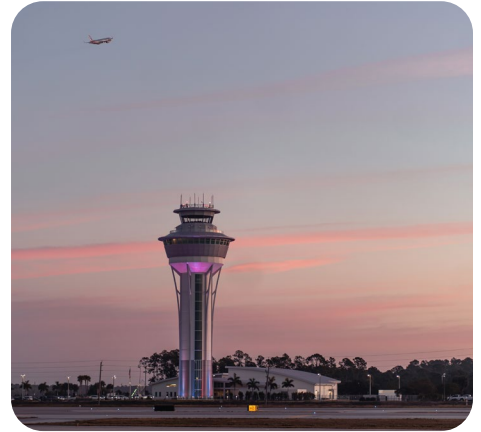




Lee County Port Authority Media Guidelines

Southwest Florida International Airport | Page Field



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239-590-4800

flylcpa.com
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MEDIA GUIDELINES - INTRODUCTION

The purpose of these guidelines is to provide local, regional and national media organizations with clear, consistent procedures for obtaining information from the Communications & Marketing staff at the Lee County Port Authority (LCPA).

This should work as a guide on how to best access and work with airport staff as well as remind you of the commitment from the Lee County Port Authority and the Communications & Marketing department to deliver prompt and accurate information to the media.

GENERAL INFORMATION

LCPA operates Southwest Florida International Airport (RSW) and Page Field (FMY) in Fort Myers, Florida. Both airports are vital economic drivers serving the traveling public of a five-county air trade area that includes Lee, Charlotte, Collier, Hendry and Glades.

LCPA is governed by the Lee Board of County Commissioners sitting as the Board of Port Commissioners. All Port Authority business is subject to board approval. Before recommendations are brought to the board, they are reviewed by the Airports Special Management Committee (ASMC) – a seven-member volunteer citizens' committee of local business people – who serve as an advisory board to the Board of Port Commissioners.

LCPA MEETINGS

Joint board meetings of the Board of Port Commissioners and Airports Special Management Committee are held every other month. ASMC meetings are held the third Tuesday of each month. Both meetings are open to the public and media, and are held at the Airport Training & Conference Center located at 15924 Air Cargo Lane. For more information and meeting schedules, visit flylcpa.com/about-lcpa/public-meetings/.

WEBSITE

We encourage media to use the airport's website as a resource for current and historical information. Items such as news releases, statistics, economic impact studies, meeting schedules and agendas, parking, ground transportation, airport advisories and flight information are found on the site and can be very useful. Please visit flylcpa.com. Information on the airport website is organized in three sections: Travelers, Business & Community and Page Field.

SOCIAL MEDIA

LCPA Communications & Marketing uses social media to promote RSW in a manner consistent with its brand and image, and is responsible for updating and posting appropriate airport news and information.

LCPA uses its social media accounts for official, updated information on numerous airport topics. The intent is to maintain a moderated online discussion directly related to our airports and airlines, including projects, air service announcements, weather events and breaking news that may impact airport operations.

For links to the airport's social media accounts, see below.

[Facebook](#)

[Instagram](#)

[X-@RSWAirport](#)

[YouTube](#)

MEDIA POLICY

Our policy is to report any newsworthy event and cooperate with all media representatives to provide understandable and accurate information in a timely manner. However, the safety and security of the public, employees and property, as well as sustaining normal airport operations are our first priorities.

INQUIRIES/INFORMATION REQUESTS

All media inquiries for RSW and FMY (including those involving the airport police and fire departments) should be directed to the Communications & Marketing department. The phone number is 239-590-4504. Office hours are 8:30 a.m. to 5 p.m. Monday through Friday.

For emergent media inquiries after business hours, on weekends or holidays, please call Communications & Marketing at 239-590-4504. The current after-hours contact will be listed on the voicemail. Please call this number first, as on-call staff changes. Do not call the Airport Operations Control Center, as responding to media calls is not their responsibility and they are not authorized to speak on behalf of the airports or LCPA.

Communications & Marketing staff will assist media by providing information about the Lee County Port Authority and the operations at Southwest Florida International Airport and Page Field. If needed, the Communications & Marketing team will coordinate with other internal departments and staff to gather information for your story. Please do not contact individual personnel or departments, as all media inquiries must go through Communications & Marketing.

