

# 2026 Communications Committee In-Person Meeting

NATCA National Office, Forrey Conference Room

May 7, 2026

Dean von Almen	yes	Lisen Minetti	yes	Anita Johnson	yes
Shannon Lyman	yes	Eric Goldman	yes	Amanda Clinefelter	yes
Sarah Simek	yes	Ariana Seimas	virtual	Jaymi Steinberg	yes
Tom Thompson	yes				
Bryan Martini	yes	Jessica Reed	no	Galen Munroe	yes
Jessica Rakovitis	no	Kevin White	yes	Thom Metzger	no

## Council Assignments & ATX Update (*Dean*)

- You'll have to reach out to see if they are meeting and when
- Want to ensure that these committees are talking between their trimester meetings
  - During these they report out what is happening on each council.
  - What they're working on, accomplishments, collaborating, etc
- 1 in person in January and 2 others. Reach out to those you are assigned to and see their meetings. What they're accomplishing- This is what should be going out for info
  - There are differing levels of functionality
  - DVA asks to find out if they're meeting and are they telling you their actual progress.
  - DVA advises he is open to comms via email/text/teams/etc by next week Friday. If your council has meeting planned let him know.
  - Make contact with lead. Make tracking sheet.
  - DVA to provide list of contacts.
- Tracking Sheet can go in general
- If you get any info off committees in your council continue to put that info into the committee post requests.
- IT has stuff on lists but they're really busy.
- What to do?
  - Reach out, find out when their meeting is?
  - Are you invited?
  - Ensure we are not intrusive- but if you attend you can cull the important parts to share
  - Fill in spreadsheet
- Vet posts with people so they can look good.
- ATX – One class per day

## Nick Daniels and Mick Devine (virtual) briefing and discussions

- Nick
  - NiW was great, lots of buzz
  - Thanks to all for regional posts and sharing the award winners
- Mick
  - Thanks to all
  - Comms is a foundational building block- you're doing great keeping people informed
  - There is more unified messaging across the country, even if tailored- it is the same message
  - NiW had an energy we haven't seen in a while
- Nick
  - We are being very intentional about what we say and execute
  - Harmonized messaging and aligned strategy has been a goal over the last 18 months. Including strategy sessions.
  - During this term we have seen aircraft accidents, the lengthy government shutdowns, etc. Even with these we are starting to see the larger picture.
  - The turning point for NATCA may be the council concept and its syncing with the NEB.
  - We need to talk about our wins. And share the political reality and truths.
    - RT1, Center facrep and dispersing outward.
  - Even Duffy is utilizing a lot of verbiage originating from within.
  - We have to protect ourselves within this political landscape as we show we are the answer, the solution.
  - Must defend without offending the administration.
  - What are the wins we have seen during this, the most difficult time in our history?
    - We can still put out something we accomplishing weekly.
    - This is even more something to be proud of in this difficult landscape
    - Pay Parity is the other side of the equation. We are part of the herd and the solution... the answer is pay parity. That is how we got to the ask for FY 2027.
    - Under Obama military and civilian pay are split. In Trump 1 they did it once.
    - We need to consistently message taking care of military, firefighters, controllers, etc.
      - This is how we shape things for employees
      - Now that we see it is the early retirement are tied in, we need to look next window for bringing up the NRX and Staff Specialists.
      - This could see a 15% compounding raise over 18 months without opening the contract.

- For 50 years people thought we were the people with the wands.... we need to get the awareness out.
- We have to work with PA to see what will stick.
- Campaign of different art, including Deco.
- Stats
- The greatest defense is a strong offense, then when you have to play defense it is easier to baseline.
- Are there messages we can share with the firm?
  - Amanda- at career fair some increased knowledge of ATC
- Videos
  - It would be good to house them places to share.
  - Some public facing way to share things that are safe to share, as these could be used in recruitment.
  - Lisen- videos that could be safe for sharing?
  - Galen- must be cautious of what the presentation would convey

#### Mick

- Spoke to a lot of people throughout and whilst the choices of the NEB may have not made sense in the moment- as they saw the video and were briefed – a lot of it came back together
  - A theme from NiW: things made sense when given the big picture
  - We need to get this to the rest- but how?

#### Nick

- If we could show opening day 1 and 2 speeches today then it'll be obvious how these harmonize.
- 2 asks:
  - When council structure was built- its off and running and you're going to see that continue. One of the things in reviewing the charter- Comms was originally built as a warehouse where others could come. Can we communicate as 1. The evolution must be 1 message and how will we come together to tell it. There are obviously regional variances but 1 message.
    - TSA had some amazing support during their shutdown. Where our colleagues went out during it. It could be a proactive way to share the Union support. More forward leaning.
    - May want to discuss changes with DVA.
    - You might not work just like PA and NLC.

