

PHOENIX-MESA GATEWAY AIRPORT

Media Guide **Phoenix-Mesa Gateway Airport Authority**

Mesa, Arizona
July 2009

Introduction

Preface

The purpose of this Media Guide is to facilitate the media's coverage of Phoenix-Mesa Gateway Airport by providing accurate background information. This guide contains valuable information and maps to assist media agencies in their reporting of events at the Airport. In addition, a telephone number list has also been included to help provide media personnel with appropriate contact representatives.

It is the intent of the Airport to provide media access as soon as practical, without creating safety hazards, security concerns, or interfering with emergency response teams. During an Airport emergency, Airport and emergency response crews are typically focused on three priorities:

1. Preservation of Life – During the initial response to an emergency, all available assets are focused on rescue and life saving efforts. During this time, no media access is typically provided within the restricted area of the Airport.
2. Preservation of Property – After rescue efforts have been exhausted, Airport staff and emergency responders will work to make the scene safe and focus attention on limiting any further harm to individuals or damage to other property. Airport staff will typically try to arrange for limited media access during this phase, however, each emergency scene is evaluated on a case-by-case basis.
3. Return the Airport to Normal Operation – Clean up efforts for aviation related incidents vary based upon incident complexity. After any incident, Airport operations may be suspended for a period of time until clean up efforts and safety inspections are completed. Staff will typically arrange for media access during this phase, however, each emergency scene is evaluated on a case-by-case basis.

Airport Information

Airport Designation (Gateway, IWA, or AZA)

You may see both “AZA” and “IWA” (or “KIWA” in some cases) used to designate Phoenix-Mesa Gateway Airport. “IWA” is the Airport’s official three-letter airport identifier issued by the Federal Aviation Administration (FAA). “AZA” is the official three-letter airport identifier issued by the International Air Transport Association (IATA). The aviation community generally refers to the airport by the “IWA” designation.

Phoenix-Mesa Gateway Airport Authority (PMGAA)

Phoenix-Mesa Gateway Airport is operated and maintained by the Phoenix-Mesa Gateway Airport Authority (PMGAA), a Joint Powers Airport Authority comprised of the City of Mesa, City of Phoenix, Town of Queen Creek, Town of Gilbert, and the Gila River Indian Community. The PMGAA was formed to develop, reuse, operate, and maintain the Airport property and facilities after Williams Air Force Base closed in 1993.

A five member Board governs the operation of the Airport. Day-to-day operation and management of the Airport is the responsibility of the Executive Director and his staff.

Phoenix-Mesa Gateway Airport Authority Board of Directors

Mayor of the City of Mesa
Mayor of the City of Phoenix
Mayor of the Town of Gilbert
Mayor of the Town Queen Creek
Governor of the Gila River Indian Community

Phoenix-Mesa Gateway Airport Authority Senior Management

Lynn Kusy	Executive Director
Casey Denny	Deputy Director
Kevin Mentzer	Manager - Operations
Doug Drown	Director of Finance
Brian Sexton	Public Information Officer (PIO)
John Barry	Manager - Marketing
Matt Nebgen	Manager - Gateway Aviation Services (FBO)
Lotus Williams	Manager - Human Resources
Bill Mitchell	Manager - Technology & Maintenance

Airport Runways and Designations

Runways, those areas used for taking off or landing, are designated according to the nearest magnetic heading. For example, east is 90 degrees, south is 180 degrees, west is 270 degrees, and north is 360 degrees. The zero is deleted in the actual “name” of the runway. IWA has three (3) northwest/southeast parallel runways oriented 120 degrees and 300 degrees: **12L/30R**, **12C/30C** and **12R/30L**. Runways 12-Left, 12-Center and 12-Right land toward the southeast at a compass direction of 120 degrees, while runways 30-Left, 30-Center and 30-Right land toward the northwest at a compass direction of 300 degrees. The “active” runway describes which end of the runway is used



View of the runway 12 approach

for landing and takeoffs, and is dependent on the winds and their direction. Aircraft land and takeoff into the wind.

