



Pensacola International Airport Media Information Guide

2430 Airport Boulevard, Ste 225

Pensacola, Florida 32504

850.436.5000

www.flypensacola.com

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MEDIA GUIDE

Preface

The purpose of the Pensacola International Airport Media Guide is to provide the local and national news media organizations and their crews and reporters with information to work most effectively with the staff at Pensacola International Airport and the City of Pensacola. It is the airport's intent to cooperate with the news media as much as possible without compromising safe and orderly airport operations.

The Pensacola International Airport is owned and operated by the City of Pensacola. Airport Management Staff:

Daniel Flynn, Airport Director
Byron Burkhart, Assistant Airport Director – Operations
Andrea Kvech, Assistant Airport Direction - Finance
Michael Laven, CPA, A.A.E., Airport Administration and Contracts Manager
Belinda Zephir, CTC, Air Service Development Manager
Rebecca Oberto, Marketing Manager
Rob Weber, Airport Operations Manager

Inquiries

Media inquiries should be directed to the Airport Operations Center (AOC) at (850) 436-5000. The AOC is staffed 24 hours a day, 7 days a week. During normal business hours the AOC can connect you to the Marketing Manager.

An information kit is available upon request which will provide:

- media guide
- airfield map
- PNS fact sheet
- history
- general aviation information

News Releases

News releases are issued to describe changes in services, airport construction, notices to travelers during severe weather, busy seasons, and as needed. The news releases are immediately made available online at www.flypensacola.com. *To receive a copy of news releases directly by email, contact the Airport Marketing Manager to be placed on the news release send list.*

Press Briefings

The Pensacola International Airport may call a press briefing for any of the following reasons:

- The Airport has a major announcement that will affect travelers
- Airport Management would like to draw the public's attention to an issue of importance at the Airport
- Any ongoing issues.

The official location for these meetings will be held at the WSRE media facility at Pensacola State College. (*Map page 12*)

Advance media advisories will be issued to alert you of upcoming events and press releases. Other material will be provided at the event.

Emergencies

It is the policy of the Pensacola International Airport to cooperate with the news media to the greatest extent possible. Our primary responsibilities, however, are safe and orderly airport operations. When there is an emergency situation at Pensacola International Airport that is expected to generate extensive media attention, the following procedures will serve as our guidelines:

1. The early minutes of an emergency situation are spent in responding to the emergency and calling in appropriate staff. If a situation is expected to require an escort for the media to a site on the airfield, the media will be advised to report to the media staging area at WSRE located at Pensacola State College directly across 12th Avenue.
2. Press briefings may be scheduled in a selected briefing/coordination center for the media. This location is also at WSRE.

3. Briefings may be conducted by the Airport Director, Assistant Director or the Marketing Manager, as the situation warrants. If an aircraft accident is involved, the National Transportation Safety Board (NTSB) investigating team will take charge of the investigation and the release of any information relative to that investigation. In circumstances where only property damage occurs, the Federal Aviation Administration may conduct the investigation.
4. During an emergency situation, the Pensacola International Airport representative will be able to provide the following information **ONLY**:

- Date and time of incident
- Name of Airline
- Type of aircraft and flight number
- Number of persons on board (if confirmed)
- Runway affected
- General description of the incident
- Impact on airport operations

NOTE: All other information must be provided by the airline representative or the NTSB. Airport personnel will only provide information that has been confirmed by the airline or, the appropriate federal agency.

5. Only members of recognized media organizations with appropriate visible identification will be permitted in media briefing areas and on the Air Operations Area (AOA) or transported to the scene of the emergency. The Assistant Airport Director-Operations or Airport Director will determine whether media will be escorted onto the AOA. At times, it may be necessary to pool media resources.
6. Based on the nature of the situation at hand, the official in charge will determine any restrictions on the movement of the media that may be necessary to allow a safe and orderly response to the incident.
7. 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 high intensity lighting that may affect the response to the situation.
8. The media must NOT restrict the public's access to gates, ticket counters, baggage areas or other areas in the terminal.
9. Pensacola International Airport's first responsibility is to the passengers, their families and their right to privacy. If any individual is reluctant to be interviewed or photographed, the airport will support their decision. In addition, during an aircraft accident, access to passengers may be subject to approval by the involved airline, or the NTSB.
10. 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.
11. The Pensacola International Airport will make every effort to provide a working area for credentialed media.

