



FIFTH ANNUAL
CALIFORNIA CAPITAL AIRSHOW
MATHER AIRPORT • SEPTEMBER 11-12, 2010

Emergency Media Plan

Emergency Policy

During times of airfield or airport emergencies, each airport has procedures for central check-in of news media, identification of authorized press personnel, and transportation to the scene of the emergency, when possible. Access will be granted once the on-scene crisis management agency declares the area cleared for access.

Karen Strong, Public Relations Director for the California Capital Airshow, will not release information about an emergency that has not been confirmed, *regardless if it has been broadcast via radio by emergency crews*. All information must be confirmed prior to release. In the event of an air disaster, many details are considered critical to the investigation and may not be released until confirmed by the investigative team.

Media Assembly/Briefing Locations

Karen Strong as well as the crisis management team will meet with the media approximately 30 minutes following the incident in the lobby of Atlantic Aviation, located at 10510 Superfortress Avenue, Mather, California 95655. Additionally, the Airshow announcer will send an all-page alert directing the media to lobby of Atlantic Aviation.

Aircraft Emergency

During an aircraft emergency on the airfield, Karen Strong will establish a briefing location and provide information to media representatives from the scene, as it is confirmed. Media representatives may only be able to release general information during the first few hours following an emergency. However, Karen Strong will facilitate media access to the appropriate agency and representatives, when possible.

Emergency Media Accommodations

The goal of the California Capital Airshow is to help media representatives get the most complete and accurate information possible, when available. Some information is considered vital to the investigative process and may only be released by the appropriate investigative entity. If access is restricted, Karen Strong, will attempt to accommodate each type of media, but may form a pool that will have access to the scene of the emergency and share information, photos or film with all others.

To contact Karen Strong, Public Relations Director
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