

**ONTARIO INTERNATIONAL AIRPORT  
AUTHORITY  
COMMISSION AGENDA  
REGULAR MEETING  
January 24, 2017 AT 3:00 P.M.  
Ontario International Airport Administration Office  
1923 E. Avion Avenue, Ontario, CA 91761  
ROOM 100**

**Alan D. Wapner**  
President

**Ronald O. Loveridge**  
Vice President

**Lucy Dunn**  
Secretary

**Jim W. Bowman**  
Commissioner

**Curt Hagman**  
Commissioner



**Kelly J. Fredericks**  
Chief Executive Officer

**Stephen G. Larson**  
General Counsel

**Jeff P. Reynolds**  
Treasurer

**Welcome to the Regular Meeting of the Ontario International Airport Authority.**

- The Authority meeting will be held at the Ontario International Airport Administration Offices located at 1923 E. Avion Avenue, Ontario, CA.
- All documents for public review are on file at the Ontario City Clerk's offices located within City of Ontario facilities at 303 East B Avenue, Ontario, CA 91764.
- Anyone wishing to speak during public comment or on a particular item will be required to fill out a blue slip. Blue slips must be turned in prior to public comment beginning or before an agenda item is taken up. The Secretary/Assistant Secretary will not accept blue slips after that time.
- Comments will be limited to 3 minutes. Speakers will be alerted when they have 1-minute remaining and when their time is up. Speakers are then to return to their seats and no further comments will be permitted.
- In accordance with California law, remarks during public comment are to be limited to subjects within the Authority's jurisdiction. Remarks on other agenda items will be limited to those items.

- **Remarks from those seated or standing in the back of chambers will not be permitted. All those wishing to speak, including Commissioners and Staff, need to be recognized by the Authority President before speaking.**

**ORDER OF BUSINESS: The Authority meeting begins with a call to order at 3:00 P.M., immediately followed by the remainder of the Regular Meeting.**

**(EQUIPMENT FOR THE HEARING IMPAIRED IS AVAILABLE UPON REQUEST AT THE REGULAR MEETING.)**

**CALL TO ORDER (*OPEN SESSION*)**

**3:00 P.M.**

***ROLL CALL***

Loveridge, Dunn, Bowman, Hagman, Wapner

**CLOSED SESSION PUBLIC COMMENT: The Closed Session Public Comment portion of the Authority meeting is limited to a maximum of 3 minutes for each speaker and comments will be limited to matters appearing on the Closed Session. Additional opportunities for further Public Comment will be given during and at the end of the meeting.**

***CLOSED SESSION***

- GC 54956.8, CONFERENCE WITH REAL PROPERTY NEGOTIATORS  
Property: 1150 S. Vineyard Avenue Ontario, CA 91761  
Authority Negotiator: Kelly Fredericks  
Negotiating Parties: Guardian Air Services, LLC  
Under Negotiation: Price and terms of payment
- GC 54956.8, CONFERENCE WITH REAL PROPERTY NEGOTIATORS  
Property: 1923 E. Avion Avenue Ontario, CA 91761, Terminal #2 and Terminal #4  
Authority Negotiator: Kelly Fredericks  
Negotiating Parties: Delaware North Companies Travel Hospitality Services, Inc.  
Under Negotiation: Price and terms of payment
- GC 54956.8, CONFERENCE WITH REAL PROPERTY NEGOTIATORS  
Property: 1923 E. Avion Avenue Ontario, CA, Terminal #2 and Terminal #4  
Authority Negotiator: Kelly Fredericks  
Negotiating Parties: World Duty Free Group North America, LLC  
Under Negotiation: Price and terms of payment

- GC 54956.8, CONFERENCE WITH REAL PROPERTY NEGOTIATORS  
Property: 1923 E. Avion Avenue Ontario, CA, Terminal #2 and Terminal #4  
Authority Negotiator: Kelly Fredericks  
Negotiating Parties: SSP America, Inc.  
Under Negotiation: Price and terms of payment
- GC 54956.9(d)(2), CONFERENCE WITH LEGAL COUNSEL, ANTICIPATED LITIGATION:  
One (1) potential case

In attendance: Loveridge, Dunn, Bowman, Hagman, Wapner

**PLEDGE OF ALLEGIANCE**

**PUBLIC COMMENT**

The Public Comment portion of the Authority meeting is limited to 30 minutes with each speaker given a maximum of 3 minutes. An opportunity for further Public Comment will be given at the end of the meeting. Under provisions of the Brown Act, the Commission is prohibited from taking action on oral requests.