Airport Services

Under a contract with the FAA, Serco Federal Contract Tower provides positive separation of air and ground traffic under visual flight rules (“VFR”). Air traffic control services are available from 6:00 am to 9:00 pm daily. After hours, the airport is “uncontrolled” and pilots communicate directly with each other on a common traffic advisory frequency (“CTAF”).



Foam 215 ARFF vehicle

The City of Mesa Fire Department (Station 215) provides emergency medical assistance and Aircraft Rescue and Fire Fighting (ARFF) support 24-hours daily. Based at the Airport just off the middle apron, emergency personnel can reach the center of the Airport’s eastern runways in less than 3 minutes.

The City of Mesa Police Department provides law enforcement services at the Airport and surrounding Williams Campus area 24-hours daily. Mesa Police

also provides law enforcement support for air carrier passenger operations as well as airport airside and landside patrols.

Gateway Aviation Services (GAS) is the Airport’s Fixed Base Operator (FBO) and provides aircraft handling and ground support services 24-hours daily (fueling, towing, parking assistance, etc.). GAS is owned and operated by the Airport Authority.

The Airport’s Department of Operations and Maintenance is responsible for the general safety and security of the airfield, terminal, and other Airport property. Airport Operations staff conducts daily inspections, enforces rules and regulations, and responds to all Airport incidents and emergencies.

Media Information

Media Inquiries

Media inquiries should be directed to the Public Information Officer (PIO) at 480-988-7618 during normal business hours, 8:00 a.m. to 5:00 p.m. Monday through Friday. After business hours inquiries should be directed to the PIO's cell at 480-406-7456.

As a public use facility, Airport staff diligently works to ensure convenient and unobstructed access to our facilities for aviation users. While on-site, the media must not restrict the public's access to parking areas, walkways, boarding gates, ticket counters, or other common areas. To assist you with your live or videotaped shots, and to ensure compliance with Airport security protocols, we highly recommend that all media personnel check-in at the Airport Administration Building, located at 5835 South Sossaman Road. By doing so, staff may provide security coordination, shot recommendations, technical aviation expertise, background information, or escort into otherwise restricted areas. In all cases, permission must be received prior to running any cables in any Airport owned facility to ensure cables are placed in a safe manner and away from heavily traveled areas.



News Releases and Press Conferences

Phoenix-Mesa Gateway Airport Authority regularly issues news releases to inform the media of new services at the airport, airport construction, and other items of interest. Press releases are issued by electronic mail to a distribution list that may include wire services, local and regional newspapers, and television and radio outlets. Please notify our office if you would like to be added to the list or if your contact information changes.



PMGAA press conference

When the Phoenix-Mesa Gateway Airport Authority has a major announcement or would like to draw attention to an issue of importance to the Airport, a press conference may be called. Advance media advisories will be issued to alert interested parties of the upcoming event. Press releases and other materials will be provided at the event. The location of the press conference will be included in the media advisory.

Airport Emergencies

Phoenix-Mesa Gateway Airport Authority will assign resources to facilitate coverage of any newsworthy event. However, priority will be given to the safety of all persons, safeguarding property, and the maintenance or resumption of normal airport operations. In some cases, the broadcast media may be asked to delay announcements regarding aircraft or airport emergencies for 30 minutes to avoid creating traffic jams or jamming telephone lines that may hinder emergency responders.

For emergencies at Phoenix-Mesa Gateway Airport that are expected to generate extensive media attention, the following guidelines shall be in effect:

→ **Press Area and Credentials**

A designated media briefing room will be set up at the Airport Administration Building located at 5835 South Sossaman Road (see map) for regular briefings and, if approved by the Incident Commander, escorts to the emergency site. Media representatives should report to the building reception desk to present credentials and receive information about the incident, site access and briefing times. Only members of recognized media organizations with appropriate visible identification will be permitted into the briefing areas and/or to accident site areas. Media representatives reporting to any other area will be directed to the designated media briefing area.