Communications & Marketing staff cannot comment or speak for tenants or agencies that do business at RSW or FMY. This list includes the Transportation Security Administration (TSA), U.S. Customs and Border Protection (CBP), Federal Aviation Administration (FAA) and airport tenants such as airlines, rental car companies, retail shopping and food vendors. Each of these entities have their own spokespeople with the authority to speak on their behalf and interviews need to be arranged with them directly.

INTERVIEW REQUESTS

Interviews must be arranged through the Communications & Marketing department. Arrangements must be made in advance and are conducted during normal business hours. In most cases, Communications & Marketing staff will act as spokesperson.

NEWS RELEASES/MEDIA ADVISORIES

News releases and media advisories are distributed by the Communications & Marketing department by email on various topics. In an effort to make sure you are receiving airport news and updates, please advise Communications & Marketing if you would like to be added to the media distribution list or if your

contact information has changed. News releases and media notes are posted on the airport's website at flylcpa.com/news/.

AIRPORT ACCESS

Although the airport is a public facility, access to the terminal building needs to be coordinated through the Communications & Marketing department for security reasons, unless otherwise authorized by TSA or an airport tenant. It is strongly encouraged you notify the Communications & Marketing office prior to arriving at RSW or FMY for a story. Please call 239-590-4504 or [email](#) during regular business hours. We try to be flexible in accommodating requests from media. However, safety and security come first. We ask for your understanding and cooperation in complying with instructions from the Port Authority and other agencies when you are at the airport. LCPA reserves the right to restrict media activity at any location on airport premises, if public security, safety or operational concerns so warrant.

Media is welcome in the public areas of the terminal. The majority of the terminal complex is considered public area such as atriums, terminal curb, parking lots/garage, roadways, etc.

Media is welcome in the public areas with the exception of:

- 1) Leased Space – The areas leased by the airlines and other tenants, including ticket counters, gate areas/waiting areas, stores and restaurants, are under the control of those parties. Media access to those areas must be coordinated with individual tenants.
- 2) Secure Areas – Only ticketed passengers may proceed through security checkpoints. Filming beyond the security checkpoints in concourses or any airside location is only allowed for an occasional airport-sanctioned event coordinated with LCPA and requires a media escort. Airport security rules apply in these instances; please do not bring items that are not allowed beyond security.

We also ask that media does not interfere with airport or airline operations by blocking, restricting movement or obstructing entrances and exits, including the main terminal, airport roadways, curbs, ticket counters, Bag Claim, etc.

Should a tenant invite media to cover a story, prior coordination with the LCPA Communications & Marketing department is requested.

When filming, taking photos or conducting interviews, all media must display press credentials and identify themselves to anyone they interview.

Photographs and video recordings may be obtained from any area to which credentialed media have been permitted access. The Transportation Security Administration restricts photographing/videotaping security procedures. The news media is not allowed to photograph or take video of display screens inside security checkpoints, as well as security systems or security personnel where such activity interferes with screening personnel in performance of their duties.

The use of unmanned aerial systems (UAS) or drones near airports create serious risks for aircraft. For flight near airports in controlled airspace, drone operators must receive an airspace authorization prior to operation. For more information on flying drones near airports, [click here](#). Please refer to the FAA (faa.gov/uas) for details.

MEDIA PARKING

No parking is permitted on the terminal curbs. Unattended vehicles will be ticketed and towed per normal security guidelines.

Approved Location

Members of the press can park in the Short-term Parking Lot (garage). During holidays, access to the parking garage will be limited and media will need to park in the long-term lot.

Validation

If you are on property for an official airport story with a press vehicle and let Communications & Marketing know you are here, you will not be charged for parking. Please present your parking claim ticket and press credentials at the Ground Transportation Booth, located on the ground level in the west end of the parking garage across from Door/Crosswalk 6.

Live truck parking

Vehicles used for live broadcast are permitted to park on the top floor of the Short-term Parking Lot (garage). Please use the left lane when entering the garage to reach the third level. Spaces at either end in the row closest to the terminal provide excellent live-broadcast locations. Media representatives must display press identification.

EMERGENCY PROCEDURES

In the case of an emergency situation (such as an aircraft incident or natural disaster) it may be necessary to restrict or control airport access to media. The Communications & Marketing department will send instructions or information to the media through email, phone or social media communications.