As previously noted -- if you wish to address the Commission, fill out one of the blue slips at the rear of the chambers and give it to the Secretary/Assistant Secretary.

**CONSENT CALENDAR**

Each member of the public wishing to address the Commission on items listed below will be given a total of 3 minutes.

**1. APPROVAL OF MINUTES**

Minutes for the special meeting of the Ontario International Airport Authority on December 8, 2016, approving same as on file with the Secretary/Assistant Secretary.

**2. A RESOLUTION OF THE ONTARIO INTERNATIONAL AIRPORT AUTHORITY TO APPROVE AND ADOPT A MEDIA POLICY AND GUIDELINES**

That the OIAA Commission approve and adopt the Ontario International Airport Authority Media Policy and Guidelines.

RESOLUTION NO. \_\_\_\_\_

RESOLUTION OF THE ONTARIO INTERNATIONAL AIRPORT  
AUTHORITY TO APPROVE AND ADOPT A MEDIA POLICY AND  
GUIDELINES

**ADMINISTRATIVE REPORTS/DISCUSSION/ACTION**

**COMMISSIONER MATTERS**

**STAFF MATTERS**

**3. ONTARIO INTERNATIONAL AIRPORT AUTHORITY TEAM UPDATES**

- Chief Executive Officer report, Kelly Fredericks
- Chief Operating Officer report, Bruce Atlas
- Chief Development Officer report, Mark Thorpe
- Chief Financial Officer report, Jeff Reynolds
- Chief Marketing Officer report, Dan Adamus

**ADJOURNMENT**

**ONTARIO INTERNATIONAL AIRPORT AUTHORITY  
SPECIAL COMMISSION MEETING  
MINUTES  
THURSDAY, DECEMBER 8, 2016  
(Not Official Until Approved)**

A special meeting of Ontario International Airport Authority was held on Thursday, December 8, 2016, in Room 204 of the Ontario Convention Center, 2000 E. Convention Center Way, Ontario, California. There was also a Teleconference location provided at 2 Park Place, Suite 100, Irvine, CA 92614.

Notice of said meeting was duly given in the time and manner prescribed by law.

**CALL TO ORDER**

Commission President Wapner called the Ontario International Airport Authority Commission meeting to order at 10:17 a.m.

**ROLL CALL**

**PRESENT:** Commissioners: Jim W. Bowman, Lucy Dunn  
(participating via telephone),  
Curt Hagman, Ronald O. Loveridge and  
Alan D. Wapner

**ABSENT:** Commissioners: None

Also present were: CEO Kelly J. Fredericks, Legal Counsel Stephen G. Larson and Assistant Secretary Vicki Kasad.

**PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was led by Commissioner Hagman.

**PUBLIC COMMENTS**

There were no public comments.

**CONSENT CALENDAR**

**MOTION:** Moved by Commissioner Bowman, seconded by Commissioner Hagman and carried by unanimous vote to approve the Consent Calendar as presented.

**1. APPROVAL OF MINUTES**

Approved the Minutes for the special meeting of the Ontario International Airport Authority on November 7, 2016, as on file with the Secretary/Assistant Secretary.

**ADMINISTRATIVE REPORTS/DISCUSSION/ACTION**

**2. A RESOLUTION OF THE ONTARIO INTERNATIONAL AIRPORT AUTHORITY TO APPROVE AND ADOPT BYLAWS**

Secretary Dunn indicated that she believed there were some inconsistencies and redundancies between the Bylaws and the Joint Powers Agreement. She further indicated that she would appreciate if Legal Counsel and the CEO would take another look at the document for clean-up. She advised that she didn't like electing the Assistant Secretary, as she was more comfortable appointing an Assistant Secretary. She stressed the importance of the Bylaws being consistent with other documents the Authority is required to comply with. Legal Counsel Larson indicated that changing from election to appointment would require a change in the JPA. President Wapner suggested that "elect" was a typographical error and should have been "select".

