

# Media Guidelines 2018



**EUGENE  
AIRPORT**



**Eugene**

# Eugene Airport Media Guide

The Goal of public relations staff at the Eugene Airport is to provide all local, regional and national media with accurate and timely information. This media guide was designed with that goal in mind and should serve as a roadmap for obtaining clear, consistent information and procedures from the public relations staff at the Eugene Airport.

## General Airport Information

Eugene Airport (EUG) is the second busiest airport in the state of Oregon and the fifth-largest airport in the Pacific Northwest. Owned and operated by the City of Eugene, it is classified by the Federal Aviation Administration (FAA) as a small-hub airport in the national airport system. The airfield at EUG is known to the flying community as Mahlon Sweet Field, in honor of Mahlon Sweet (1886-1947). Sweet, an automobile dealer and aviation enthusiast, is recognized as the founder of the Eugene Air Park built in 1919 near what is now 18th and Chambers. Eugene Airport was sited in the current location in 1943.

## Airlines Serving EUG

Airlines serving EUG include Alaska Airlines, Allegiant Air, American Airlines, Delta Airlines and United Airlines, with nonstop flights to Denver, Las Vegas, Los Angeles, Oakland, Phoenix-Mesa, Phoenix Sky Harbor, Portland, San Francisco, Salt Lake City, and Seattle.



Current Eugene Airport route map.

## Airport Quick Facts

- Eugene Airport is located at the southern end of western Oregon's Willamette Valley along the I-5 corridor, seven miles northwest of Eugene, and serves an area encompassing 88 zip codes with a population of 684,115

In 2017, Eugene Airport:

- Served more than ONE MILLION passengers
- Facilitated the transportation of 1.2 million pounds of cargo
- Supported more than 61,601 total aircraft operations



Eugene Airport welcome sign

## Facilities at Eugene Airport

Eugene Airport has an air cargo building supporting the operations of several air cargo companies. Atlantic Aviation operates as a full-service fixed base operator (FBO). Lawrence Air Service provides limited FBO service. The Eugene Flight Center provides flying lessons and aircraft maintenance. Also located on the EUG airfield are the Lane Community College Flight Academy, the Oregon Air and Space Museum, and the headquarters of the Oregon Civil Air Patrol.



Air Traffic Control Tower, Eugene Airport

## Low-Visibility Operations

Eugene Airport features a Category II/III Instrument Landing System (ILS CAT II/III). This system, owned and operated by the FAA, supports precision landing operations during low-visibility (from 1,200 to 700 feet forward visibility). The equipment on the airfield is used in conjunction with the appropriate equipment on an aircraft, and a pilot trained to use it. With these three pieces in place, aircraft can land at EUG in foggy conditions.

## Media Access

We make every effort to be flexible in accommodating the media at the airport. Safety is always our main concern, so we ask for the media's understanding and cooperation of our rules and operational concerns.

The Eugene Airport terminal building is a public building and members of the media are allowed in all public areas without an escort. **As a courtesy, please call ahead to coordinate a visit to EUG when covering a story.** This will allow for airport operations staff, law enforcement personnel, and Transportation Security Administration (TSA) supervisors to be made aware of the presence of reporters and camera crews.

Media escorts into the secured areas are possible when deemed appropriate and arrangements are made ahead of time. **During an aircraft alert, incident or accident, media will not be granted access onto the secured area of the airport.**

TSA officials have specifically requested that no pictures or video be taken of security screens in the terminal lobby. In addition, they request that no pictures or video be taken of secondary screening procedures. Compliance with this request has a direct impact on safety and security at EUG.

The media is allowed in all public areas of the terminal (parking areas, terminal lobbies, etc.) with the exception of leased space (restaurants, rental car counters, gift shops, etc.), secured areas (past TSA checkpoints), or anywhere that could block or interfere with airport operations such as entrances and exits.

Media access to leased areas should be coordinated with the lessee. **In the event that a tenant requests media coverage, we ask that the tenant and/or media notify EUG Administration prior to reporting, as a general courtesy.** All media personnel must identify themselves to anyone they interview.

Media *must* be escorted at all times anywhere in the secure area and on the airfield.

## News Releases

---

News releases will be distributed via email unless another form of communication is requested. To be added to the news release email list contact Andrew Martz at 541-682-5430 or by email at [amartz@FlyEUG.com](mailto:amartz@FlyEUG.com)

### News Releases During Emergency

---

News releases and or other informational materials will be used to release information in the event of an emergency or incident. Possible topics include:

- The nature of the emergency, hazard or incident at Eugene Airport
- The estimated time, location, or expected time and location, of an incident or hazard
- The risks posed to specific groups of people, based on the type of hazard
- Steps taken by the Eugene Airport and City of Eugene in response to the hazard or incident
- Evacuation instructions
- Other do's and don'ts relevant to the emergency

In order to avoid the distortion of facts or spreading of rumors, airport representatives will only confirm **known** facts about an aircraft emergency or incident, such as:

- The general nature of the problem, as reported by the pilot of the aircraft (e.g. mechanical issues)
- Type of aircraft and number of seats
- Aircraft owner and/or N number (registration number)
- Status of the aircraft (such as being towed to the gate)
- Flight number
- Origin or destination

## Emergency Procedures

---

In the event of an emergency, such as an aircraft accident, the National Transportation Safety Board and the airline will release information only after an investigation is conducted. Speculation about accident details prior to the investigation and the release of that information is inappropriate.