12. In a non-aircraft emergency situation, the Marketing Manager will coordinate the release of information with the Assistant Airport Director-Operations or Operations Duty Manager in charge of the emergency response. Airport police are in charge of investigating traffic accidents and criminal activities on airport property. Fire officials handle fire and rescue operations.

As a Rule, during an emergency

13. The cause of an aircraft crash or incident is released by the NTSB and the airline involved after an investigation has been conducted. Until then, no agency will speculate about the cause of the incident.
14. The passenger manifest (list of names of passengers and crewmembers on an aircraft) is released by the airline, not the airport.
15. Information on air traffic control communication with the pilot of an aircraft involved in an incident is released by the FAA, not the airport.
16. Initial confirmation of deaths resulting from the crash of an airplane is made by the coroner, medical examiner, or other designated law enforcement officers, and information will not be released until family members are notified.

Agencies Involved in Emergency Situations

- **Pensacola International Airport Operations Division**

The Operations Division assumes operational control and security of the Airport during aircraft emergency situations.

- **Pensacola International Airport Police Division**

The Airport Police Division is responsible for establishing and maintaining security in the concourse, terminal building, and parking areas. (The law enforcement officers also maintain patrol of the airfield area.)

- **Pensacola International Airport Aircraft Rescue and Fire Fighting (ARFF)**

The Airport ARFF crews (Pensacola Fire Rescue) are responsible for firefighting and emergency medical rescue operations at PNS.

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

The NTSB and the Federal Aviation Administration (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 airport's operations and marketing staff may assume a support role to the NTSB or the FAA at their request.

- **Federal Aviation Administration (FAA)**

Various branches of the FAA have responsibilities in an aircraft emergency. The FAA operates the control tower at Pensacola International Airport 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 Tower at the Airport, the Airport Operations Division assumes control of the situation.

- **Involved Airline**

The involved airline 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.

- **Department of Homeland Security, Transportation Security Administration**

The Transportation Security Administration (TSA) exists to protect the nation's transportation systems. TSA has the final responsibility for security at airports throughout the nation. In such an event, the TSA also 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. 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 in such a situation.

Emergency Categories

Alert 1 (precautionary landing/take off)

Pensacola Tower personnel will normally advise Pensacola Fire Rescue that a potential emergency exists that may require dispatch of emergency equipment at a later time. Emergency equipment will usually be on stand-by in quarters.

Alert 2 (potential emergency)

Pensacola Tower personnel will normally advise Pensacola Fire Rescue that an emergency exists that requires dispatch of emergency equipment. Emergency equipment responds to predetermined locations.

Alert 3 (accident)

Pensacola Tower personnel will advise Pensacola Fire Rescue that an accident has occurred requiring immediate dispatch of emergency equipment to the scene of the emergency to commence firefighting and/or rescue operations.

Airport Fast Facts

Official Airport Name: Pensacola International Airport

Three Letter Identifier: (PNS)

Owner: City of Pensacola

Location: PNS is located in Escambia County, approximately three miles northeast of the central business district of the City of Pensacola. Escambia County is located on the Gulf of Mexico in the extreme western portion of the Florida Panhandle and borders the State of Alabama on the west and north. On the east, Escambia County is bordered by Santa Rosa County, Florida. Pensacola is Central Time Zone.