**MOTION:** Moved by Secretary Dunn, seconded by Commissioner Hagman to adopt Resolution No. 2016-014 and approve the Bylaws provided that the document be sent back to review for redundancies and inconsistencies.

**RESOLUTION NO. 2016-014** A RESOLUTION OF THE ONTARIO INTERNATIONAL AIRPORT AUTHORITY TO APPROVE AND ADOPT BYLAWS.

CEO Fredericks inquired about the inclusion of Legal Counsel review verbiage in the staff report. Secretary Dunn indicated that her concern was specifically being sure all of the operating documents were consistent.

The foregoing motion carried by unanimous vote.

**3. A RESOLUTION OF THE ONTARIO INTERNATIONAL AIRPORT AUTHORITY AMENDING RESOLUTION NO. 12-002 AND ESTABLISHING THE DATE, TIME AND LOCATION FOR REGULAR AUTHORITY MEETINGS**

President Wapner noted that the future meeting location would be at the Ontario International Airport, but questioned the date and time, noting he would like to work around everyone's schedules. He indicated that the latest suggestion was the 4<sup>th</sup> Tuesday of each month. Commissioner Hagman indicated that he would have a potential conflict on Tuesday mornings. President Wapner suggested 4 p.m. on the 4<sup>th</sup> Tuesday. There was general discussion of the potential of 3 p.m. or 4 p.m. and the Board decided on 3 p.m. on the 4<sup>th</sup> Tuesday of each month.

**MOTION:** Moved by Commissioner Bowman, seconded by Commissioner Hagman and carried by unanimous vote to adopt Resolution No. 2016-015 as amended to show the time and date of meetings as 3 p.m. on the 4<sup>th</sup> Tuesday of each month.

**RESOLUTION NO. 2016-015** A RESOLUTION OF THE ONTARIO INTERNATIONAL AIRPORT AUTHORITY COMMISSION AMENDING RESOLUTION NO. 12-002 AND DESIGNATING THE AUTHORITY'S DATE, TIME AND LOCATION FOR REGULAR AUTHORITY MEETINGS.

#### **COMMISSIONER MATTERS**

President Wapner requested an update on the wind damage at the airport during the previous weekend. CEO Fredericks indicated that it was currently under repair and efforts were under way to mitigate and prevent future damage. He advised that the airport was 100% operational and staff had made a great team effort on the clean-up.

Commissioner Hagman expressed thanks to staff for their assistance in responding to interest on the airport, noting that he brings three or four interested parties a week. He thanked staff for their response.

#### **STAFF MATTERS**

CEO Fredericks commented on this being the last meeting at the Convention Center, but stressed that staff is working on having the new facility ready for the January meeting. He further commented that they are working on staffing with LAWA, and that should be finalized in the first quarter of 2017. He addressed ground transportation, specifically ride-share programs, and suggested that programs should be available by April, 2017. He stressed the cooperative and collaborative relationship that continues with City staff and expressed appreciation for that partnership.

CEO Fredericks showed portions of a new presentation they gave in Chino Hills recently to market the airport.

Vice President Loveridge questioned the wind damage noted earlier. CEO Fredericks commended Bruce Atlas's leadership in addressing the wind damage on Friday, noting



the efforts to minimize the operational impact to guests. He indicated that the winds were an unusual circumstance with reports of 80 mph winds.

CEO Fredericks noted that Mr. Atlas is working to establish a new culture of cooperation among departments and indicated that the public safety transition is going very well. He noted that from a facilities standpoint, the Authority has purchased a "fixer-upper", but there are experienced people in every department.

CEO Fredericks continued with portions of the presentation highlighting the mission statement, makeup of the board, how ONT is funded, an overview of development, the importance of growth by FEDEX and UPS, etc. He addressed the concessions plan, and noted that parking is a huge revenue matter. He commented on the air service, stressing the unused capacity and the pursuit of international markets. He indicated that staff is looking at every aspect of customer service including the new pre security concessions, the welcome center, and a stronger police presence. He noted the efforts to heighten awareness of ONT, and the new website being constructed at flyontario.com. He also noted that staff is working with the Marketing Ad Hoc Committee to develop a new logo.

