

Communications In-Person Meeting

San Francisco, CA

May 12, 2025

Attendance:

Shannon Lyman

Sarah Simek

Arianna Seimas

Galen Munroe

Meagan Roper

Anita Johnson

Thom Metzger

Jaymi Steinberg

Bryan Martini

Drew MacQueen

Jessica Reed

Lisen Minetti

Kevin White (virtual)

Ice Breaker

Review of Charter

- Questions regarding the necessity of having RVP
 - Each region does work closely with their respective RVP
 - Still useful to have RVP on committee as perspective
- Meetings
 - Do we want to add 1 in person meeting? In budget proposal there is a box to tick to denote whether it is a requirement of the charter. Discussion on whether having the in person meeting codified help to ensure the budget is locked. NiW budget approvals from yesterday may have impact on other budget lines, so having this added may be crucial or could see a loss.
 - Add 1 in person meeting to charter, rest to remain virtual.
- Roles were set with a different framework in mind.
 - Needs to be rewritten to consider that people beyond a chair may be the person to facilitate.
 - Wording may need to be reorganized to suit purpose.

Public Affairs Organizational Structure

- PA at NATCA has 4 program areas:
 - Communications Nationally
 - All Events and Marketing
 - IT for Union at staff level/ITC
 - Training Function/Academy- 25 National Classes every year. Will be adding this stream and helping to coordinate locations moving forward.

- From Comms Perspective:
 - Do Media outreach-
 - Since January media relations has grown exponentially
 - Things are being handled 24/7
 - Sending out media statements near daily
 - Many more interviews, some on the record and some as background education
 - Developed positive relationships with many of the national reporters
 - Social Media
 - Working to implement Nick Daniels vision
 - Process is evolving
 - Understand video scores higher algorithm than static, working to achieve this
 - Goal to be where we want the members to be, working on a more vibrant YouTube. May add Discord and TikTok
 - Do all the member emails for NATCA
 - Working on being smarter on how often to reach out and considering the room before sending soft news
 - Graphic design
 - Writing, like the government affairs writing
 - Help Nick with speeches
 - Upcoming:
 - Scholarship announcements
 - UNUM open season
 - CFS registration is live
 - Archie Leagues
 - Going to try to get the info 2 weeks sooner
 - Discussed some of the best practices for the output
 - Corporate Partner Event mid June
 - Meet & Greets for trainees in OKC, almost monthly
 - Coordinate NATCA presence at third party events
 - Media Training
 - About 20 people
 - Coordinating Voter Voice activities
 - With IT and Comms- may build a video recording studio at HQ for better recording quality
 - Advertising –
 - had previously been handled by president office, but now there is some shift toward PA taking over. Galen and Thom have analyzed the situation and worked toward best methods to reach the intended audiences. It has been traditionally very DC focused, but considering how to reach influencer audience outside the beltway.
 - Advertising has been focusing on name recognition

- Having similar messaging and imagery across all national and regional channels and advertising will help with footwork
- PR Agency – Have been vetting 3 firms
 - Typically a retainer relationship
 - Considering the flexibility in contracts to handle extra care in months where there is more demand vs months where things are steady
 - Analysis on going
 - Consideration on rebranding of tagline
 - How to stand out in this world with constant barrages of data
 - Discussion of how crisis management was handled in tactical
 - Working to get more varied news outlet engagement
 - They can help take things to the next level
- Desire to get messaging to raise awareness with the next generation was raised by multiple members
 - Possibly a short video to help raise awareness of the job
 - PA targeting more social media outreach, using compelling examples
 - Since January the importance of ATC to the public seems to be understood, but we need to use this opportunity to underscore the issue. They may be more likely to share then.
 - Note: there is a difference between public affairs, public relations, and advertising.
 - Outreach would be useful but not on today's agenda
 - Firm selection will be soon

Trello

- Briefing from Meagan
- Search functions, best practice to include dates
- Can set reminders for recurring events
- Can share directly to/from PA

Regional Round Up

- **NNE**
 - Meta used for posting.
 - Discord
 - Many younger members don't use facebook, insta or even email.
 - Works like slack on steroids
 - Not announced cross region yet
 - Want to use it as an additional info stream
 - Set to only have leaders post for the moment
 - Goal to go live by end of May 2025
 - They are vetting the members with the number and tagging them
example: John Doe, PVD – Member
 - Trying to get FacRep Highlights

- **NGL**

- Poised to change out leadership between now and December 2026, everything is ready for it
- 3 people on comms committee, been working a lot of overtime.
- Appreciate anything they can share.
- Osh Kosh is coming up. Simventure interview.
- Facility page they also run, but it is geared more toward the local student pilots that utilize the field.
- Region social media focuses on going to the facilities in the region that have social media so they can handle reach out to members as well.
- *Note: be mindful to get permission in advance before sharing any videos from inside the facility.
- Never assume people know things as you represent people and how to represent them.
- Education of the facilities posting

- **NCE**

- Comms team is Bryan and Aaron
- Aaron is very communicative.
- Monthly update going to split into 2. 1 will be ARVP/RVP update and 2 will be regional leads. The goal being more opens on the emails with consideration to the previous emails possibly being too long.
- Would like to get more from FacReps
- Free reign on social media
- Mostly on instagram, still have facebook and x- but they seem to not be as utilized. Talked about additional forums such as a discord. ZKC has their own discord and there have been some issues so it has worked as a guinea pig.

