

## **NATCA Media Policy**

**Purpose:** Improve internal and external communications by providing increased support and guidance from the NATCA National Office in facilitating media inquiries received by NATCA locals and proactive media/public outreach planned by the locals.

Our goal is and will always be to ensure that our nation's air traffic control system remains the safest in the world. We are committed to providing the media and the public the information they need to help us continue to live up to this goal. This means delivering information and answering inquiries in a timely and accurate fashion. Currently, most locals coordinate their activities with the national office and this coordination not only supports the locals in their effort, but also ensures a coordinated effort that ensures that our efforts are not in conflict with one another. To help in this effort, effective immediately, all local, regional and national media inquiries and outreach activities should be coordinated with NATCA's National Office through the Communications Department at 202.628-5451. Specifically, the National Communications Department should be notified in advance about:

- Incoming media inquiries (all media requests that go beyond asking for basic information)
- Any proactive media outreach you plan on conducting (i.e. discussing a controller save)
- Rapid Response/Crisis Communications challenge (i.e. near miss)
- Public events (i.e. A tower groundbreaking)

When you contact the Communications Department, you should have all the pertinent information about either the incoming media request or your potential proactive plans at your disposal. You must also provide contact information, including phone and cell phone numbers, and the DEADLINE for your request. If a reporter is on deadline, you must note the URGENCY of the request. The Communications Dept. will then work with the national elected leadership and other communications specialists to determine how to best work with the local in handling all requests.

When dealing with an issue that needs rapid response, such as a potential story where misinformation has been received or controller work is being attacked, it is imperative the Communications Dept. be notified immediately. We will have in place a Crisis Response team composed of both internal communications staff and outside communications experts to help you deal with the situation immediately.

If a Local plans to proactively generate media coverage, the Local must first call the Communications Dept. to discuss the plan. If the decision is to move forward, the Communications Dept. will assist the Local with the various communications needs associated with public outreach including drafting material when appropriate. The Communications Dept. will help you respond effectively and efficiently to all media inquiries and outreach opportunities. Air traffic controllers are on the front lines every day and many of the stories you have to tell should be told not only in your area, but across the country. We need to work together to make sure that the good work of NATCA members is known - and any attempts to undermine this work are beaten back.

Authority: The above procedures should be followed so we all speak effectively on behalf of our Union. The assets of the regional and national offices will be used to assist the Local in delivering the story locally, regionally or nationally as appropriate. This feedback loop will also ensure that the elected leadership is fully vested in the affairs of the Locals to maximize opportunities.

This policy stands in full force and effect until further notice.