Vice President Loveridge questioned the e-commerce ranking information. CEO Fredericks indicated that ONT is ranked the 15<sup>th</sup> busiest cargo airport. Vice President Loveridge inquired what hours the terminals are open, noting recent comments he received from someone who arrived for an early morning flight to find the doors locked. CEO Fredericks indicated that the doors open at 4:00 a.m., the checkpoints open at 4:30 a.m., with the first departure at 5:55 a.m. He noted that the doors are closed for about two hours over night.

Chief Development Officer Thorpe presented traffic trends at the airport, noting that the first ten months of the year were virtually unchanged. International traffic was down 4.5% due to cancellation of Mexico City service. Domestic traffic showed positive growth for a second month. He addressed the passenger decrease over the last 15 years, noting there is not an economic explanation for it. He addressed the leakage analysis and explained the primary and secondary catchment areas.

Chief Financial Officer Reynolds noted that the financial objectives are really strategic objectives, which include reducing costs, developing business, expanding air series, and providing customer-friendly facilities and services. He stressed the importance of prudent debt and investment policies.

CEO Fredericks indicated that the staff is in the process of working toward next year's budget for implementation July 1, 2017, and preparing a quarterly budget statement in detail.

Chief Marketing Officer Adamus indicated that the leadership of Chief Operating Officer Atlas and Director of Human Resources Sandy Collier has set a tone for the rest of the staff. He noted that he is studying ways to improve the customer experience with things



such as holiday decorations, music in the terminals, carolers, updated announcements, valet parking, additional screening stations, and a social media calendar. President Wapner stressed the need to bring people to the airport, and questioned how to do that. He also asked if someone is monitoring social media and addressing negative comments. CMO Adamus indicated that they are addressing negative comments individually.

Vice President Loveridge expressed irritation with the televisions in the airport, suggesting they intrude upon people.

CMO Adamus indicated that they are trying to make the environment timely and friendly. He noted that they are also looking at things like an airport loyalty program. He indicated that the next steps include improved signage, visitor involvement in music selection, the welcome center, public service postings, and selfie stations.

There was general Board discussion of ways to rebrand, restructure, and market the airport effectively. CEO Fredericks indicated that a draft media policy had been prepared for presentation to the Ad Hoc Committee and he hoped to bring it back for approval in January.

President Wapner noted that the accomplishments so far would not be possible without regional support and introduced Laura Roughton, Council Member from Jurupa Valley, noting her consistent support and attendance at OIAA meetings. He thanked her for her ongoing involvement.

## **ADJOURNMENT**

President Wapner adjourned the Ontario International Airport Authority Commission special meeting at 11:48 a.m.

Respectfully submitted:

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VICKI KASAD, ASSISTANT SECRETARY

APPROVED:

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ALAN D. WAPNER, PRESIDENT  
ONTARIO INTERNATIONAL AIRPORT AUTHORITY

**ONTARIO INTERNATIONAL  
AIRPORT AUTHORITY**  
*Agenda Report*  
January 24, 2017

**SECTION:  
CONSENT CALENDAR**

**SUBJECT: A RESOLUTION OF THE ONTARIO INTERNATIONAL AIRPORT AUTHORITY TO APPROVE AND ADOPT MEDIA POLICY AND GUIDELINES**

**RECOMMENDATION:** That the OIAA Commission approved and adopt the Ontario International Airport Authority Media Policy and Guidelines.

**FISCAL IMPACT:** None.

**BACKGROUND:** It is important for any major organization or corporation to have a formal policy which provides guidelines for interaction with the media and for the proper release of relevant information to the general public. The nature of, interest in, and attention generated by the aviation industry, combined with the important role any airport plays as an economic engine for its surrounding region, makes it particularly important for the Ontario International Airport Authority to adopt a comprehensive set of policies and guidelines which govern the development, coordination, and communication of clear and consistent messages based on factual information. It is extremely important that anyone serving as an official spokesperson for the airport be properly trained and fully comprehend his or her responsibilities as outlined. The OIAA Media Policy and Guidelines details specific guidelines related to formal and informal interaction with the media, both for the purposes of promoting and contributing to the commercial success of the Ontario International Airport and in response to inquiries in time of crisis, emergency, or catastrophe.

