



AIRPORT/COMMUNITY ROUNDTABLE

San Francisco International Airport and
Local Governments in San Mateo County

Item #7.d

March 31, 2009

TO: Airport/Community Roundtable Representatives, Alternates and Other Interested Parties

FROM: Heather R. Hoshii, Assistant Roundtable Coordinator

SUBJECT: **Agenda Item No.7.d for April 1, 2009: Update on the Roundtable Fly Quiet Video Project**

As you may recall from the February 4, 2009 Roundtable meeting, staff reported that the Fly Quiet Program Video Project was moving forward even though United Airlines was no longer in a position, due to budget constraints and the current instability of the airline industry to provide the Roundtable with the in-kind support they previously pledged. During the meeting staff also outlined the steps that had been taken in exploring other options to ensure the continuation of the Fly Quiet Program Video Project. Staff, at the direction of the Roundtable, has established a contract between San Mateo County and Bryan Kingston Media for video production services and we are ready to begin filming the Fly Quiet Program Video.

As staff and the Fly Quiet Program Video Project Subcommittee have indicated during past project updates, a key component of the video will be interview segments from industry professionals as well as "sound bites" from Roundtable Members/Alternates, community members and staff. These interviews and "sound bites" are very important as they will be used to break up the more technical aspects of the video. By breaking up the portions of the video in this manner it will not only improve the flow of the video, but it will make it more enjoyable to watch.

To facilitate the filming of and to ensure we have enough "sound bite" footage, Bryan Kingston of Bryan Kingston Media will be on site at the April 1, 2009 Roundtable Meeting to film portions of the meeting as well as mini interviews. The mini interviews will be filmed at the end of the meeting and will be very brief. It is anticipated that each mini interview will only be one to two minutes long. Staff is requesting Roundtable Members to volunteer to participate in the mini interviews. Due to the time constraints of the video, it is possible that not all the interviews filmed will be included in the final video. To help volunteers prepare for the mini interviews the questions and or topics we would like you to talk about on camera are listed below.

1. Briefly describe the purpose and or goals of the Airport / Community Roundtable
2. What airport/aircraft noise issue is your community most concerned with and why?