#### Doss

- Where do we go in what we have been building out?
  - Member vs Public side of NATCA site will split soon.
  - New skins on both but on NATCA site
    - We had lots of talks and reviewed analytics, particularly re updates.
    - Each council as a topic
    - We are bad at organizing documents like MOUs
    - Need better search functionality
    - News feed layout

- Forms bigger picture
- Discord
  - Depending how things are tagged on the website it can be populated here
  - NATCA Bot- looking at how that will go
  - Possible that stuff can also populate in regional
  - Can be linked to other servers and be hooked up in the background.
  - Can be linked to constant contact too

#### Nick

- Goal is to tell the story without sifting through emails and random information but rather a cohesive timeline
- Facility/Regional/How to get feedback and answers on national level- how will we talk will be a hurdle to tackle as we progress

#### Doss

- Working across 7 Apps currently including email migration, bid, etc, being redone.
- Top 3: NCEPT, Updates and file storage
- Can customize the banner and what shows up in the card
- It can remember what you want to see

#### Questions

- Will there be a way on the Discord or member site to help organize for NRX?
  - Topics will be tagged in 4 different content sites. And it'll mesh with 1 or a new one can be developed
- Maybe a class at ATX or webinar?
  - Also lets members know its a work in progress

#### Nick

- How will we interact?
- What will that look like?
- Will it be forbidden to share screenshots etc?
- Concern: Members should not be playing cop- it should be someone higher that is the moderator.
  - There are bots on line 1 to catch on review

#### Galen

- Need to keep taking jobs away in mind as a trade Union
- Nick- appreciate it, giving tools and access without negative impact

#### Doss

- Instead of hub call it MyNATCA and reskin it

#### NATCA Event Planning (*Meagan*)

- NiW Feedback

- Get something together for Wednesday AM to fuel the troops before they go to the hill. There are some hotels that don't have the best food options. Something as simple as bananas/protein bars. Maybe NLC can provide?
- Mini water bottles to get you to the office.
- The 2.8% raise is highly tied to the activism
- Regional flags are old but remain effective- other ideas that are easy to read are open to feedback
- Promo video to be made
- Things changing next year
  - New logos next year
- More streamlined logos/patterns for continuity in sharing
- CFS
  - Deadlines are on site
  - CVENT for registration
    - Auto populating using mynatca
    - Help from members to get sign up
  - Help to expand beyond controllers and more industry
  - Archie awards: desire to get the info out early enough that those that want to support winners can get their letters in
    - Last year there were delays in release
  - Archie submissions are low this year
  - Discussing opening submissions to public/pilots
  - If you see online could always reach out to get the details
  - Ideas include having NLC members record snippets in advance to share or best practices
- ATX
  - 3 Days this year
  - Form forthcoming- combo for class/booth/meeting room
- General
  - Hit up first times about why they'd go again or what should someone know?
- Osh Kosh
  - Potential for excused for Wings Credit, but must have pre approved leave on books
  - Have a company this year to reduce the set up
- Convention
  - Logo and branding coming soon- new one coming soon.
  - Work with regional Constitution Reps to get education out in timely manner
  - Convention and NiW will be adjacent

Campaign 2026 (*Noel Kingston, virtual*)

- Explanation of the program
- Boots on the Ground is different but they work alongside each other

- Structure is to help coordinate with Dave/Allison etc, and below that level one per region- Noel can share this with each region)
- Volunteer solicitation
  - They get thanked
  - They get trained
    - Hatch Act
    - For those that are new- what's next?
      - What does signing up for an activity mean to them
    - For returning
      - A 30 minute video to watch
    - Goal is to make it as easy as possible to participate
  - Campaign activities- most being after Labor Day
- Goal to get members to try things once, they may then be willing to do more
- Noel asks you to sign up.
- You know your region the best to help them get signed up.
- Hatch Act Refresher is on file if you need it (2022).

IOU:

Councils:

- There are differing levels of functionality
- DVA asks to find out if they're meeting and are they telling you their actual progress
- By 5/15 make contact with relevant council people, and fill in spread sheet
  - MAKE SPREADSHEET

Dean

- Media Training asks

Nick/Mick

- Stuff clicked for those at NiW but how to get that to the rest of the members?
- What can we better call "Member Hub?"
- REQ to them: FacRep Resources within the website

PA:

- Videos for public consumption
- Nick's Wins video – but in a form that is sharable
- Dean NiW but in a public usable way

Osh Kosh

- If opening submissions for Archies consider sharing at Osh Kosh
- Follow up with Meagan re EAA Outreach program

Noel

- Promote Campaign with Hatch Act in mind
- How do we recruit?
- Lisen- 1 page on what is Campaign 2026
- Talk to regional state leads
- Have Comms team maybe join a call as things get settled

Meagan

- If you see an event that we should be at- let her/Jill know

In Person Meeting Ideas

- DC Feb, March (beware pre convention meeting)
- Before convention day
- After convention day
- Day after NiW

Next Meeting:

- ★ Comms Toolkit / Comms Best Practices Development
- ★ AI Use Discussion