The OIAA Media Policy and Guidelines has been reviewed by OIAA General Counsel and has been recommended for approval, in its entirety, by the Marketing Ad Hoc Committee.

**STAFF MEMBER PRESENTING:** Dan Adamus, Chief Marketing Officer

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Prepared by: Dan Adamus  
Department: OIAA

Approved: \_\_\_\_\_  
Continued to: \_\_\_\_\_  
Denied: \_\_\_\_\_

Chief Executive  
Officer  
Officer Approval: \_\_\_\_\_

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE ONTARIO INTERNATIONAL AIRPORT  
AUTHORITY TO APPROVE AND ADOPT MEDIA POLICY AND  
GUIDELINES.

WHEREAS, the Ontario International Airport Authority (the "Authority") was established under a Joint Exercise of Powers Agreement between the City of Ontario and the County of San Bernardino (the "Joint Powers Agreement") pursuant to the Joint Exercise of Powers Act of the State of California (the "Joint Powers Act"), for the purpose of operating, maintaining, managing, developing, and marketing the Ontario International Airport (the "Airport"); and

WHEREAS, the Authority Commission has determined that it is in the best interest of the Authority to adopt a Media Policy and Guidelines, to assure that information disclosed by the Airport and the Authority is timely, accurate, comprehensive, authoritative, and relevant to all aspects of operations and management of the Airport; and

WHEREAS, the Authority Commission has determined that adherence to this policy is intended to provide an effective and efficient framework to facilitate the timely dissemination of information, both for promotional purposes and in time of crisis, emergency, or catastrophe.

NOW, THEREFORE, be it resolved as follows:

SECTION 1. The Authority hereby approves and adopts the Ontario International Airport Authority Media Policy and Guidelines, a copy of which is attached hereto as Attachment A.

SECTION 2. All actions heretofore taken by any officer or agent of the Authority in connection with or related to the matters set forth in this Resolution are hereby approved, confirmed, and ratified.

SECTION 3. This Resolution shall take effect immediately upon its adoption.

PASSED, APPROVED, AND ADOPTED at the Regular Meeting this 24th day of January, 2017.

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OIAA PRESIDENT

ATTEST:

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SECRETARY/ASSISTANT SECRETARY

APPROVED AS TO LEGAL FORM:

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STEPHEN G. LARSON  
GENERAL COUNSEL



## **Media Policy and Guidelines**

### **Overview**

The City of Ontario and San Bernardino County formed the Ontario International Airport Authority (OIAA) in August 2012 by enacting a Joint Powers Agreement. The OIAA provides overall direction for the management, operations, development and marketing of Ontario International Airport (ONT) for the benefit of the Southern California economy and the residents of the airport's four-county catchment area.

ONT aspires to develop a reputation for providing excellent, professional services to traveling passengers, airlines, concessionaires, promotional partners and employees. It is OIAA's goal to develop strong relationships with its customers as their airport-of-choice for travel to and from Southern California.

### **An Airport is Unique**

An airport is a unique and highly dynamic business entity. It is also much different from a hub for any other mode of transportation. It is an economic engine for the region, creating jobs and sustaining a wide variety of businesses through the international movement of people and cargo. The nature of air travel in today's world requires high levels of security and compliance with strict federal and international guidelines, all under constant regulatory and public scrutiny.

As such, the media is frequently interested in both ONT and by association, the OIAA. Statistics on passenger travel are often seen as indicators of airport performance as well as the health of the regional economy. As such, they are reported on a regular basis. The impact of holiday travel on traditional route structures are of interest and are reported routinely. In addition, any breach, incident or accident will draw tremendous attention and can quickly become the focus of national or international coverage, especially if there is potential for disruption or interruption of service, aircraft or property damage or any possibility of personal injury or loss of life.

