



U.S. DEPARTMENT OF TRANSPORTATION
FEDERAL AVIATION ADMINISTRATION
WESTERN-PACIFIC REGION

WP 1210.9A

4/30/91

SUBJ: MEDIA/PUBLIC AFFAIRS ACTIVITIES IN THE WESTERN-PACIFIC REGION

1. PURPOSE. This Order assigns responsibilities and prescribes procedures to accommodate news media representatives in the Western-Pacific Region.
2. DISTRIBUTION. This Order is distributed to section level and above in the Regional Office and maximum distribution to all field offices and facilities in the Western-Pacific Region.
3. CANCELLATION. This Order cancels and supersedes Order WP 1210.9, Media/Public Affairs Activities in the Western-Pacific Region, dated October 26, 1982.
4. EXPLANATION. It is the policy of the Western-Pacific Region to ensure that the American public is kept informed about FAA's responsibilities and activities and to cooperate with the news media and aviation writers regarding coverage of FAA activities. It is the responsibility of the Regional Public Affairs Officer to ensure that media contacts and coordination are informative, responsive, candid and positive, and should be carried out only by designated and responsible FAA representatives. Each FAA employee has a personal stake in the success of the Public Affairs Program since he or she represents the FAA in both official and unofficial contacts with the news media and the public.
5. RESPONSIBILITIES.
 - a. All media inquiries received at Regional Headquarters will be coordinated with the Regional Public Affairs Officer (AWP-5) by the fastest means of communication as soon as possible after receipt.
 - b. All media inquiries received at field offices and facilities shall be coordinated through the FAA Local Coordinator or the Regional Public Affairs Officer (AWP-5) either before or after the response, whichever is most practicable.
 - c. If the Division, Staff or Field Manager anticipates difficulties or has concerns related to a news media request, or in the case of sensitive issues, the Manager should call the Public Affairs Officer, FTS 984-1431 or (213) 297-1431, to discuss the matter and to obtain guidance before making a statement to the media.

6. PROCEDURES.

a. The Regional Public Affairs Officer will be notified of all news media requests received at Regional Headquarters, either before the response or as soon thereafter as practicable, using the fastest means of communication. If possible, coordination will be effected with the Regional Public Affairs Officer and the operating division concerned before any statement is made.

b. All news media requests received by the field may be handled directly by the Facility or Office Manager, or his or her designee, using policy guidelines set by the operating division concerned and in coordination with the Regional Public Affairs Officer.

c. No employee, outside interest or organization is authorized to invite the media to any FAA facility other than the Division Manager, Facility or Office Manager, Local Coordinator or the Regional Public Affairs Officer.

d. When visiting FAA facilities, news media representatives shall be accompanied by the Facility or Office Manager or by his or her designee, the Regional Public Affairs Officer or the Local Coordinator.

e. No individual employee shall be interviewed during duty time or within an FAA facility without the express approval of the Facility or Office Manager, his or her designee, Division Manager, the Regional Public Affairs Officer or the Local Coordinator.

f. A commercial use request by motion picture or television production companies to use FAA facilities for filming shall be cleared with the Regional Public Affairs Officer in advance. Included are requests for filming television or radio commercials. In the event of any film or TV production, the script or story content of the production shall be reviewed and cleared by the Public Affairs Officer prior to filming for the purpose of assuring technical accuracy and to assure the professional image of the FAA is maintained.

g. The Regional Public Affairs Office has published a variety of fact sheets, pamphlets and brochures to assist FAA employees in preparation for news media interviews. These may be obtained by contacting AWP-5 at FTS 984-1431 or (213) 297-1431.

h. Questions concerning these procedures or this Order should be referred to the Regional Public Affairs Officer, AWP-5, at FTS 984-1431 or (213) 297-1431.



Carl B. Schellenberg
Regional Administrator