→ **Briefings**

An Airport PIO as well as a representative from the airline or company involved in the incident will report to the media briefing area to provide up-to-date information as it becomes available. The information shall consist of, but not be limited to:

- Time and location of event
- Aircraft type and flight number
- Company or airline involved
- Number of people on board (only if confirmed)
- Runway(s) affected
- General description of the incident
- General description of the conditions at the scene of the incident
- Impact on airport operations
- Status of rescue, recovery, and clean up efforts



The City of Mesa Fire Department PIO may provide additional information regarding the actual rescue and/or fire fighting. Please keep in mind that in an emergency situation the Airport's first priority is to ensure the safety of passengers and those involved in the rescue efforts. If an aircraft is involved in the emergency, the National Transportation Safety Board (NTSB) investigating team will take charge of the investigation and the release of any information relative to the investigation. Upon the arrival of the NTSB, the airport assumes a supportive role in communications as requested by the agency. In circumstances where only property damage occurs, the FAA may conduct the investigation. Any information requests regarding the cause of an incident shall be referred to the NTSB or other agencies with appropriate jurisdictional responsibility.

→ **Access to the Scene**

Escorts for media to the scene depend on the circumstances involved in each incident. The Incident Commander will determine any restrictions on the movement of media that may be necessary to allow a safe and orderly response to an incident. Once fire officials determine the emergency site is safe, Airport Operations or other designated personnel may escort media representatives to the security perimeter of the incident site. At the site, media personnel are required to stay behind the security perimeter and away from rescue and medical aid activity. The Airport PIO will be on the site with the media at all times and will make every reasonable effort to accommodate media requests. News vehicles must be conspicuously marked with an identifiable news media outlet logo. News media representatives will be required to show press credentials. On the Airport Operations Area (AOA), or any other secure area, news media representatives must stay with their escort(s) at all times.

Media representatives are expected to conduct themselves in a manner that does not interfere with the emergency operations or the safety and welfare of emergency responders or victims. Media representatives will not resist, obstruct, oppose or interfere with any law enforcement officer in the lawful execution of his or her duties, and are not exempt from any federal state or local laws and will be treated in the same manner as any violator if arrested. For access to an incident scene off airport grounds, refer to the City of Mesa Police Department or local law enforcement agencies nearest the location of the incident.

→ **Media Helicopters**

Requests for permission to fly helicopters near or land at the scene must be directed to the FAA Federal Contract Tower, which will coordinate with incident command personnel. Pilots of aircraft shall observe all relevant Federal Aviation Regulations. Noise and turbulence associated with helicopter operations can greatly reduce communication and hinder rescue activities on the field. Therefore, the incident command will determine whether media aircraft will be allowed to operate near the site.

→ **Victim Interviews**

While the Airport Authority recognizes the media's interest in interviewing victims of an aircraft or other emergency situation, our first responsibility is to protect those victims and their families and their right to privacy. If any individuals are reluctant to be interviewed or photographed, the Airport will support their decision. In addition, during an aircraft incident, access to passengers is subject to the approval of the involved airline, FAA, National Transportation Safety Board and/or the Federal Bureau of Investigation.

→ **Information Releases**

As a rule, during an emergency the following are the appropriate sources for the information indicated:

NTSB - releases factual information regarding the incident and the causes after an investigation has been conducted. Agencies will not speculate about the cause of the incident prior to the completion of an investigation.

Airline - the passenger manifest (list of names of passengers and crewmembers on an aircraft) is released by the airline, not the airport.

FAA - releases information on air traffic control communication with the pilot of an aircraft involved in an incident.

Transportation Security Administration (TSA) - in hijacking/air piracy events, the TSA has sole responsibility of the aircraft while the doors are closed. Once the doors are open, the FBI and local authorities take over.

