



PUBLIC INFORMATION PLAN

**Greeley-Weld County Airport Authority
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GREELEY-WELD COUNTY AIRPORT PUBLIC INFORMATION PLAN

I. GENERAL

This Public Information (PI) Plan is designed to provide the general public and media organizations with information relevant to facilitating an effective relationship with the Greeley-Weld County Airport Authority concerning dissemination and release of information about the operations of the Greeley-Weld County Airport. It further provides those policies and procedures which individuals and media organizations should utilize when gathering data about the airport, or when responding to a newsworthy event at the airport. This PI Plan provides information or references to locations where operational information about the airport can be found without the assistance of airport staff.

II. PUBLIC INFORMATION CONTACTS

The designated Public Information Officer (PIO) for the Greeley-Weld County Airport is the Airport Manager, or, in his absence, the Assistant Airport Manager. No other employees of the Greeley-Weld County Airport Authority are authorized to release information concerning newsworthy events, including information about emergency situations at the airport. It should be noted that information, quotes, or data provided by pilots, airport tenants or their employees, or other witnesses to an incident, do not represent the Greeley-Weld County Airport Authority, or its opinions or views.

All inquiries should be directed as follows:

Michael A. Reisman, A.A.E.
Airport Manager
(970) 336-3001 (Office)
(970) 397-8851 (Cell)
Email: Reisman@gxy.net

Kevin Freiberg, A.C.E.
Assistant Airport Manager
(970) 336-3002 (Office)
(970) 397-8852 (Cell)
Email: kfreiberg@gxy.net

Regular office hours are from 8:00 A.M. to 5:00 P.M. Monday through Friday, except holidays. All inquiries should be directed to the office first, and cell phones only for after hours inquiries. The main phone number for airport administration is (970) 336-3000. The airports fax number is (970) 336-3030.

III. PUBLIC INFORMATION DATABASE

A database of information concerning the operations and procedures of the Greeley-Weld County Airport is maintained on the airport's web site at www.gxy.net. General information about the airport can be obtained by clicking on the appropriate link. Policies, procedures, and other information relevant to this PI Plan can be found under the PUBLIC INFORMATION link.

IV. NEWS RELEASES

The Greeley-Weld County Airport will issue news releases regarding the airport, aviation related activities, and when other newsworthy events may take place. These shall be transmitted electronically via email, and/or via fax to those persons and agencies on the Media Contact List. Any organization which wishes to be added to the Media Contact List may do so by requesting such through airport administration.

A news release database is maintained on the airport's web site at www.gxy.net, under the PUBLIC INFORMATION link.

V. NEWSLETTERS

The Greeley-Weld County Airport publishes a quarterly newsletter which is electronically transmitted via email to a tenant broadcast list, as well as the Media Contact List. The quarterly electronic newsletter contains information about recent or upcoming happenings and events at the airport, and also serves as a communication outlet for tenants and airport based businesses to notify others of their newsworthy information. A database of past newsletters is available on the airport's web site at www.gxy.net under the PUBLIC INFORMATION link.

VI. PHOTO GALLERY

A variety of digital photographs of the Greeley-Weld County Airport and its operations are available in the Photo Gallery located on the airport's web site at www.gxy.net under the PUBLIC INFORMATION link. Each of these photos are the sole property of the Greeley-Weld County Airport Authority. While individuals and media entities are permitted to download and utilize these photos for personal use or news related stories about the airport, their use for commercial purposes beyond this scope is not permitted without prior written permission of the Greeley-Weld County Airport Authority.

VII. PHOTOGRAPHY & FILMING

Photography of any restricted area of the Greeley-Weld County Airport is prohibited except with written permission of the Greeley-Weld County Airport. Please contact airport administration. Policies concerning photography and filming of individuals, aircraft and areas of the airport which have been involved in an accident are provided in Section XI below. The use of any photo or video of

the Greeley-Weld County Airport, its facilities and operations for commercial use is prohibited without the written permission of the Greeley-Weld County Airport Authority.

VIII. WEB CAMERA ACCESS

Several web based cameras located at the Greeley-Weld County Airport provide limited views of the airfield and operations at the airport. These cameras provide real time images, and can be accessed from the home page of the airport's web site at www.gxy.net. Images captured from any camera located at the airport are the sole property of the Greeley-Weld County Airport, and use of such images for commercial purposes is prohibited without the written permission of the Greeley-Weld County Airport Authority.

