

# HCDA Media Guide

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The Horry County Department of Airports' (HCDA) objective is to facilitate the needs of the news media and its coverage of events on airport property (including Myrtle Beach International Airport (MYR) and its three General Aviation airports - Grand Strand Airport (CRE), Conway Horry County Airport (HYW), and Twin City Airport (5J9)) within its capability. However, the responsibility of safeguarding lives and property takes precedence in all situations. The Department of Airports is also responsible for preserving incident sites for investigation and preventing evidence from being destroyed or disturbed.

HCDA can only provide information within its jurisdiction as the airport operator and will only respond when the actions or property of the Department of Airports is involved. All inquiries should be directed to the HCDA's Media Contact. In order for HCDA to maximize its service to the media it is essential that journalists cooperate by following the safety rules and procedures stated in this guide. For security purposes, please contact the HCDA Media Contact before arriving to any of the County airport.

## **Policy – HCDA Authorized Media Representative**

HCDA employees, with the exception of the designated Airport representative, are prohibited from providing oral and/or written statements on behalf of the HCDA to members of the media. When approached by members of the media, HCDA employees are required to direct the media to the designated Media Contact.

When appropriate, HCDA will refer questions to the airline or the governmental agencies involved. At no time will the HCDA representative act as spokesperson for another department, agency or airline.

## **Applicability**

The HCDA Media Guide is applicable for events at Myrtle Beach International Airport (MYR), Grand Strand Airport (CRE), Conway Horry County Airport (HYW), and Twin City Airport (5J9) unless defined differently.

## Glossary of Terms & Acronyms

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.

Alert IV (Accident) - Indicates that an off-airport accident is imminent or has occurred, requiring immediate dispatch of emergency equipment to the scene.

AOA - Air Operations Area

CBP – Customs Border Protection

Concourse - Post-security portion of the building were aircraft arrive and depart

Deplanements – the number of passengers that arrived at the airport on a specific flight and are getting off the aircraft

DHS - Department of Homeland Security

Enplanements - the number of passengers boarding a flight, including originations, stopovers and connections

En Route – from completion of initial climb through cruise and controlled descent to 1,000 feet above runway elevation. En route is a phase of flight.

FAA - Federal Aviation Administration

FBI - Federal Bureau of Investigation

HCDA – Horry County Department of Airports

Load Factor – the ratio of revenue passenger miles to the available seat miles

Media Contact – as designated by the Director of Airports

MYR – Myrtle Beach International Airport

NTSB - National Transportation Safety Board

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

## Reporting & Media Coverage

### Media Contact

Media inquiries, requests for interviews, and requests to film at any one of the airports managed by HCDA should be directed to, or other as designated:

Media Line (call or text): (843) 353-1431  
[lovellk@horrycounty.org](mailto:lovellk@horrycounty.org)

All messages and requests for return phone calls will be addressed as quickly as possible. If a call-back is requested, please make that clear in your message. In an attempt to expedite media requests all inquiries must be made through the Media Contact, using the designated "Media Line" above.

### Media Inquiries, Requests and FAQs

Editors, producers, reporters, journalist, and freelance writers should direct all inquiries and requests to the Media Contact listed above. Reasons to contact HCDA Media Contact:

- Information about airport conditions, arriving/departing flights, or emergencies
- Facts, data, and statistics about airport operations
- Authorization to conduct passenger interviews inside the terminal
- Authorization to engage in photography or filming on airport property

In order to provide the most accurate and accessible information to the news media, HCDA is providing the following Q&A to enhance and facilitate coverage. Outlined are HCDA's, key federal and airline jurisdictions and responsibilities for specific news incidents and coverage topics.

**Q: If media leave a voicemail or e-mail message with HCDA expressing their intent to visit one of the airports to cover a story, is that sufficient?**

A: No. Clearance is not granted until the request is acknowledged and confirmed by an HCDA representative. If media come to the airport without getting clearance first, or gather information, pictures or video on parts of the airport they haven't been cleared to occupy they are subject to removal by police or security personnel.

**Q: Who's in charge of security checkpoints at the Myrtle Beach International Airport (MYR) and other airports around the country?**

A: The Transportation Security Administration (TSA) is responsible for checkpoints.

**Q: Who should the media or the public contact in regard to questions about operations at security checkpoints?**

A: All calls related to security checkpoints at MYR should be directed to the TSA. Contact the TSA for further information.

**Q: What are the latest TSA security measures?**

A. Visit the TSA's web site at <http://www.tsa.gov> for continuous updates.

**Q: What happens to those items confiscated by the TSA screeners?**

A: Items confiscated from passengers at security checkpoints are controlled by TSA. Contact the TSA for further information.

