



FAA Production Studios
4425 Sun 'n Fun Drive • Lakeland, Florida 33811
Lakeland Linder Regional Airport Sun 'n Fun Complex

History & Background of the FAA Production Studios at the FAA Safety Programs FAASTeam, National Resource Center in Lakeland, Florida.

The Safety Program in the Orlando FSDO-15 area was a large, innovative program that involved all aspects of aviation on many levels, from local "Grass Roots" to national and international organizations. The program included over 342 Aviation Safety Counselors that conducted or assisted in approximately 1,100 safety seminars a year.

The North Florida Aviation Safety Foundation (NFASF) was formed in the early 90's as a support group for the North Florida Safety Program (Later Named Orlando Safety Program). Later the NFASF was changed to Florida Aviation Safety Foundation (FASF) due to the numerous regional and national events held at the Lakeland facility. The Florida Aviation Safety Foundation Inc. (FASF) is a support group whose objective was to enhance aviation safety through educational programs at designated facilities in the State of Florida. FASF is an exempt organization under Section 501. (c) (3) of the Internal Revenue Code. During the year, in cooperation with the Federal Aviation Administration (FAA), FASF provided extensive support for the Orlando Flight Standards District Office's FAA Aviation Safety Center and Production Studios (ASC) located at the Sun 'n Fun Complex, Lakeland, Florida to perform safety seminars, and provide wide dissemination of safety related information to all interested parties.

The Safety Program Order 8740.1 gave district offices great flexibility and always encouraged innovative programs to develop partnerships with industry and organizations. We were careful to include Roger Baker, AFS 810, in the development of the volunteer studio concept. In the early 90's when the regular FAA Film and Video facilities were overbooked, Lee Norvel, AFS 800 asked the Orlando Production Team to assist with the coordination of the video project "Parts for Airworthy Aircraft." The volunteer crew and facility were put to use by the Southern Region when Bob Henrich, the Southern Regional SPM, asked that we coordinate the production of "Samurai Airmanship" with Rod Machado. We provided the facilities and volunteers and Bob acted as the project manager. Years later, when the regular FAA Film and Video facilities were overbooked and funds were low, Roger Baker, AFS 810, asked the Production Team to coordinate the video for the International Council of Air Shows, ICAS, due to our availability and expertise in that area.

On Monday, **April 11, 1994**, at the Annual Sun 'n Fun Fly-In and Convention in Lakeland, Florida, the FAA Administrator, Mr. David R. Hinson, was honored with a plaque and commitment from the President of the North Florida Aviation Safety Foundation, Mr. David Garner. The plaque represented a commitment for past, current and future equipment and

support at the FAA Aviation Safety Center and Production Studios. These commitments were made in the spirit of increasing the partnership between government and industry to improve aviation safety and reduce accidents and incidents.

In **late 1994**, at a meeting at the ASO-1 office in Atlanta, Georgia with Carolyn Blum, Regional Administrator, Mike Sacrey, Flight Standards Division Manager, and Tom Liederbach, Regional SPM, Obie Young, Orlando Safety Program Manager, and person in charge of the forums at Sun 'n Fun, asked the question, "Could the volunteers wear the official FAA Logo or could we develop a special name and logo for the volunteers to rally around?" This name and logo would then be used year round and not just at the annual event. The latter was accepted as the proper course of action at that meeting.

In early **1995**, Obie Young, Orlando Safety Program Manager, took the proposed name and logos to Joseph Hunt, FAA Sun 'n Fun Coordinator, and Mike Malice, FAA legal counsel for approval. Both parties initialed the proposal. SPM Young also worked with Vincent Bennett, and Keith May from the FAA legal office (in Orlando at the time) in order to ensure that proper production, copyright, and other procedures were followed.

The Orlando FSDO utilized the resources at the FAA Safety Center and Production Studios to develop partnerships and support several lines of business for the FAA over the years. We have also developed partnerships with numerous private and government organizations such as Airborne Express, Delta Airlines Comair Airlines Continental Airlines, U. S. Air Force, U. S. Navy, U. S. Coast Guard, Civil Air Patrol, Customs, National Transportation and Safety Board, State of Florida Department of Transportation Aviation Office, AOPA Air Safety Foundation, Balloon Federation of America, Experimental Aircraft Association, Florida Aviation Safety Foundation, National Association of Flight Instructors, International Aerobatic Club, the Ninety Nines, Seaplane Pilots Association, Soaring Society of America, Women in Aviation, and many, many, more.

In early **1999**, Jane F. Garvey, FAA Administrator, and Robert W. Kunkel, National Association of State Aviation Offices signed a MOU with an initiative of "Cooperative Aviation Safety Programs". This document provides an opportunity for Flight Standards District offices (FSDO's) to have direct involvement in safety efforts as well as meeting the need of mutual customers together. FSDO's were encouraged again to develop or expand partnership efforts. The document again encouraged the development of a partnership that was tailored to this area's special challenges and opportunities. A MOU was established between the Orlando FAA and the Florida Aviation Safety Foundation.

On **March 05, 2001**, the Studio began broadcasting over the FAA Aviation Training Network, ATN, in Oklahoma City. Thanks to the partnership with the Florida Aviation Safety Foundation this led to a yearly schedule of broadcasts which later led to a live broadcast over the Florida Aviation Network right from the facility.

Over the years the facility has worked with numerous aviation and production organizations in order to promote aviation safety. We have copies of thank you letters to Carolyn Blum, Regional Administrator, Roger Baker, AFS 810, and the Orlando FSDO office managers. In fact William J. Truebe, Gabriel D. Bruno, and Joseph R. Hunt, past office managers, have all received numerous thank you letters, awards and certificates due to their strong support for the joint efforts at the FAA Safety Center and Production Studios.

