



October 9, 2012

NA12225rl

**\*\*\*UPDATE\*\*\***

***(Revision to Media Staging Area Three)***

***Media Staging Areas for Space Shuttle Endeavour's Route***

**WHAT:** Media Staging Areas for Space Shuttle Endeavour's Route

**WHEN:** Thursday October 11, 2012 at 10 p.m. through Saturday October 13, 2012 at 11 p.m.

**WHERE:** Northside Parkway and McConnell Avenue  
Westchester Parkway and Sepulveda Eastway  
Crenshaw Blvd. and Martin Luther King, Jr. Blvd.  
Martin Luther King, Jr. Blvd. and Bill Robertson Lane

**WHO:** Joint Information Center

**WHY:** The Joint Information Center has organized various media staging locations throughout Endeavour's route that will offer the media a variety of viewing locations. Media staging area are open to all credentialed media and those who present identification and verification of employment with a legitimate news source.

On October 11<sup>th</sup>, around 10 p.m., the first media staging area will be opened to the media. This staging area is on Los Angeles World Airport property and is located on Westchester Parkway and west of McConnell Avenue. This is a gated, unimproved lot that provides media with an elevated view of Endeavour as it first exits LAX property. There is space for approximately 50 news vehicles with additional parking available along Westchester Parkway. Those that park along the curb will have to walk in with their equipment. Due to possible interference with LAX radar installation, media broadcasting vehicles (microwave/ sat trucks) will be restricted to parking in only the western portion of the lot. The lot will be managed by both LAPD and LAWA PIOs and will remain open one hour after the passing of Endeavour.

Lincoln Blvd. will be closed from Sepulveda Blvd. to Manchester Blvd. several hours in advance of Endeavour's movement due to construction. Access into the media viewing area on Westchester Parkway will require media to travel south on Lincoln Blvd. from Manchester, and then southwest onto Loyola Avenue and finally east onto Westchester Parkway until they reach the media viewing area. Additionally, a media pool is offered the opportunity to ride a head of Endeavour for the first half mile. The selection process for this pool is being handled by the Radio Television and News Association (RTNA).

On October 12<sup>th</sup>, at around 3 a.m., the second media staging area will open to the media. This location provides media an up close look of Endeavour while parked in the Drollinger parking lot, La Tijera Ave and Sepulveda Parkway for about nine hours. This is not a publicized public viewing area and no events are planned but large crowds are anticipated. Media is urged to enter off of Westchester Parkway and park on the east curb of Sepulveda Eastway. This area will be blocked by bike-rail on the west curb. This location will be managed by LAPD personnel and PIOs.

On October 13<sup>th</sup>, at around 9 a.m., the third media (pool) staging area will become available. There are four dedicated media areas of various size and locations, around the intersection of Crenshaw Blvd. and Martin Luther King, Jr. Blvd (MLK). Check-in will begin at 9 a.m. in the Macy's bridge, over MLK, with staff from Sugermangroup Communications and Crenshaw Plaza. These staging areas provide a view of both Endeavour and of the stage, where a half an hour performance is planned. Media is encouraged to park west on MLK from Crenshaw, west of the Macy bridge, along the south sidewalk, closest to the building wall. The staging area and parking will be managed by LAPD PIOs and private security. Staging assignments are being handled by Sugermangroup so arrive early to get to the best sites. For additional information on this location, contact Emily Heidt via her e-mail at [Emily@sugermangroup.com](mailto:Emily@sugermangroup.com).

On October 13, at around 6 p.m., the fourth and final media staging areas will become available. This location is on MLK, east of Bill Robertson Lane. Media is encouraged to park on the north curb of MLK and urged to set up across MLK from curb to curb. This provides media a great opportunity to view Endeavour travelling its last stretch before turning left onto Bill Robertson Lane. Nearly 700 Cadets will be deployed during this weekend, providing the Department with additional resources and cost savings. Several of these police cadets will line up along MLK welcoming Endeavour into its new home.

An additional location is available to the media wanting to view Endeavour before it turns into the California Science Center's Samuel Oschin Pavilion. Media is urged to enter the museum property from Exposition Blvd. and Bill Robertson Lane and park along the east curb. The staging area will be set along the lawns of Los Angeles County Natural History Museum. This area will offer the final opportunity to film the shuttle as it turns eastbound to enter the Samuel Oschin Pavilion. LAPD PIOs will be available in this area.

We anticipate a lot of media interest at these staging areas and encourage media to arrive early for the best locations. We encourage media to utilize these locations, as there will be full closures of many of the streets and sidewalks about a mile ahead of Endeavour. Once street and sidewalk closures are in effect along the path, no one will be allowed into those closed areas.

Any questions regarding this news advisory should be directed to the LAPD Media Relations Section at (213) 486-5910.

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