency**

In the event of an aircraft accident, the Office of Public Affairs assists the Fire Rescue and Police departments, the National Transportation Safety Board (NTSB), FAA, County officials, and FBI representatives in the coordination of news briefings. Access to the scene will be granted after rescue and fire fighting efforts have been



completed, and clearance has been granted by federal authorities. Media will be allowed as close to the incident as possible, consistent with rescue requirements and federal investigative operations. Only hand-held cameras will be allowed on the scene. Live broadcast trucks will be staged in a remote location. Whenever possible, the Miami-Dade Fire Department will provide footage of rescue efforts.

*In some circumstances, the media may be allowed within the accident site after rescue and recovery efforts are completed. This decision will be determined by the appropriate authorities. Unauthorized access to the site will result in the violator's immediate arrest and denial of future access. For your protection, smoking is prohibited at the scene of any emergency.*

# Activation of EOC

In case of a major aircraft accident outside of the Airport's property, the Miami-Dade County Office of Emergency Management will implement its Mass Casualty Plan. The FAA will disseminate information through its Atlanta Regional Office. NTSB officials will also be available for briefings. You may contact the Office of Public Affairs for periodic updates.



*Photo courtesy of Miami-Dade Fire Rescue*

# Specific Emergencies

## **Hijacking or Diversion**

In the event of the hijacking of a flight, the FAA has the sole responsibility for the aircraft while its doors are closed (Public Law 93-366). Once the doors open, FBI and local authorities take over. The Office of Public Affairs will provide the following information: name of the airline; flight number; origin and destination; approximate time of the incident; and current location of the aircraft, if known.

If a hijacking occurs and the aircraft comes to MIA or one of MDAD's five General Aviation airports, the press will be given the information stated in the above paragraph. In addition, the press will be directed to an area where they can easily be briefed by the appropriate authorities. Because a hijacking is a federal offense, FBI spokespersons will be responsible for official statements. The media is asked to exercise discretion in covering a hijacking, because the information could compromise the safety of the passengers aboard the aircraft. In addition, law enforcement agencies caution against media coverage of live broadcasts where the hijacker may monitor any movements around the aircraft through electronic equipment.

## **Hazardous Materials**

To cover incidents involving hazardous materials, the media should call the Office of Public Affairs for information on access near the area in question. When access is granted, it is important that all media representatives obey the perimeter set by the Fire Department. Information about the



nature of the material and the hazard it might pose to the public will be available from the Fire Department's PIO or the Department of Environmental Resources Management (DERM).

### **Bomb Threats**

In case of a bomb threat to an aircraft, news media should contact the respective airline.

In case of a bomb threat to the Airport, the Office of Public Affairs will be available for initial assistance. Any further details must be obtained from the attending Miami-Dade Police Department's PIO. Areas roped off to the public will also be off limits to the news media.

### **Weather-Related Emergencies**

*Hurricanes* - The Office of Public Affairs will be available to provide information about measures taken, general conditions as the threat of a hurricane approaches, as well as information regarding the closing of the Airport for arrivals or departures. Information about flight delays, cancellations, or stranded passengers must be obtained from the individual airlines. As the threat of a storm increases, it is essential for media to instruct the public that only ticketed passengers will be allowed to enter the Airport grounds. The parking garages will not be available for storing vehicles during the storm.

If a storm threatens Miami-Dade County, the EOC will be activated. All news media should report to

the EOC for official County bulletins regarding any developments pertaining to the Airport.

*Weather Problems Around the Nation* - In case of severe weather in other parts of the nation, media representatives should contact individual airlines and airports for information on flight delays and cancellations.



# Emergencies at General Aviation Airports

In case of an emergency at one of Miami-Dade County's General Aviation airports, news media should call the Office of Public Affairs for information and special instructions. In general, the same rules governing access for incidents related to MIA will apply. The Office of Public Affairs will act in the same capacity.



# Information Radio Station - 1610 AM

Motorists traveling near Miami International Airport (MIA) can now hear vital information regarding traffic patterns, parking, travel tips, and other issues related to MIA by tuning into the airport's radio station, 1610 on the AM dial.

Within this system, messages are stored in a database and programmed to address roadway emergencies, parking garage closures, traffic jams, and directions into MIA. The new broadcast system can accommodate more than 1,000 carefully crafted messages that meet the needs of the Miami-Dade Aviation Department (MDAD).

The radio station is 10 watts strong, which allows a listening range within a two-mile radius of the airport. Bright blue roadway signs along State Roads 836, 826, and 112 direct motorists to the radio station's location on the AM dial.

## **International Press Center**

Journalists covering breaking news at Miami International Airport may use the International Press Center (IPC) located in Concourse E, Second Level, adjacent to the security checkpoint. The IPC is a state-of-the-art facility for press conferences and media-related events. This facility will serve as the main location for official announcements regarding Miami International Airport.

# Summary

- Please contact the Public Affairs Office before covering any events at MIA or any of the General Aviation airports.
- In case of an aircraft accident at MIA, all media should proceed to the International Press Center located on the second floor of Concourse E, adjacent to the checkpoint.
- In case of an aircraft accident off-airport, contact the on-duty PIO for information on a news media staging site.
- In case of an aircraft accident, the safety of passengers, their property and their relatives will be our priority.
- Only one microwave van per station will be allowed in the VIP lot at all times. Media vehicles improperly parked will be towed at their owner's expense.
- Interviews with MDAD staff must be arranged through the MDAD Manager of Public Affairs.
- Unauthorized access (not approved by the Public Affairs Office) to a restricted area of the airport will result in that person's arrest and denial for future access. This will be enforced at all times.
- The media is asked to respect the wishes of passengers and others involved in any incident, who do not wish to make a statement. Access to airline passengers will be approved by the individual carrier, or authorized agency.
- Media representatives must abide by all local, state and federal laws, and if found to be in violation, will be addressed in the same manner as members of the public.