- **NWP**

- Mostly just Ari, the other person on the team is tending to some outside issues
- Very unusual in that Joel has one of the last admin people. She handles all of the email pushes. Ari handles the social media side.
- Facebook is very dead. Have a Threads account too which gets very little traffic. Discord sounds like it would need 24/7 monitoring and could devolve to a Reddit situation.
- Having success on Insta Reels format
- Some facilities have done some great work like Oakland
- Trying to help groups cross engage

- **NRX**

- All new leadership within the last year, a lot of which were on the bargaining team

- Just switched out another ARVP
- Figuring where Comms fits in
- Swap to constant contact
- Locals lack a social media presence so rely on national
- Focus split with a lot on organizing. A lot of changes within this administration have directly impacted the NRX more than any other unit. There has been an explosion in membership since January. Been working on organizing and how to reach people since they are dispersed throughout the NAS. The other focus is educating what NRX does and where do they fit within the bigger picture.
- **NSW**
 - New to comms
 - Goals are getting a social media presence and get emails started back up
 - Education
 - 3 Members on the team, but 1 dormant
 - Realism of what 2 people can get done
 - Just solicited for members- 4 people expressed interest
 - Been working on getting more content from facilities utilizing skills developed in NNM
- **NEA**
 - New members, working well together
 - Structure remains the same
 - We did some pauses as we had the situations that were faced within the region, been slowly picking back up
 - Mike has been shifting to more video formats, thanks to EZ for editing them
 - LT writes most of the emails and we supplement

Highlight the Convention Survey

Town Halls- How can we help? Best Practices

- NRX- discuss in advance the goals. Example if you are to save the chat for later answers- as some require settings pre start. Or do they want a recording?
- NNE- invite the people that you will want to have access as co-presenter as similar for example if you're using ARVP or other comms
- NRX- challenges for different platforms with different needs- TEAMS vs Google vs Zoom
- If you are going to do a rebroadcast, test that it works

Promoting Other Committees

- Can have them create short videos to use to educate
- A lot of them have a good bio on the website

- Form for any updates to be made to the website for chairs- does the roster look right? Are minutes up?
- Region X methods highlight- example covering members in region, could see if we could find info for any of the committees willing to participate.
- Can alert support when there is a new rep to ensure they're updating
- ASI
 - Could maybe discuss generally but obviously not details of live events
- Airspace Procedures
 - Could have them say something that the members might want to know
- Benefits
 - Particular on graphics, keep theirs
- Comms
- Constitution
 - Likely well aware in the post Convention timeline. Maybe what will happen with stuff we didn't get to.
 - May want to remind that people will need to update
- CISM
 - Mental Health Toolkit waiting for approval
 - Can do fact Check done by your regional members
- DRC
 - Has own social media
 - Can share their posts
 - They have their phone number
 - Can use regional Reps to tailor
- Drugs and Alcohol
 - Can explain requirements example if arrested
- Election Committee
 - National events
 - Will get official announcements through proper channels
 - Have on closer to election time
- Election Support Committee
- EAP
 - Discussion of some of the issues we have
- Finance
 - Could bio the members
- NHC
 - They're working hard, if they have content might be good to share
 - There is a convention history on file
 - Some history on calendar
- ITC

- Spread their email if members need them: Support@NATCA.ORG
- All the Emails are sourced from the same place, so if a member unsubscribes thinking its just 1 thing – it would take them out of all of the emails to include alerts
 - Also they can't just go to their profile and add to get reports, they need to direct reach out to request the re-adds
- Posts:
 - Email Resubscribe
 - If issues: reach out to ITC or the button
- Web Review Work Group: Bryan and Anita have volunteered
 - Will determine what works?
 - What needs to be updated?
 - What sites could serve as inspiration?
 - Hope to have info by the time that the budgets for next year are due
- Legislative
 - Voter Voice push
 - Letter Writing campaign
 - Regional focus
- OSHA
 - Sent a doc recently with a graphic/write up
 - Keep sharing what they send
 - Did you know? series
- OWCP
 - Testimonials?
- Onboarding
 - Committee Exists
- Organizing
 - They exist
 - Can say new places
- PS
 - Trying to get Respect Live
 - Award
- Reloaded
 - Share their info
 - Shorts on reels or TikTok
- RNAV
 - Has own group
 - Does boots on the ground
 - Tom handles it well
- Safety

- ATSAP – maybe a reel or testimonial
- NSTL
 - Spotlight?
- Training
 - No longer just in Vegas!
 - Some regions may opt to have a course taught in region
 - Reminders of classes
 - Post schedule in timely manner for bid season
- Union Synergy
 - Who are they and what they do

Concur Review

IOU

- Discuss Platforms
- Outreach
- See if Committee can join NNE discord to observe
- Reach out to NHC
- OSHA- spotlight the person that is verifying reports
- Union Synergy may be out of date
- Look at minutes and see if anyone wants to do any projects