IX. AIRPORT STAFF INFORMATION

A listing of all airport staff and members of the Airport Board of Commissioners is available on the airport's web site at www.gxy.net under the DIRECTORY and AIRPORT AUTHORITY links. Additionally, personal biographies of key management staff are also available under the PUBLIC INFORMATION link.

X. AIRPORT HISTORY

A brief history of the Greeley-Weld County Airport is available on the airport's web site at www.gxy.net, under the PUBLIC INFORMATION link. Additional details beyond that posted to the web site can be obtained by calling airport administration.

XI. AIRCRAFT ACCIDENTS AND OTHER EMERGENCIES

During and immediately following an aircraft accident or other emergency on the Greeley-Weld County Airport, airport staff priorities will first be the safety of persons and property within the airport environment. It is the policy of the Greeley-Weld County Airport Authority to cooperate with media organizations to ensure that they are capable of obtaining accurate and sufficient information to carry out their reports, including photos or video of the scene. Precedence will be given, however, to safeguarding lives and property during an emergency, and to maintaining safe and efficient aircraft operations. Media personnel and equipment will be given access to locations of the airport affected by an emergency once the scene of the emergency has been stabilized and the safety of media personnel can be assured.

a. MEDIA GATHERING LOCATION & PARKING

The designated location for the media to report to when undertaking a story relevant to an aircraft accident or other emergency situation on the airport is the Airport Terminal & Administration Building. The terminal is located at 600 Airport Road, Greeley, CO, and is described as the

concrete block building with the blue metal roof. Media personnel should report to the terminal lobby and check in at the front desk. Media personnel are requested to keep noise levels to a minimum however in this location, as personnel located at the front desk may be involved in helping to coordinate the emergency. Front desk personnel will contact airport management and inform them that media personnel are present.

Media personnel may park vehicles in the marked parking spaces at the terminal building. However, if marked parking spaces are not available, vehicles, including remote live broadcast vehicles, should be parked along the shoulder of Airport Road near the terminal. Under no circumstances should any vehicle be parked even temporarily in the driving lane of the terminal building parking lot, as the security access gate which accesses the airfield from this area is typically used by responding emergency vehicles, and vehicles parked in the driving lane will block emergency vehicle access.

b. ACCESS TO AN ACCIDENT OR EMERGENCY SCENE

As soon as the scene of an accident or other emergency is considered to be stabilized and safe by both airport and Fire Department personnel, airport staff and/or Fire Department representatives if available, will either meet with media personnel at the terminal, and/or provide an escort of media personnel to the scene of the accident or emergency. All areas of the airfield beyond fencing, gates and buildings, are designated restricted areas, and entry into such restricted areas by the media without escort or permission from the Airport Manager or Assistant Airport Manager is not permitted. Media personnel who ignore the airports security procedures and gain access using means other than those described above, will be considered trespassing.

c. INTERVIEWS

The Airport Manager, or in his absence, the Assistant Airport Manager, are the only individuals who officially represent the Greeley-Weld County Airport, and the Greeley-Weld County Airport Authority. Other individuals, including pilots, airport tenants, tenant employees, or other witnesses, do not officially represent the Greeley-Weld County Airport, or the Greeley-Weld County Airport Authority. Airport officials will conduct interviews (including on-air and on-camera) with media personnel when requested, after those duties that take precedence have been fulfilled. Airport officials will not speculate on the cause of any accident, but will provide facts concerning the event, emergency response, type of aircraft, number of victims and injuries, and the operational status of the airport.

Additionally, airport officials will respect the privacy of victims and other persons involved in an aircraft accident, and will not release the name of any victim, aircraft owner or operator, or other person involved. The

media will not arbitrarily be denied access to any such person, but airport officials will support the decision of any such person who chooses not be interviewed or photographed. Access to any victim or other individual involved in an aircraft accident may be subject to approval by the Federal Aviation Administration, the Federal Bureau of Investigation, the National Transportation Safety Board, the Transportation Security Administration, or other agencies with appropriate jurisdiction.

d. NEWS HELICOPTERS

Immediately following an aircraft accident, the Greeley-Weld County Airport will typically be closed to all aircraft traffic, except air ambulance helicopters. News helicopters that respond to the Greeley-Weld County Airport to cover stories related to aircraft accidents or other emergencies are required to remain outside of the obvious physical boundaries of the airport, at an altitude at or above 1,000 ft. above ground level. This will ensure that rescue workers and victims are protected from any ground effects of helicopter operations, and will also ensure the preservation of the accident scene, while allowing the news helicopter to obtain video footage using camera equipment with zoom capabilities typical of such aircraft. News helicopters will not be permitted to land on any portion of the airport during its closure to aircraft traffic without advance permission of the Airport Manager or Assistant Airport Manager.