Since safety and security are the top priorities, the Port Authority's first concern is responding to the situation. At the same time, the Communications & Marketing department will make every effort to keep media informed during an emergency.

Information may also be posted to flylcpa.com for media and/or travelers. During emergency situations, the traveling public and media should always contact the airlines directly regarding flight schedules and airline operations. It is not the policy or the responsibility of the airport to comment on flight activity or airline policy. All calls to the airport will be directed to the airline's toll-free numbers. If the news media wishes to speak on the impact of any situation on airport operations or airport status, LCPA Communications & Marketing is the point of contact.

On Property

In the case of an aircraft incident on airport property at RSW or FMY, the Port Authority is the primary contact and will provide approved information.

Off-site

If an incident occurs off-site and is not directly impacting airport operations, the Communications & Marketing department will recommend you contact the agency with jurisdiction in that area and will assist in the dissemination of information, when requested. The airport's fire and/or police department may respond to the site in accordance with established mutual aid agreements.

A Public Information Officer (PIO) will be identified to work with the Unified Area Command or Joint Information Center.

The Chief Communications & Marketing Officer or designee is the initial primary spokesperson for aircraft incidents at RSW or FMY.

In the event of an aircraft incident, LCPA Communications & Marketing will assist the Aircraft Rescue & Fire Fighting Department (ARFF), Lee County Port Authority Police Department (APD), the National Transportation Safety Board (NTSB), Federal Aviation Administration (FAA), Transportation Security Administration (TSA), county officials and FBI representatives in coordination of news briefings. Press briefings will be scheduled as the situation warrants, with subsequent briefings on a regular basis, or as new information is obtained. In some cases, pool coverage may be required. The pool designee will be determined by media representatives at the time.

The Communications & Marketing department will designate a media staging area in the event of a serious incident or emergency and will communicate that information to media outlets. Media representatives cannot restrict, obstruct, oppose or interfere with any law enforcement. Media are not exempt from any federal, state or local laws and will be handled in the same manner as any other violator.

The Port Authority recognizes the media's interest in interviewing victims or their families in emergency situations. However, our first responsibility is to assist the victims and their rights to privacy. Media representatives must respect decisions made by victims and their families regarding consent for interviews. Access to victims and passengers may be subject to approval by the airline and agencies involved. As a rule, during an emergency, airport officials will provide the following information (if confirmed):

- Air carrier
- Flight number
- Origin/Destination
- Approximate time and place of incident
- Aircraft type (if known)
- Runway used (if applicable)
- Status/Impact on airport operations

For general aviation aircraft, either at RSW or FMY, LCPA Communications & Marketing will release:

- Approximate time and place of incident
- Aircraft type (if known)
- Runway used (if applicable)
- Status/Impact on airport operations

We will not release the owner information for private aircraft.

LCPA Communications & Marketing will not speculate about the cause of any incident.

If the emergency is an aircraft accident, the NTSB investigating team will handle the investigation and release of any information relative to that investigation. In circumstances where only property damage occurs, the FAA may conduct the investigation.

The cause of an aircraft crash or incident is released by the NTSB, in cooperation with the FAA and the airline involved, after an investigation has been conducted.

AGENCIES INVOLVED IN EMERGENCY SITUATIONS

Lee County Port Authority

The airport operations department assumes operational control of the airport during aircraft emergency situations.

Airline(s)

The involved airline/air carrier is responsible for providing information regarding passengers aboard the aircraft and any detailed information about the flight, crew and aircraft.

Lee County Port Authority Police Department (APD)

The police department is often the first responder and is responsible for maintaining a security line at the incident site and patrolling the airfield. Additionally, mutual aid will be called in to provide assistance.

LCPA Aircraft Rescue & Fire Fighting Department (ARFF)

The fire department is responsible for airfield incidents and aircraft fire fighting. ARFF is also the first responder to emergency medical incidents at the airport.

National Transportation Safety Board (NTSB)

The NTSB investigates aircraft accidents involving serious injury or substantial property damage. They also take custody of the aircraft and its contents from the time fire and rescue activities are concluded until a full investigation is completed or a release/report is written. Upon arrival of the NTSB investigating team, LCPA Communications & Marketing staff will assume a support role as requested.