The media and the public at large also has an interest in the OIAA and local control of the airport after fifty years of management by Los Angeles World Airports. Any changes in operations, carriers, flight offerings and facility amenities shall create a heightened interest among the media, as comparisons will be drawn with operations conducted by Los Angeles World Airports as the previous owner of ONT and current operator of the nation's third-busiest airport, Los Angeles International (LAX). (Source: ACI North America)

We have a responsibility to be open and responsive to information requests because the media are among the many ways our customers and business partners build their individual perceptions of the airport, the OIAA, and the work we do among the stakeholders we serve.

We also have an obligation to ensure that any information shared publicly is coordinated in dissemination and consistent in message, in order to best represent our corporate strategy as set forth by the OIAA Commission and Chief Executive Officer.

## Purpose

This policy exists to assure that information disclosed by ONT and the OIAA is timely, accurate, comprehensive, authoritative and relevant to all aspects of operations and management of the airport.

Adherence to this policy is intended to provide an effective and efficient framework to facilitate the timely dissemination of information, both for promotional purposes and in time of crisis, emergency or catastrophe.

## Scope

The OIAA Media Policy and Guidelines applies to all employees and contracted employees of ONT, the OIAA, as well as OIAA Commissioners. This policy covers all external news media including broadcast, electronic, print, social and other web-based outlets/applications.

The OIAA Media Policy and Guidelines is based on two types of Media Relations:

- **Press Relations** – To include those day-to-day inquiries related to standard airport operations, active efforts by the OIAA in the promotion of new offerings and improvements to the airport facility and efforts made by the OIAA to improve communications with the local media, industry trade press and the public at large.
- **Public Affairs** – To include crisis communication efforts which may be related to aviation accidents, natural disasters, acts of terrorism or other incidents which may occur aboard the airport. Should a crisis occur aboard the airport, media relations will be conducted in compliance with the Airport's Crisis Plan, from the incident command post (CP), and may be directed by the senior federal agency managing the on-site crisis situation.

In either case, strict adherence to the OIAA Media Policy and Guidelines will ensure that information is properly coordinated and released in the most professional manner possible.

## Designation of Company Spokesperson

Under the direction of the CEO, the OIAA's Chief Marketing Officer (CMO) is designated as the primary and principal media contact, as well as the company spokesperson for the OIAA and for ONT. The CMO and key members of the marketing department have expertise and experience in corporate communications and media relations, enabling them to weigh each media inquiry to determine the best way to provide information in relationship with other information that may not yet be public.

In the role as director of Corporate Communications, the CMO will convey the official ONT/OIAA position on issues of significance or situations that are particularly controversial or sensitive in nature. Depending on the situation, the CMO will work with the CEO to determine the best and most effective spokesperson to be quoted or to serve as subject matter expert (SME) on any particular topic related to the OIAA or operations at the Ontario International Airport.

**Once a designated OIAA spokesperson on any matter has been identified, no member of the OIAA executive team, no employees and contracted employees of the OIAA, or member of the OIAA Commission shall attempt to offer comment to or agree to be interviewed by any member of the media without consultation with, and concurrence from, the OIAA CMO and CEO. All media inquiries from whatever source shall be referred to "Corporate Communications" per below.**

**Failure to follow this policy could damage or may cause irreparable harm to the official position established by the OIAA on the subject matter. Failure to coordinate a clear and consistent message on any particular topic could also lead to the release of sensitive or inaccurate information, creating a new or sensationalized story from what could have been an effectively managed corporate statement.**

The following are included among corporate communications responsibilities of the CMO and designated members of the marketing department:

- Increase public awareness and understanding of the ONT and the OIAA, the services we provide our stakeholders, the role we play within the regional economy and our future prospects for growth.
- Promote a positive public image of both the ONT and the OIAA, to include the work we do, the stakeholders we support and the region we serve, as we work to provide effective solutions for the growth of air travel (for both passengers and cargo alike) to and from Southern California.