**Q: Who is responsible for air traffic?**

A: The FAA is responsible for air traffic control. Inquiries about aircraft operations or delays in the air traffic system should be directed to the regional public affairs office. The FAA reports aircraft delay information at: [www.fly.faa.gov](http://www.fly.faa.gov) . Real time flight status is also available on the Myrtle Beach International Airport (MYR) web site at: [www.flymyrtlebeach.com](http://www.flymyrtlebeach.com).

**Q: From an administrative standpoint, what is HCDA role in airports?**

A: HCDA is the landlord of the county's Airports, leasing gates and terminal and land space to airlines, concessionaires and other businesses while managing operational efficiencies of the airport ensuring Part-139 Airport Certification.

**Q: What is Part-139 Airport Certification?**

A: All federally certified airports are required to be operated and maintained in a safe and serviceable condition in accordance with minimum standards required or prescribed in Part 139, as defined by the FAA.

**Media Access**

When reporters or photographers are being dispatched to one of HCDA airports, media should call the Media Contact at least 30-minutes before their arrival to request "clearance," while providing the following information:

- Name of reporter and/or photographer
- Outlet affiliated
- Estimated time of arrival and expected duration of visit
- Location in terminal or elsewhere
- Reason for visit or topic being covered

In general, please be aware of the following:

- Media may only go beyond the TSA checkpoint if invited to do so by an airline, the TSA or HCDA. Otherwise, only ticketed passengers may go beyond the checkpoint into the gate areas.
- If someone in the media is a ticketed passenger and goes beyond the checkpoint intending to shoot photos, record video or sound, or get interviews, he/she must still follow the aforementioned procedures to get clearance.
- News media pilots of helicopters and other aircraft should observe standard flight

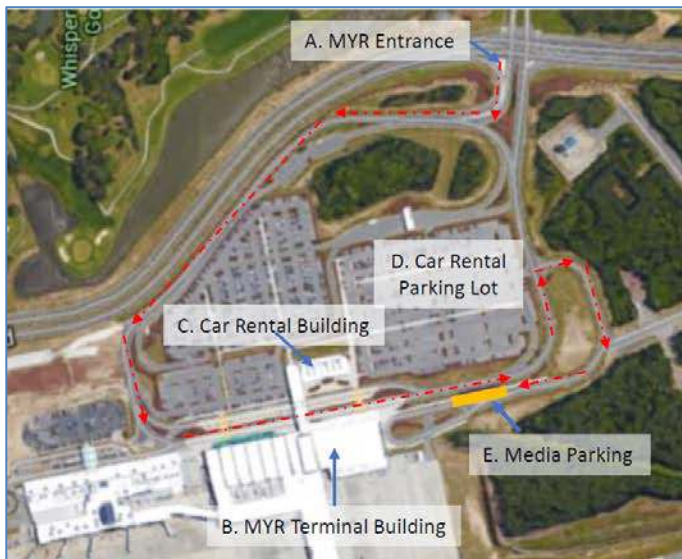
regulations. Additional temporary flight restrictions may be enacted during an emergency at one of HCDA's airports.

- First and most important, the same rules for securing clearance for media visits to the airport apply to live shots. If proper clearance has not been given, unauthorized media are subject to removal, even if they are in the middle of their live shot.
- News media access to the public areas of the Airport is the same as for the general public. However, access to the secure area is strictly controlled. On a case-by-case basis, access to post-security, nonpublic concourse and gate areas may be arranged in advance. In all cases, access is dependent upon the availability of properly credentialed personnel.
- Reporters and photographers who have not alerted the HCDA's Media Contact may be asked by law enforcement or security if they have clearance, including those attempting to park in the designated area.
- All members of the news media are asked to be mindful about blocking elevators, escalators, entrances, exits, impeding foot or vehicular traffic, etc. Avoid impediments to passengers who are attempting to check-in for their flight, claim their baggage or use the crosswalk to the Rental Car Facility.
- Be respectful of passengers who are concerned about missing their flights, as well as airline and TSA personnel who are busy doing their work to process passengers for departing flights.
- When on airport property, members of the media should have proper credentials identifying them as an employee of their organization.
- No reporting in or photography of TSA security checkpoints, officers, equipment, or passengers passing through security checkpoints is permitted without authorization from the TSA public information officer (see "Useful Telephone Numbers").
- 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 (see "Useful Telephone Numbers").
- In the event of local or national security breaches, heightened security alerts, security threats, and/ or related incidents, Transportation Security Administration (TSA), Federal Aviation administration (FAA), and airport officials will work together when responding to media inquiries and requests. At such times, access to airport property, facilities, or land may be restricted by airport law enforcement, fire and rescue, public safety, or other personnel.
- Unauthorized access 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.

## Parking of Media Vehicles - MYR

Complimentary short-term parking for “MARKED” radio station vans, TV live trucks, vans, etc. is available in the area located on the south end of the bag claim drive at the end of the sidewalk, behind the taxi stand.