After an internal audit in **2002**, the decision was made for Ernie Strange, President of the Florida Aviation Safety Foundation and D. Allan Bryan, Manager, Logistic Division, ASO-50 to sign a Memorandum of Agreement (MOA) (a legally binding agreement). The authority of U.S.C. Section 106(m) clarifies that the FAA may use or accept the services, equipment, personnel, and facilities of another Federal agency, as well as a private or public entity and may do so with or without reimbursement.

In late **2002**, the National Safety Program Manager, Mr. Kevin Clover, and the Southern Region Safety Program Manager, Mr. Ken Spivey, discovered that the Orlando Safety Program "Speakers Bureau", had developed presentations based on the administrators' "Safer Skies" agenda. The Lakeland Production Studios Team was asked to assist the Florida Film and Tape, Inc. staff with a high quality series of the video projects formatted on DVD. This partnership for aviation safety has lasted for many years.

In 2003

In 2004 Obie Young, studio Director was elected to the Board of Directors of the Orlando Chapter of Media Communications Association International and became a life member in 2005. In **July 2004** the Foundation employed the Law Offices of Lawrence H. Haber, P.A to assist the organization with the trademark registration of the mark "F.A.A. Production Studios.

The Studio aired the FAA Production Studios "Aviation Safety Series" over the **Dish Network** from Nov 2, 2005 till Feb 24, 2007 with 138 programs. With **the** Dish Network the studio expanded our broadcast audience to include over 11.3 million homes subscribing to this network throughout the United States and includes Alaska.

In April 2006 Obie Young was selected at the FAASTeam National Production Manager. In October Kieran O'Farrell was solicited to assist Mr. Young at the Studio, however, was later selected to be the FAASTeam National Product Manager at the NRC.

On August 22, 2006 the Florida Aviation Safety Foundation officially changed the name of the organization with the Florida Department of State to the National Aviation Safety Foundation in order to stay in "lock step" with the FAA National Safety Program FAASTeam concept.

The National Resource Center in Lakeland, Florida, is off and running! We geared up for another year, we smiled with relief at the same time grimaces with concern about all the work and financial support that has been steered toward the NRC. "We are doing less in the way of industry events, but covering more ground and reaching out to more people than every before

In **September 2007** the Studio began to archive all weekly broadcast and make them available over the intranet (FAA Internet) and internet (Public external) 24 hours a day, 7 day a week. In 2007 the NRC hired a full time Aviation Safety Assistance and began to bring on 5 FAASTeam Program Mangers for staffing that are remotely sited throughout the United States.

In 2008 the Studio began to move toward High Definition with the addition of two HD field cameras and a record play back unit. The Studio had previously upgraded our post production to HD capabilities.

The FAA Production Studios at the FAA Team National Resource Center Marketing Efforts

The FAA Production Studios marketing efforts began in the early 90's in order to create a meaningful working partnership between the FAA Safety Program, individuals and organizations. The Vision Statement, Mission Statement, and Goals are virtually the same today as they were then.

Vision Statement

We have developed the FAA Production Studios at the FAA National Resource Center, Sun 'n Fun Complex, Lakeland Linder Regional Airport, Lakeland, Florida, as "The Place" where outstanding presentations are delivered in an unforgettable surrounding.

Mission Statement

To produce, direct, and record high quality presentations for distribution, thereby, promoting aviation safety and technical proficiency by providing guidance and support for the aviation community through education and cooperative efforts.

Goals

- To reduce the accident and incident rate
- To increase aviation safety through education
- To increase partnership with industry organizations

Considerations for the Studio name for marketing:

*Production resources in the Central Florida area such as Disney, Universal, MGM and many individual experts that wanted to and have helped with aviation safety programs at the Safety Center enabled the Safety Program to work outside the normal "box" and involve people of all ages.

*Individual investment by crewmembers in logo materials such as shirts, jackets, patches, license plates.

*Corporate investment by sponsors and the Florida Aviation Safety Foundation of signs and printed materials, and publications.

*Web Site development utilizing the FAA Production Studios by the Florida Aviation Safety Foundation.

*Name recognition by many national aviation and media organizations.

*The FAA Production Studio works directly with Florida Motion Picture and Television Association and Media Association International.

*The Studio produces programs for the FAA Aviation Training Network, the Government Educational Training Network and the Florida Aviation Network.

*The Studio recently completed an agreement to provide aviation programming to the Bahamas.

*Over the years through our "studio" name and marketing we have been assisted by and worked with:

FAA Office of Video Production - Washington D.C.
OKC Video Production - FAA Academy, Oklahoma City, Ok
Video Producer for Southern Region HQ - Atlanta, Ga
CMD Video Department – Palm Coast, Fl

*Marketing campaigns that include: FAA Production Studio Press Releases; Newsletters; marketing materials...i.e. brochures, posters, media kits, CD's, satellite broadcast schedules; special event and studio marquees; distribution of speaker's bureau articles; promotional items... all of which have been widely distributed to: fixed base operators (FBO's), all levels of government agencies, industry allies, aviation publications and magazines, safety seminars, and training facilities throughout the district, State of Florida and country through various avenues of distribution including: Web, Email, Trade Shows, Aviation Safety Counselors (ASC's), Production Crew Members, and Mail.

NAME-History update/Marketing.DOC/OSY/03-09-08/SPM/PROCREW/HANDBOOK