## Guidelines for Talking with the Media

There are many ways the media may attempt to contact the airport or the OIAA to obtain information. As a result, a reporter, producer or other news media may contact you for a number of reasons, for example:



- To get information on the ONT or the OIAA.
- To get information about a recent unexpected event such as natural disasters, thefts or arrests, accidents or injuries, customer or employee complaints, federal, state or local regulatory actions, etc.
- To get information or comment about an action or event that could impact our industry, new competitive entrants, new product launches, changes in government, aviation or specific company policies.
- To get general information on a topical story in our community such as changes in local governmental officials or policies, problems or issues specific to the community you serve, etc.

**Please remember that in any call from or conversation with the media, everything you say may be used in reporting or in the development of a report. There is no such thing as a “background” or “off-the-record” discussion.**

### **Refer all media calls to the CMO/Corporate Communications.**

Please do not say you are not allowed to talk to a reporter or have to get permission to do so. Instead, tell the reporter: *“It is OIAA policy to refer all media inquiries to Corporate Communications. You may reach them at (909-544-5432).”* Never say “No comment,” when speaking to the media. In our society this phrase no longer means that you have no information to offer on the matter at-hand. Instead, the use of this phrase has created a belief among the media and certain segments of the general public that, when used by a spokesperson or organization, there may be something “newsworthy” behind that phrase or something which they are trying to hide. In any case, **we never wish to provide information to the media in any manner which might allow them an opportunity for speculation, beyond our official statement.**

- **Please write down the name of the media representative, their organization, the subject matter they were asking about and the time of their call.**

**As soon as you pass on the number for Corporate Communications, please call the CMO to provide this information, allowing corporate communications to be as prepared as possible for the incoming call.**

Whenever taking a call from the media, the same courtesy and professionalism in which we approach customers should be displayed toward the media.

Please act quickly when approached by the media to ensure that the reporter’s deadline is met. This is important because the way this call is handled may be the reporter’s first impression of ONT and the OIAA. That first impression may end up in the story published or the news segment broadcast.

**Customer Service is a key component of our overall marketing strategy for the ONT under local control. In order to promote our customer service image, it is important to respond quickly, courteously and professionally to all media calls.**

Please remember to contact the office of the CMO/Corporate Communications any time you are approached by the media. Even though you have properly referred the media, Corporate Communications may need your help to better understand the context of the inquiry and to prepare an appropriate response.

**Never allow a reporter to compel you to answer questions on the spot.** It is always beneficial to prepare in advance in order to provide accurate and relevant information.

Depending on the situation, an individual external to Corporate Communications may be asked to be a spokesperson on a particular issue due to their specific knowledge, experience and subject matter expertise. Corporate Communications will work with that designated spokesperson to prepare them for the media interview as needed.

Preparation for this “subject matter expert” may include the development of talking points as well as counseling, training and working with the SME to practice answering the types of questions which might be asked during for the interview.

## **Guidelines for Photographs and Film**

The OIAA has a similar process as described above which is used when someone from the media or film industry requests permission to take photographs or to film inside or aboard the airport.

Please refer the caller to. No one will be given access to airport facilities for photo or filming without approval from Corporate Communications. This is a joint decision between the CEO, COO and CMO. Decisions will be based upon a number of considerations including but not limited to:

- What does the OIAA have to gain from the photo and filming?
- How much disruption will this cause to operations?
- Does the facility look “picture perfect” good?

A reporter or camera crew may show up unannounced. This is most likely to occur in crisis situations or it could occur if the media learned about an event at the airport from an external source who has organized a demonstration or boycott.

Please know that Marketing will not send the media to any operational facility aboard airport property without prior notification and approval from/coordination with the Chief Operating Officer (COO).

When dealing with reporters and camera crews who may show up unannounced, staff at that location should act with the same courtesy and professionalism as we might use with our customers. Contact Corporate Communications immediately and let them know which

news source is there. Depending on the nature of the inquiry or situation, the CMO may contact the camera crew's news room or the print photographer's editor for clarification.

We cannot prevent the filming or photographing of public/common areas both inside and outside of the airport facilities. Examples would include the curbside, ticketing and baggage claim areas of the terminals, public parking lots, courtyards and walk ways. For any media who contact the authority with an intent to film in public areas, marketing will deploy a team member to serve as a media escort.