All marked media vehicles and live trucks are subject to inspection by Airport Police Department personnel, including public safety officers. Booms on live trucks should not exceed 50 feet, if possible. If media vehicles are improperly parked, they will be towed at the owner's expense. No vehicles may be left unattended except in designated parking area.



**Media Parking**

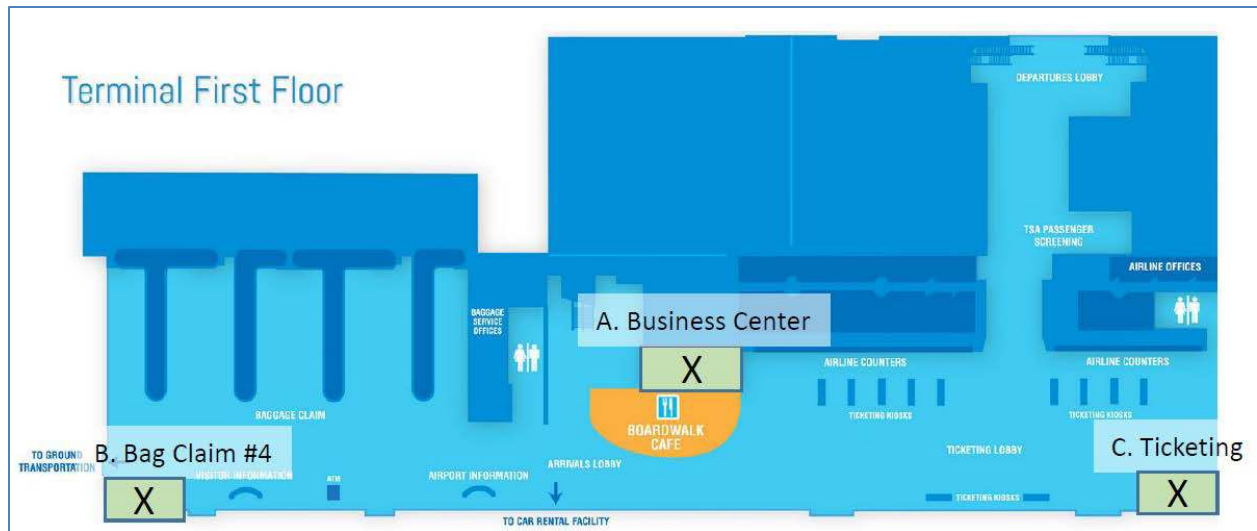
1. Proceed and access airport using “A. MYR Entrance” from Harrelson Blvd
2. Follow traffic flow around/past parking lots towards the “B. MYR Terminal Building”
3. Continue past “B. MYR terminal Building” and “C. Car Rental Building.”
4. Turn “right” on service road, directly across from “D. Car Rental Parking Lot”
5. Proceed to designated “E. Media Parking” (highlighted in gold); located behind the designated taxi stand

Physical address of the Myrtle Beach International Airport:  
1100 Jetport Road  
Myrtle Beach, South Carolina 29577

## General News Conferences

General news conferences will be held when HCDA has an announcement to make. Media advisories will be sent electronically to all local news media in advance of any news conferences, along with any specific instructions concerning access.

Locations of news conferences will be determined in relationship to the incident. When at MYR, new conferences will most likely be held in the Airports Business Center (in the terminal, first floor, directly behind Boardwalk Café and adjacent the airline ticket counters), Bag Claim #4, or in the Ticketing area (see illustration below). When at one of HCDA’s General Aviation airports special instructions will be provided.



### News Filming & Photography

Portable, hand-held, battery-operated camera and video equipment is required when inside the terminal area at MYR, CRE and/or HYW. The running of cables through doorways, across roadways or pedestrian areas is not permitted.

### Weather Related Events

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.

Hurricanes – The HCDA Media Contact 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.

# Emergency Procedures

## Alert Types

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## Emergencies at General Aviation Airports

In case of an emergency at one of HCDA's General Aviation airports, news media should call the HCDA Media Contact for information and special instructions. In general, the same rules governing access for incidents related to MYR will apply. HCDA's Media Contact will act in the same capacity.