Federal Aviation Administration (FAA)

Various branches of the FAA have responsibilities in an aircraft emergency. The FAA operates the airport traffic control towers at RSW and FMY and will control all air traffic.

Federal Bureau of Investigation (FBI)

Has jurisdiction if a hijacking or hostage incident occurs aboard an aircraft that is still on the ground. If an aircraft is in flight when an incident occurs, the FAA has jurisdiction.

Transportation Security Administration (TSA)

Is responsible for security relating to civil aviation, maritime and all other modes of transportation, including transportation facilities, and is the lead agency for airport security. The agency would be a first responder in stabilizing an emergency situation at the airport.

LCPA ALERT SYSTEM

We are aware that local media monitors airport and Lee County radio communications, so the purpose of this section is to inform and educate. When monitoring radio transmissions, Alert 1s and 2s could indicate either a real or perceived problem. For safety's sake, our emergency staff always assumes a heightened situation and prepares accordingly.

Conditions that present a danger or threat to the safe continued operation of an aircraft are referred to as "alerts" at both RSW and FMY. Below is language you may hear involving an airport incident and its definition.

- **Alert 1:** Potential problem/Minor difficulty – Indicates that a potential emergency exists that may require dispatch of emergency equipment at a later time. *The Port Authority's Aircraft Rescue & Fire Fighting Department (ARFF) and emergency equipment are on stand-by at the fire station.*
- **Alert 2:** Confirmed problem/Major difficulty – Indicates that a potential emergency exists. *ARFF is dispatched with emergency equipment to stand-by positions on the airfield.*
- **Alert 3:** Aircraft incident/Accident – Indicates that an accident is imminent or has occurred, requiring immediate dispatch of emergency to the scene. *ARFF is on-scene with equipment.*

OTHER STANDARD AIRPORT INQUIRIES

Adverse Weather and Delays

The Communications & Marketing department will provide information regarding any general effect of adverse weather or delays on the airport. Airlines, FAA air traffic controllers and pilots determine the delay, cancellation or re-routing of flights or passengers. LCPA cannot speak on behalf of these individuals or organizations. Inquiries should be directed to the air carrier or FAA.

Adverse weather conditions can impact airport operations, but flight operations rarely stop during most inclement weather conditions. At times, there may be an interruption of operations that result in air carrier decisions to have flights delayed, cancelled or re-routed to other airports. Flights may also be delayed or cancelled due to weather at the flight destination or in other cities.

The airport terminal typically remains open, unless damaged or other safety concerns warrant closing all or part of the building. *Please note: The terminal building is not a designated shelter for hurricanes or other natural disasters.*

Police Incidents

Calls regarding APD-related incidents at RSW or FMY need to be coordinated through the Communications & Marketing department. Communications & Marketing cannot provide details regarding ongoing criminal investigations at the airport.

PAGE FIELD (FMY)

Page Field is a general aviation airport and designated as a reliever airport for RSW. We strongly encourage you to contact the Communications & Marketing office before going to FMY for a story.

There is no designated parking area for media. For interviews and routine assignments, please park in the lot at Base Operations at Page Field, located at 5200 Captain Channing Page Drive (off Fowler Ave). Please contact our offices for assistance and coordination of stories or interview requests at Page Field.

If a story involves a tenant at FMY, you must obtain permission for the interview and any filming from the leaseholder and park at their specific place of business.

Emergency Procedures at FMY

In the case of an emergency at FMY, the same general rules governing access for incidents apply and the Communications & Marketing department will act in the same capacity.