Information regarding the communications between the air traffic control tower and aircraft pilots is released by the Federal Aviation Administration, not the airport.

The passenger manifest is released by the airline, and any deaths resulting from a plane crash are announced by a coroner or designated law enforcement official, not the airport.

Airport administration and airport operations responds to an emergency first by quickly sending airport safety personnel to the scene, coordinating with local law enforcement, fire and rescue teams, communicating with the airline's emergency response team, setting up a media staging area and issuing informational updates.

### Media Parking

---

**No parking is allowed alongside terminal curbs.** Vehicles parked along the curb are subject to being ticketed or towed. Members of the media are welcome to park in the Administration parking lot, located just north of the terminal building on Lockheed Drive, or in our short-term parking lot.

Working media may obtain a media parking pass for use in short-term parking. Live truck parking is allowed at the northern most space on the terminal access road. Other locations may also be approved. Live truck parking, other than at Administration or short-term parking lot, must be approved by airport officials.

# Eugene Airport Contacts

## Media Relations

Cathryn Stephens, A.A.E. 541-682-5430  
 Assistant Airport Director cat@FlyEUG.com

Andrew Martz 541-682-5430  
 Airport Services Manager andrewm@flyeug.com

## Inquiries and Interview Requests

Inquiries and interview requests should be directed to our public relations department. Please contact Airport Services Manager Andrew Martz, at **541-682-5430**, or by email at **andrewm@FlyEUG.com**.

## Airport Website

www.FlyEUG.com

## Social Media

Official Twitter Feed  
[www.twitter.com/FlyEUG](http://www.twitter.com/FlyEUG)

Official Facebook Page:  
[www.facebook.com/FlyEUG](http://www.facebook.com/FlyEUG)

## Emergency Twitter Updates Only

### [www.twitter.com/EUGAlerts](http://www.twitter.com/EUGAlerts)

Official Notifications from @FlyEUG regarding inclement weather and other alerts, incidents and accidents. This account is not monitored. Please direct inquiries to the official @FlyEUG Twitter feed.

## Physical Address

Airport Terminal Building  
 28801 Douglas Dr  
 Eugene OR 97402

Airport Administration  
 28855 Lockheed Dr  
 Eugene OR 97402

## U.S. Government Contacts

### United States Department of Transportation

Director of Public Affairs 202-366-1111  
 202-366-4570

### Federal Aviation Administration

Regional Public Affairs Office, Seattle  
 (24 hr) 425-227-1389  
 425-227-2004  
 National Public Affairs Office, Washington, D.C.  
 (24 hr) 202-267-3333  
 202-267-3883

### National Transportation Safety Board

Public Affairs Office, Washington, D.C.  
 202-314-6100

### Transportation Security Administration

Washington, D.C. 571-227-2829  
 Oregon 503-889-3055

## Airline Partner Contacts

**Alaska Airlines** 206-304-0008  
 Bobbie Egan bobbie.egan@alaskaair.com  
 Media Relations Manager

**Allegiant Air** 702-800-2020  
 mediarelations@allegiantair.com

**American Airlines** 817-967-1577  
 Corporate Communications 817-931-1348  
 mediarelations@aa.com

**Delta Airlines** 404-715-2554  
 Corporate Communications

**United Airlines** 312-997-8632  
 Media Relations media.relations@united.com



## Airport Terminology

<b>ARFF</b>	Aircraft Rescue and Fire Fighting
<b>ATC</b>	Air Traffic Control (FAA)
<b>ATCT</b>	Air Traffic Control Tower (FAA)
<b>Concourse</b>	Post-security portion of the terminal building where aircraft arrive and depart, passenger gate areas
<b>FAA</b>	Federal Aviation Administration
<b>FBO</b>	Fixed Base Operator
<b>NTSB</b>	National Transportation Safety Board
<b>Taxiway</b>	Paved surfaces between the ramp and the runway
<b>Tenant</b>	Airlines or concessionaires; companies that do business on airport property
<b>Terminal</b>	Pre-screening portion of the building where ticket counters and baggage claim are located
<b>TSA</b>	Transportation Security Administration

## Airport Codes

<b>DEN</b>	Denver International Airport
<b>EUG</b>	Eugene Airport
<b>LAS</b>	McCarron International Airport - Las Vegas
<b>LAX</b>	Los Angeles International Airport
<b>OAK</b>	Oakland International Airport
<b>PDX</b>	Portland International Airport
<b>AZA</b>	Phoenix-Mesa Gateway Airport
<b>SLC</b>	Salt Lake City International Airport
<b>SFO</b>	San Francisco International Airport
<b>SJC</b>	Norman Y. Mineta San José International Airport
<b>SEA</b>	Seattle-Tacoma International Airport

## Airline Codes

<b>AS</b>	Alaska Airlines
<b>G4</b>	Allegiant Air
<b>AA</b>	American Airlines
<b>DL</b>	Delta Airlines
<b>UA</b>	United Airlines