The following guidelines should be used when television camera crews or print photographers show up unannounced at your facility.

- Although we cannot prevent the media from photographing or filming the exterior and public areas within our facilities, we will contact their news room and/or editors for clarification. Media is prohibited from filming in or around any airport security areas controlled by TSA.
- The media cannot enter any areas of our facility not open to the public to photograph or film without permission.
- The media cannot block the entrances to our facilities or prevent people from entering our facilities or conducting business as usual.
- We can inform the media if our customers complain about the inconvenience caused in the parking lot or walkways.

**Please be courteous and friendly, but also remember that no matter how congenial or affirming the reporter, photographer or camera crew are, everything you say and do may be observed and reported by the media representative who is trying to make the facility come alive for his/her audience.**

## **The Role of the Film Office**

The ONT Film Office has been established to support the film industry in compliance with a comprehensive protocol and permitting process coordinated by Airport Operations.

The goal of the film office is to maintain what has historically been a "film friendly," relationship with the entertainment industry.

ONT has played a significant role in film, television and advertising shoots for decades. While the airport physically lies outside of the "TMZ" or "The Thirty Mile Zone" (used by the industry to define the active industry filming area within a 30-mile radius of Hollywood and Vine Streets, in Los Angeles) ONT has been included in the TMZ and as such is not subject to the additional mileage and related union fees which companies must incur when shooting out of the "zone". (This is highly unique. It is important to note that the City of Ontario is also very "film friendly" but unlike the airport, all sites within the city fall outside of the TMZ.)

Led by airport operations, the film office protocol ensures that any film or photo shoot aboard the airport is conducted in full compliance with all applicable airport regulations (to include FAA Article 139), that a film permit is obtained by the City of Ontario (which requires extensive reviews and departmental approvals, along with verification of all required levels of insurance coverage) and that all applicable airport police, fire, operations, safety and security requirements are met, before any set-up or filming may take place.

The film crew and production entities wishing to shoot aboard the airport must go through a multi-step process to identify the scope of each project and the airport/OIAA resources required. A preliminary estimate is prepared based on established rates for facilities, resources and airport personnel required. That estimate must be paid in-full before any filming may take place.

Should you receive any call or correspondence regarding the possibility of filming at Ontario International Airport, please refer that call to the CMO so the request may be properly forwarded to the film office.

The complete guidelines and protocol for filming may be found under separate cover.

## **Guidelines for Seeking Media Coverage**

In circumstances in which you believe you may have a positive news story to share with the public, please share your idea with Marketing. It is the only department authorized to distribute ONT and OIAA news releases, to “pitch” coverage of particular events or to hold news conferences.

- Do not call a reporter directly without first consulting the CMO or Corporate Communications.
- CMO will work with you to gather information and to determine if and how the news media should be contacted. Similar measures used by editors and reporters will be considered to determine if your story is newsworthy.
- Some news items may be more appropriate for internal publicity such as an OIAA or employee newsletter or other forms of employee communications.

Should you have any questions regarding the OIAA Media Policy and Guidelines and guideless related to ONT or the OIAA, please contact the Chief Marketing Officer.

STATE OF CALIFORNIA )  
COUNTY OF SAN BERNARDINO )  
CITY OF ONTARIO )

I, Vicki Kasad, Assistant Secretary of the Ontario International Airport Authority, DO  
HEREBY CERTIFY that the foregoing Resolution No. \_\_\_\_\_ was duly passed and  
adopted by the Commission of the Ontario International Airport Authority at their Regular  
Meeting held January 24, 2017 by the following roll call vote, to wit:

AYES: COMMISSIONERS:

NOES: COMMISSIONERS:

ABSENT: COMMISSIONERS:

\_\_\_\_\_  
SECRETARY/ASSISTANT SECRETARY

(SEAL)

The foregoing is the original of Resolution No. \_\_\_\_\_ duly passed and adopted by the  
Commission of the Ontario International Airport Authority at their Regular Meeting held  
January 24, 2017.

\_\_\_\_\_  
SECRETARY/ASSISTANT SECRETARY

(SEAL)