Elevation: 121'

Acreage: 1,400 acres

Contact: Mr. Daniel Flynn, Airport Director, 2430 Airport Blvd., Suite 225, Pensacola, FL 32504, (850) 436-5000, fax: (850) 436-500

Email: dfflynn@cityofpensacola.com

Web Site: www.flypensacola.com

Runways: Runway 17-35, Orientation is North-South, Length 7,004 feet

Runway 08-26, Orientation is East-West, Length 7,000 feet

Parking: Short and long term parking for over 2,331 spaces.

2009 Passengers: 1,398,502 total passengers

Airport History – 1935 – 2014 79th Anniversary

The development of the Pensacola International Airport began during the Great Depression. Conner Hagler, owner of the San Carlos Hotel, and Harry Blanchard, a barnstorming pilot originally from Virginia, bought 504 acres of thick woodland on Skinner's Mill Road (12th Avenue) in 1933. The first commercial flight in Pensacola landed on 7 April 1934, with a 14-passenger tri-motor Stinson of Atlantic and Gulf Coast Airlines. At that time, Pensacola's airport began operation with two grass-strip runways and an old hangar which had once belonged to the Navy. In 1935, the City of Pensacola sponsored a project through the Works Progress Administration to develop a permanent municipal airport. This project provided jobs for 400 Pensacolians in the midst of the Depression. November 1938 commenced regular commercial service to the Pensacola Municipal Airport with National Airlines' twin-engine Lockheed Electras.

Although civilian air service continued, from 1942 to 1945, the U.S. Navy was granted command of the airport during World War II. Pensacola was the only municipal airport operating on the coast between New Orleans and Tallahassee for the few restricted commercial flights available. While under the lease of the Navy, the airport expanded to 1200 acres, two new runways were built and the existing runways were expanded to 5,000 feet by 200 feet. Following the end of the war, control of the airport reverted back to the city.

The 1950's saw the airport gain a stronger sense of permanence with the construction of a new terminal (12,000 square feet) and control tower. Parts of "The Wings of Eagles", with John Wayne, Maureen O'Hara, Dan Dailey and director John Ford, were filmed at the airport in 1956. Technical improvements highlighted 1957, with runway approach lights and the instrument landing system (IL S).

The increased viability of commercial transport in Pensacola led to significant occurrences in the 1960's. The FAA reported in October 1963, that the Pensacola area had the densest air traffic in the United States, which included military, commercial carrier and general aviation activity. The terminal was renovated in 1964; and in April the airport was identified as the 9th busiest in Florida. Eastern Airlines Boeing 727 was the first commercial jet ever to land at the airport on August 25, 1965. A new parking lot was completed in May 1966; and in June the United States Navy donated a Blue Angels' F-11 Grumman Tiger which now serves as the primary landmark at the airport entrance. On February 27, 1968, National Airlines inaugurated the first jet service to Pensacola. The service offered direct jet flights to and from Washington, D.C. and New York with their Boeing 727.