GLOSSARY OF AIRPORT TERMINOLOGY

06-24	Runway at Southwest Florida International Airport (RSW)
05-23/13-31	Runways at Page Field (FMY)
AEP	Airport Emergency Plan
AOCC	Airport Operations Control Center (airport dispatch)
Airside	Areas accessible to aircraft including runways, taxiways, ramps, passenger gates; Access to airside is tightly controlled
AIT	Advanced Imaging Technology (security screening, TSA)
AOA	Aircraft Operations Area or airfield
APD	LCPA Police Department (Airport Police Department)
ARFF	Aircraft Rescue & Fire Fighting Department (airport fire department)
ASMC	Airports Special Management Committee
ATCC	Airport Training & Conference Center (Located on Air Cargo Lane)
ATC	Air Traffic Control (Controlled by FAA)
ATCT	Airport Traffic Control Tower (Controlled by FAA)
Atrium	Large public areas located inside Door 2 (East) and 5 (West) on upper level of terminal
Avfuel	Aviation fuel supplier at FMY
Base Operations	Base Operations at Page Field is the name of terminal/fixed-base operator at Page Field, operated by LCPA
Lee BOCC	Board of County Commissioners (Lee County)
BOPC	Board of Port Commissioners
CBP	U.S. Customs and Border Protection
Concourse	Post-security portion of the building where aircraft arrive and depart/Passenger gate areas (Currently three at RSW – B, C and D; E is being constructed)
DHS	Department of Homeland Security
DOT	Department of Transportation
FAA	Federal Aviation Administration
FBI	Federal Bureau of Investigation
FBO	Fixed-base Operator
FDOT	Florida Department of Transportation
FIS	Federal Inspection Services
FMY	Page Field designator code
FTZ	Foreign Trade Zone
Garage	Short-term Parking Lot directly across from the terminal with rental car facility and ground transportation on ground floor [Third floor, at either end, is the designated place for live trucks and ideal for live footage]
Landside	Public areas of the airport including access roads, parking lots, rental car building
LCPA	Lee County Port Authority
NTSB	National Transportation Safety Board
Ops	Airport Operations department
PIO	Public Information Officer (Airport Communications & Marketing)
Ramp	Paved surfaces where aircraft park, load and unload passengers and cargo
RSW	Southwest Florida International Airport designator code
Runway	Paved surface used for takeoffs and landings
Security Checkpoint	Access point into three concourses at RSW; Controlled by TSA
SIDA	Security Identification Display Area

GLOSSARY OF AIRPORT TERMINOLOGY (Cont.)

Skyplex	Land on north side of airport property at RSW for development; where former airport terminal was located
Station 91	Fire station at FMY
Station 92	Fire station at RSW
TAR	Terminal Access Road (Southwest Florida International Airport's entrance/exit road)
Taxiway	Paved surfaces between the ramp and runway
Tenant	Airlines or concessionaires; companies that do business on airport property
Terminal	Main building/airport at RSW or FMY; Area where concessions, ticketing, Bag Claim and atrioms are located
TSA	Transportation Security Administration (oversee security checkpoints and aviation security)
VCB	Visitor & Convention Bureau (Lee Visitor Services staff airport information booths at RSW)

CONTACT INFORMATION

LCPA COMMUNICATIONS & MARKETING KEY PERSONNEL

During Business Hours: 239-590-4504

After-hours Phone: 239-590-4504

Victoria B. Moreland

Chief Communications & Marketing Officer

Office: 239-590-4502

Email: vbmoreland@flylcpa.com

Barbara-Anne Urrutia

Senior Manager, Communications & Marketing

Office: 239-590-4507

Email: bsurrutia@flylcpa.com

FAA AND TSA

Federal Aviation Administration – FAA

pressoffice@faa.gov

After-hours Ops Center: 404-305-5180

faa.gov/newsroom

Department of Homeland Security – DHS

Office of Public Affairs

MediaInquiry@hq.dhs.gov

Transportation Security Administration – TSA

TSAmedia@tsa.dhs.gov

AIRLINES

For airline information, please contact the corporate communications offices. Local representatives are not sanctioned to talk on the behalf of the airline, except on a rare occasion and then you will be notified as such.

Air Canada

media@aircanada.ca

Alaska Airlines

newsroom@alaskaair.com

206-304-0008

Allegiant Air

MediaRelations@AllegiantAir.com

702-800-2020

AIRLINES (CONT.)

American Airlines
mediarelations@aa.com

Avelo Airlines
media-inquiries@aveloair.com

Breeze Airways
mediarelations@flybreeze.com

Delta Air Lines
media@delta.com
404-715-2554

Discover Airlines
discover.presse@lufthansa-group.com
tel: +49(0)6969640923

Frontier Airlines
media@flyfrontier.com
720-374-4560

JetBlue Airways
corporatecommunications@jetblue.com
718-709-3089

Porter Airlines
media@flyporter.com

Southwest Airlines
swamedia@wnco.com

Spirit Airlines
Media_Relations@Spirit.com

Sun Country Airlines
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651-900-8400

United Airlines
media.relations@united.com
872-825-8640