XII. REGULATORY AGENCIES

a. GREELEY-WELD COUNTY AIRPORT AUTHORITY

The Greeley-Weld County Airport Authority is an independent governmental entity which owns and operates the Greeley-Weld County Airport. During any emergency situation, the Airport Authority, through its Airport Manager, or in his absence, the Assistant Airport Manager, retains responsibility for the operational control of the airport. The Airport Authority, during most normal business hours, will be the initial responder to any aircraft accident, utilizing its own aircraft rescue apparatus and trained aircraft rescue firefighter personnel. Airport Authority personnel assume the role of Incident Command until the arrival of Fire Department personnel.

b. UNION COLONY FIRE RESCUE AUTHORITY

Union Colony Fire Rescue Authority (UCFRA) is the primary responding Fire Department for the Greeley-Weld County Airport. UCFRA will be notified via the 911 system of all aircraft accidents or other emergencies on the Greeley-Weld County Airport. Upon arrival on the scene, Incident Command is transferred from the Airport Authority to the ranking UCFRA official. Additional firefighting and rescue operations performed by airport

personnel are then at the direction of UCFRA.

c. GREELEY POLICE DEPARTMENT

The Greeley-Weld County Airport is located inside the City of Greeley, and the Greeley Police Department is the primary law enforcement agency with jurisdiction at the airport. During any emergency situation at the airport, airport officials will coordinate with the ranking Greeley Police Department official on the scene to organize any needs, crowd control, or other law enforcement related issues.

d. NATIONAL TRANSPORTATION SAFETY BOARD (NTSB)

The NTSB is the federal agency that typically investigates aircraft accidents involving serious injury or substantial property damage. The NTSB assumes custody of the aircraft and its contents upon completion of fire and rescue operations, and maintains custody until a full investigation has been concluded.

e. FEDERAL AVIATION ADMINISTRATION (FAA)

Various branches of the FAA have responsibilities in an aircraft accident. For accidents or incidents that do not involve serious injury or substantial property damage, the FAA's Flight Standards District Office (FSDO) safety investigators may be responsible for carrying out the accident investigation in lieu of the NTSB.

f. FEDERAL BUREAU OF INVESTIGATION (FBI)

The FBI has jurisdiction if a hijacking or hostage incident occurs aboard an aircraft that is still on the ground, or in other certain circumstances.

g. TRANSPORTATION SECURITY ADMINISTRATION (TSA)

The TSA is responsible for security relating to civil aviation, maritime and all other modes of transportation, including transportation facilities. Although the TSA presently does not regulate security at general aviation airports such as the Greeley-Weld County Airport, certain general aviation security related circumstances and events may be investigated and acted upon by the TSA.

APPENDIX A
SAMPLE PRESS RELEASE



NEWS RELEASE

Date: *The date you are sending this to the media*

FOR IMMEDIATE RELEASE

For more information, contact:

(Name, Department, Title)

(Phone Number)

(Email Address) optional

SUBJECT: *A brief topic or event description, typically 5 words or less*

(The body of the press release is very basic; who, what, where, when and why. The first paragraph of the press release should contain in brief detail what the press release is about.)

(The second paragraph explains, in detail: who cares; why you should care; where one can find it; when it will happen. Also, included in the second paragraph is generally a quote that gives the release a personal touch. Touchy-feelies go a long way with journalists. Press releases and news stories are boring to journalists without a 'human interest'. The third and generally final paragraph identifies department contact information and where the reader can get information, i.e. website, phone numbers, etc.)

(The content of the press release should be typed in a clear, basic font (Times New Roman is preferred). Your release should be about a page and generally no more than 400 to 500 words. If your press release exceeds one page, the second page should indicate 'Page Two' in the upper right hand corner and –more- should appear at the bottom of the first page. Journalistic standards have set basic parameters to define the end of a press release: ### these three # symbols, centered directly underneath the last line of the release indicate the end of a press release. Finally, verify your facts and check your spelling. Once a mistake is printed or reported in the media it is difficult to get it corrected.)

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APPENDIX B

MEDIA CONTACT LIST

(Not Included in Web Site Download)