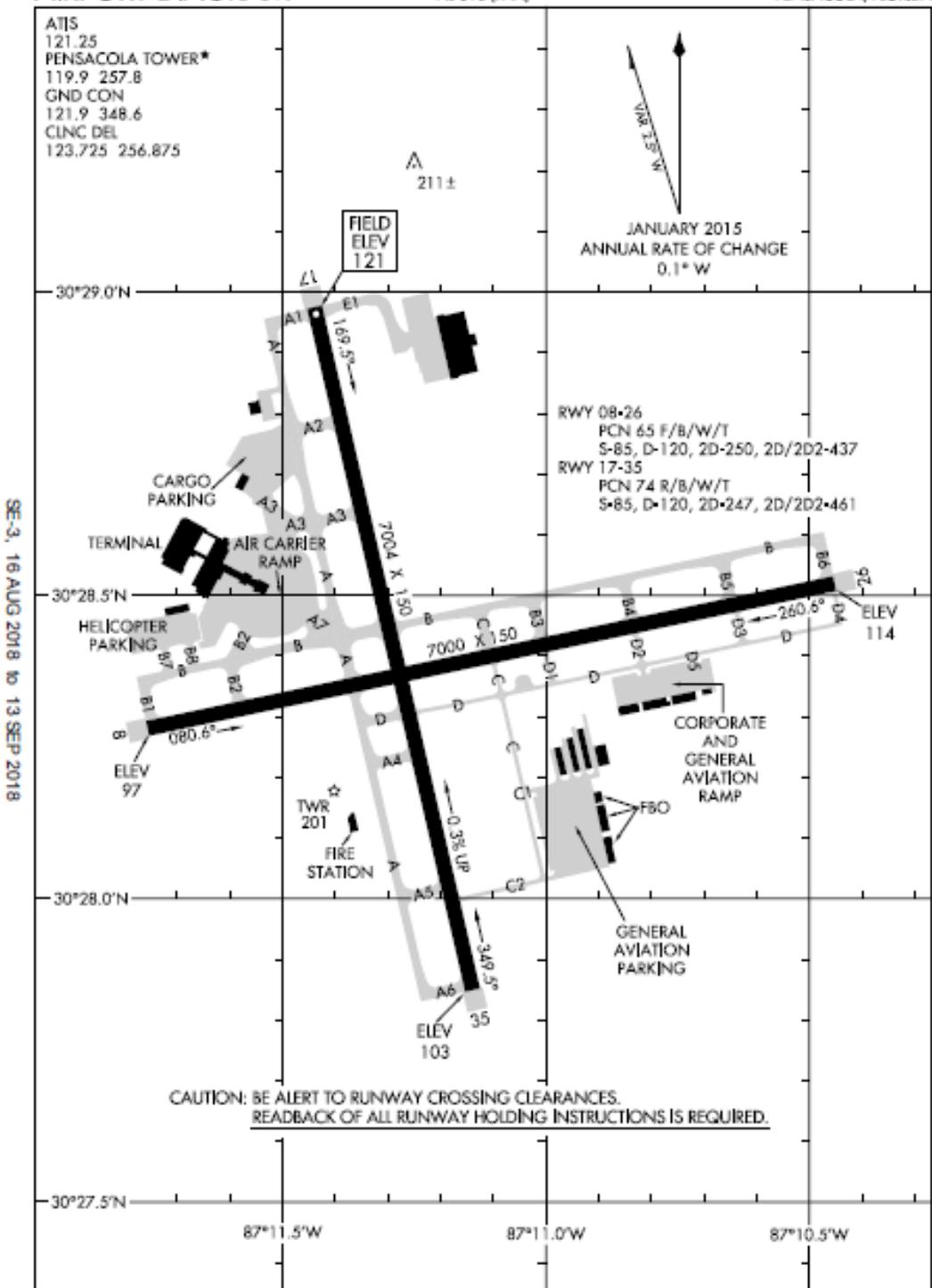
The 1980's and 1990's witnessed a flurry of construction activity that transformed the Pensacola Municipal Airport into Pensacola Regional Airport. Dramatic changes occurred in nearly every aspect of the airport. The entrance to the airport was moved from College Boulevard to Airport Boulevard. The terminal was completely remodeled and completed in 1990. Additional gates, a second floor, increased baggage capacity and a parking garage with a skywalk to the concourse created a new and enjoyable experience for passengers. Runways were extended, a new control tower was dedicated in 1995, and General Aviation operations were moved to the southeast area of the airport property. This preparation for future traffic is understandable; between 1989 and 1995 traffic at Pensacola Regional Airport increased 52%. A multi-level garage was opened in September, 1999.

From the early propeller driven tri-motor aircraft of the 1930's to the jet powered airliners of the 21st century, the airport has grown with the demand for air travel. Pensacola International Airport has shown that throughout its history, the airport has and will continue to grow and adapt to the ever-changing environment of air travel.

