



Media Resource Guide

March 2017

Members of the News Media,

We've had some changes recently involving the department at the Tucson Airport Authority responsible for media relations. To help you in covering news stories involving the TAA and its two airports, Tucson International Airport and Ryan Airfield we're taking this opportunity to update you on those changes.

Primary Contact:

Jessie Butler

Public Relations Administrator

Direct phone: (520) 573-4835

Mobile/text: (623) 399-7240

Email: jbutler@flytucson.com

The TAA Business Development and Marketing Department is responsible for media relations and all staff members have received training to be Public Information Officers, and any one of them may be designated as such for a specific situation but the primary contact serves as your regular "go to" person. Please notify Jessie Butler in advance of coming to the airport so she can help facilitate arrangements, including coordinating with the appropriate TAA agencies, advising the TAA Police Department and getting you the information you need.

Other Contacts:

If the primary contact is unavailable during normal business hours, the fastest way to reach the Business Development and Marketing Department is:

Tucson Airport Authority Administration Office
[7250 South Tucson Blvd., Suite 300](#)
(3rd Floor, Tucson International Airport terminal building)
Phone: (520) 573-8100

Other Contacts:

David Hatfield

Senior Director, Business Development and Marketing

Direct phone: (520) 573-4840

Mobile/text: (520) 237-0679

Email: dhatfield@flytucson.com

Viki Matthews

Community Relations Administrator

Direct phone: (520) 573-8187

Mobile/text: (520) 248-1395

Email: vmatthews@flytucson.com

We understand time is of the essence and TAA representatives will make their best efforts to respond to media requests as quickly as possible. Please know that TAA can provide information only on matters within its jurisdiction.

Among airport users who are outside TAA jurisdiction are the airlines, Air National Guard, Federal Aviation Administration, the Transportation Security Administration, U.S. Customs and Border Protection and other tenants.

Emergency Situations

An updated version of TAA's Media Protocol is in the works. If you would like a copy when it is ready, please contact Jessie Butler.

There are three levels of aircraft emergency categories:

- **Alert 1 – Precautionary** – Indicates an aircraft is experiencing a minor in-flight difficulty. Emergency personnel and equipment are on stand-by and may be dispatched at a later time.
- **Alert 2 – Potential Emergency** – Indicates an aircraft is experiencing significant difficulties. Emergency personnel and equipment are dispatched to stand-by positions on the airfield.
- **Alert 3 – Accident** – Indicates an accident is imminent or has occurred requiring emergency personnel and equipment to be dispatched to the scene.

During an emergency situation, the TAA's highest priority is to provide for the safety and security of those involved. A TAA representative is assigned to the Emergency Operations Center and is designated as the Public Information Officer to make statements as quickly as possible when it is appropriate.

Information released to the media about an emergency will consist of the following, if known:

- **Type of incident**
- **Time of occurrence**
- **Location**
- **Type of aircraft**
- **Number of occupants**
- **Whether a fire was involved**
- **Flight number, if commercial airline**
- **Origin or destination of flight**

Situation briefings for media will be conducted at a location near, but away, from the on-site command post. TAA will notify media of the location of briefings. When the National Transportation Safety Board (NTSB) is involved, it will determine TAA's role with the media.

Access to the scene of an emergency is dictated by the Federal Aviation Administration. TAA media representatives will provide as much assistance as is permissible for media access. (Note: An Alert 3 outside of TAA's jurisdiction is subject to the public safety agency where it occurred.)

In addition to aircraft incidents, TAA emergencies can include an aircraft hijacking or hostage taking, incidents involving hazardous materials, adverse weather conditions and other public safety incidents involving TAA Police Department and/or TAA Fire Department.

Media Parking

When covering news at Tucson International Airport, the best option for parking is the Hourly Parking lot directly in front of the main terminal. With advance notice, TAA can validate parking. Due to federal security regulations, TAA cannot allow parking of any vehicles on the roadways in front of the terminal building.

About the Tucson Airport Authority

The Tucson Airport Authority is a nonprofit organization created in 1948 by Arizona state charter to operate Tucson International Airport and Ryan Airfield. TAA membership is made up of 85 volunteers representing the service areas of the airports. A 10-member Board of Directors oversees TAA policy decisions.

TAA has no taxing authority. Funding for its operations comes from revenues from parking, space rentals, lease rentals, aircraft landing fees and concessions. Federal and state grant money is used to help fund capital improvements.

Tucson Airport Authority Mission Statement

The mission of the Tucson Airport Authority is to promote aviation and foster economic development by strategically planning, developing and operating the safest, most effective and efficient airport system in southern Arizona.