## Policy

It is the policy of HCDA to cooperate with the news media to the greatest extent possible. Our primary responsibilities, however, are safe, orderly and secure airport operations. When there is an emergency situation at one of HCDA's airports that is expected to generate extensive media attention, these procedures will serve as our guidelines:

- The media, in reporting news of an aircraft emergency, accident or other incident is requested to only release incident details that have been confirmed by HCDA or other appropriate authority.
- As information becomes available, reports will be given. For scheduled news conferences or updates at MYR, media representatives will report to the MYR Airport Business Center, or other designated location.
- HCDA's Media Contact, or an designee, will be prepared to:
  - Inform the media of any confirmed information
  - Provide media personnel with contact information for outside agencies involved in the incident
  - Stay in contact with the mobile command center to obtain and provide information relating to the incident



- Coordinate the approval of and assembly of the media to the scene of the incident
- Media may be permitted access to the scene of the emergency or incident as soon as practical after the scene has been declared secure. The assembly point will be designated by HCDA or designated authority, and media representatives at the scene of an incident must comply with directions given. No representative of the media will enter aircraft movement areas or security areas without an airport escort.
- The media will not be allowed to interfere with the pedestrian or vehicle flow of the general public or with airline, airport, tenant and concessionaire operations. While HCDA recognizes the importance of interviewing passengers, our first responsibility is to the passengers and their families and their right to privacy. If any individuals are reluctant to be interviewed or photographed, HCDA will support their decision.
- In addition, during an aircraft accident, access to passengers will be subject to approval by the involved airline, FAA, FBI, NTSB, TSA, and/or the DHS. In an emergency, HCDA's representative may provide the following information once confirmed:
  - Date and time of incident
  - Name of airline
  - Type of aircraft and flight number
  - Arrival/departure and destination
  - Number of persons on board
  - General description of the incident
  - Special security conditions at the scene of the accident
  - Operations at the airport, any closures of runways, etc.
  - Information regarding escort service to scene

Note: all other information must be provided by the airline representative or the appropriate federal agency.

- As a rule, during an emergency, the NTSB releases the cause of an aircraft crash or incident after an investigation has been completed. Until then, no agency will speculate on a possible cause. The passenger manifest is released by the airline—not HCDA. The FAA—not HCDA—releases information on air traffic control communication with the pilot of an aircraft involved in an accident or incident. In a non-aircraft emergency situation, HCDA's Media Contact will coordinate the release of information.

### **Scheduled Briefings**

Media briefings will be conducted every 30-minutes at the designated media site by authorized officials.

Locations of briefings will be determined in relationship to the incident. (MYR - They will most likely be held in the Airports Business Center. HCDA General Aviation airports - special instructions will be provided.)

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

In the event of an aircraft accident, the HCDA Media Contact assists the NTSB, FAA, County officials, and FBI representatives in the coordination of news briefings. Access to the scene will be granted after rescue and firefighting 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 designated remote location.

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.

### **Media Stories Regarding Heightened Security or Procedures**

HCDA is not authorized to comment on security procedures or personnel on behalf of the Transportation Security Administration (TSA). Media must contact TSA Media Relations at <http://www.tsa.gov/press> or a listed below.

In the event that either the FAA or TSA mandates enhanced security procedures, there may be certain additional restrictions on media access.

### **Hijacking**

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. Once confirmed and available for release, HCDA's Media Contact 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 MYR or one of HCDA's three General Aviation airports, media 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.

## Useful Telephone Numbers

Allegiant Air  
Media Contact  
(702) 800-2020  
[mediarelations@allegiantair.com](mailto:mediarelations@allegiantair.com)

American Airlines  
(817) 967-1577 (8:00 a.m. – 5:30 p.m. CST, Monday-Friday)  
(817) 931-1348 (after-hours duty manager)  
[mediarelations@aa.com](mailto:mediarelations@aa.com) (not monitored after hours)

Delta Air Lines  
Corp. Communications  
(404) 715.2554  
After hours (888) 763.5304  
[media.delta@delta.com](mailto:media.delta@delta.com)

Federal Express  
Media Relations  
(901) 434-8100

Porter  
(416) 203-8100  
[media@flyporter.com](mailto:media@flyporter.com)

Spirit Airlines  
(954) 364-0231  
[Media\\_Relations@Spirit.com](mailto:Media_Relations@Spirit.com)

United Airlines  
Media Relations  
(872) 825-8640  
[media.relations@united.com](mailto:media.relations@united.com)

WestJet  
Media Relations  
(888) 954-6397  
[media@westjet.com](mailto:media@westjet.com)

Federal Aviation Administration (FAA) – Southern Region

Public Affairs Contact: Kathleen Bergen

(404) 305-5100

[Kathleen.bergen@faa.com](mailto:Kathleen.bergen@faa.com)

Transportation Security Administration (TSA)

Mark J. Howell, Regional Spokesperson, Office of Public Affairs

Desk: (941) 556-3909 | Mobile: (703) 507-4230

[mark.howell1@tsa.dhs.gov](mailto:mark.howell1@tsa.dhs.gov)

Follow Mark on Twitter: @TSAMedia\_MarkH

Visit the TSA website: <http://www.tsa.gov>

Follow the TSA Blog at <http://blog.tsa.gov>

National Transportation Safety Board (NTSB)

(844) 373-9922 or (202) 314-6290

[www.nts.gov](http://www.nts.gov)