18200
AIRPORT DIAGRAM

AI-318 (FAA)

PENSACOLA INTL (PNS)
 PENSACOLA, FLORIDA



SE-3, 16 AUG 2018 to 13 SEP 2018

SE-3, 16 AUG 2018 to 13 SEP 2018

AIRPORT DIAGRAM
 18200

PENSACOLA, FLORIDA
PENSACOLA INTL (PNS)

Directory

Administration	(850) 436-5000 8:00 a.m. to 5:00 p.m. Monday-Friday 2430 Airport Blvd., Ste 225, Pensacola 32504
Airport Operations Center	(850) 436-5000 24 hours a day
Airport fax number	(850) 436-5006
Lost and Found	(850) 436-5000
Airport Public Conference Room	Located on 2nd Floor of terminal room #3
Escambia County Emergencies	911
Commercial Airlines	
American Airlines	(800) 433-7300
Delta Air Lines	(800) 221-1212
Frontier	(801) 401-9000
Silver Airways	(800) 229-9990
Southwest Airlines	(800) 435-9792
United	(800) 864-8331
Air Cargo	
Delta	(850) 439-6139
Parking	
Republic Parking	(850) 435-8767
Fixed Based Operators	
Innisfree Jet Center	(850) 436-4500
Pensacola Aviation Center	(850) 434-0636
Other Airport Services	
Heliworks	(850) 438-6056
Lifeguard Air Ambulance	(850) 473-6776
PNS Naval Flying Club	(850) 434-1675
Skywarrior	(850) 433-6115
USO Office	(850) 455-8280 – Located on second level of Terminal
Weather Service	(251) 633-6443

Government Agency Contacts:

Transportation Security Administration	(850) 430-2220
Department of Transportation	(202)-366-4570 Office of Public Affairs 400 7 th Street SW Room 10414 Washington, DC 20590
Federal Aviation Administration	(202)-267-3883 Office of Public Affairs 800 Independence Avenue SW Room 908 Washington, DC 20591
National Transportation Safety Board	Ph (202)-314-6100 Office of Government, Public & Family Affairs 490 L' Enfant Plaza East SW 6 th Floor Washington, DC 20594

Pensacola Local Agencies:

American Red Cross	Mr. Jerry Kindle Office: 850-432-7601 Ext. 13 Fax: 850-607-8221 Email: jerry.kindle@redcross.org
Escambia County Sheriff's Office	Ms. Amber Southard Office: 850-436-9277 Cell: 850-554-2369 Email: absouthard@escambiaso.com
Escambia County Emergency Management	Joy Tsubooka Office: 850-595-3629 Cell: 850-393-8304 PIO Office (downtown) 850-595-3476 PIO Office (EOC) 850-471-6462 850-471-6463 Email: jtsubooka@myescambia.com Email: cmr@myescambia.com
Santa Rosa County Emergency Management	Brandi Whitehurst Office: 850-983-5254 Email: pio@santarosa.fl.gov
Santa Rosa Sheriff's Office	Sgt. Rich Aloy Office: (850) 983-1225 Email: raloy@srsso.net

Airline Media Contacts- POI

American Airlines – Corporate Communications office (817) 967-1577
mediarelations@aa.com

Delta Airlines – Corporate Communications office – (404) 715-2554
media@delta.com

Frontier Airlines – Corporate Communications office – (720) 374-4560
media@flyfrontier.com

Silver Airways – Media Relations office (954) 566-1522
mediarelations@silverairways.com

Southwest Airlines – Media Relations office (214) 792-4847
swamedia@wnco.com

United Airlines – Media Relations office (872) 825-8640
media.relations@united.com

Government Media Contacts

FAA – Laura Brown (202) 267-3883 Fax (202) 267-5093
laura.brown@faa.dot.gov

NTSB – Ted Lopatkiewicz (202) 314-6100 Fax (202) 314-6110
lopatt@ntsb.gov

DOT – Brian Turmail (202) 366-4570 Fax (202) 366-6337
robert.johnson@ost.dot.gov
publicaffairs@phmsa.dot.gov

TSA – Sari Koshetz, Public Affairs Manager (571) 227-2829
sari.koshetz@dhs.gov

Media Briefing Location