Coroner/Medical Examiner - makes initial confirmation of any deaths resulting from the crash of a plane or other incident, and information will not be released until family members are notified.

Federal Bureau of Investigation (FBI) - in hijacking/air piracy incidents, the FBI has jurisdiction if the event takes place while the aircraft is on the ground. Because a hijacking is a federal offense, FBI spokespersons will be responsible for official statements regarding an incident. The media is asked to exercise discretion in covering a hijacking, since some information could compromise the safety of the passengers aboard the aircraft.

Telephone Numbers

Phoenix-Mesa Gateway Airport Authority Staff

PIO (Monday - Friday 8:00 a.m. – 5:00 p.m.)
480-988-7618
Cell 480-406-7456

Kevin Mentzer, Operations Manager
kmentzer@phxmesagateway.org
480-988-7713

Casey Denny, Deputy Director
cdenny@phxmesagateway.org
480-988-7608

Other Agencies

FAA
Office of Public Affairs – Washington, DC
202-267-3883
202-267-3333 after hours Operations Center

FAA
Office of Public Affairs -Los Angeles
310-725-3580
310-725-3300 after hours Operations Center

NTSB
Office of Public Affairs
202-314-6100

FBI
Phoenix Office
602-279-5511

TSA
571-227-2829

Glossary of Airport Terms

Air Operations Area (AOA) - The area inside the security fence where aircraft operate. The AOA includes the active runways, taxiways, ramp and turf areas. The AOA is considered a restricted area and is off-limits to the general public.

Air Traffic Control Tower (ATC) - The Federal Contract Tower facility that uses air/ground radio communications, visual signaling and other devices to provide ATC services to aircraft operating in the vicinity of an airport or on the movement area.

Aircraft Rescue And Fire Fighting (ARFF) – The City of Mesa Fire Department personnel and equipment used to fight aircraft fires and to rescue anyone on-board aircraft.

Airport Operations Manager - The Operations Manager is responsible for the day-to-day operations of the airport, including coordinating emergency response operations. The Operations Manager reports to the Deputy Director.

Airport Public Information Officer (PIO) - This individual is responsible for external communications for the airport.

Alert 1 - Indicates an abnormal, potentially hazardous aircraft or airport condition. Any aircraft difficulty that would require emergency equipment to stand-by in an advanced state of readiness. When time permits, an Alert 1 precedes an Alert 2.

Alert 2 - Indicates an aircraft approaching the airport is having difficulty (examples include engine on fire, landing gear problems, no hydraulic pressure). Emergency equipment shall proceed to pre-determined stand-by positions to await development of a potential emergency.

Alert 3 - Indicates an aircraft involved in an accident on or near the airport and emergency equipment shall proceed immediately to the scene.

Apron/Ramp - A defined area, on a land airport, intended to accommodate aircraft for purposes of loading or unloading passengers or cargo, refueling, parking or maintenance. Note: "tarmac" is a tar-based surface. Phoenix-Mesa Gateway Airport aprons are concrete.

Deputy Director - The Deputy Director is the assistant to the Executive Director and provides oversight for several operating departments, including Operations & Maintenance.

Executive Director - The Phoenix-Mesa Gateway Airport Executive Director is responsible for the overall operation of the airport.

Fixed Base Operator (FBO) - An airport business that offers one or more of the following services: fuels, maintenance, aircraft sales and charter, flight training and flight planning facilities.

General Aviation - That portion of civil aviation that encompasses all facets of aviation except air carriers holding a certificate from the FAA and large commercial aircraft operators.

Notice To Airmen/NOTAM - A notice containing information (not known sufficiently in advance to publicize by other means) concerning the establishment, condition or change in any component (facility, service, procedure or hazard in the Airspace System) the timely knowledge of which is essential to personnel concerned with flight operations.

Traffic Pattern - The traffic flow that is recommended for aircraft landing at, taxiing on, or taking off from an airport. The components of a typical traffic pattern are upwind leg, crosswind leg, downwind leg, base leg and final approach.

