

Professional Aviation Safety Specialists, AFL-CIO  
**Contract Representative Training**



- ▶ **Communications  
Amplifying the  
PASS Voice!**

# Internal Communications

Internal communication is any information shared with members, E-Board and national staff. It is how PASS tries to build a relationship and understanding with members, as well as chapter leaders and contract representatives, contributing to the overall success of the union.



# Internal Communications

- *PASS Times*
- *PASS News Now*
- *Legislative Update*
- Any messages sent to members
- PASS App
- Member-only section of website
- Article 13 and Article 23 solicitations
- Executive Board meetings, member call-in
- Workplace bulletin boards
- Chapter meetings
- Closed Facebook groups
- Chapter websites with a member-only section



# Why Internal Communications are Important

- Show solidarity: members are part of something.
- Show members what PASS is actively doing for them: labor relations, legislatively, publicly.
- What chapter or reps are doing on the local level.
- What their dues money supports.
- Encourage members to step up: become a rep, SME, Article 13 or Article 23 rep, run for a local chapter office.



# External Communications

External communication is any communication to nonmembers, new units being organized, lawmakers, other unions, media and the public.

Any communication aimed outside of PASS.

Internal and external communications can overlap.



# External Communications

- PASS public website
- Emails to whole bargaining unit
- Social media
- Informational pickets and handouts
- Media interviews
- Public-facing chapter websites
- Workplace bulletin boards



# Why External Communications are Important

- Show nonmembers what PASS is actively doing for them: labor relations, legislatively and publicly.
- Encourage nonmembers to join.
- Show FAA employees outside our bargaining units what PASS is all about.
- Demonstrate to lawmakers that federal employees are not bureaucrats but real people.
- Remind lawmakers that you are constituents.
- Let the public know the work you do on their behalf.



## A Note on Email

- PASSmember.net not used by national office: security issues in 2020 and 2021. FAA computers infected.
- Agency blocked PASS domain for a time: don't want to risk cutting off your access to tools while on FAA network.
- Majority of members never use it.





# Messaging: One Voice, One PASS

- Consistency of messaging
- Talking points
- Branding
- PASS vs. Shutdown Video
  - Clearly demonstrates consistency of messaging, branding



# PASS vs. Government Shutdown



# Media Relations

- Interviews in both English and Spanish to reach wider audience
- Build good relationships during shutdown
- PASS seen as a trusted source of information
- Boeing 737 Max and certification
- Recent Boeing incidents
- Members NOT expected to respond to local media inquiries if not comfortable
- Talking points provided
- Send local media contacts our way





# PASS Bulletin Boards

## Bulletin Board Materials

APRIL 20, 2018

PRINT | MORE



Download bulletin board materials:

- Union Plus Benefits
- Financial Resources for Employees Facing Hardship (Feb. 2020)
- Get Involved Legislatively (Jan. 2020)
- T-SAP Reporting (Jan. 2020)
- In-Position Increases: Brought to You by PASS (Jan. 2020)
- Hatch Act flier
- Workers Memorial Day (annually on April 28)
- Join PASS Now website poster
- Title 5 and You poster (revised Nov. 2019)
- About PASS flier (revised Sept. 2019)
- PASS Accomplishments (revised Sept. 2019)
- PASS FAQs (revised Oct. 2019)
- What We Do flier (revised Oct. 2019)
- Proud Union Family Lawn Sign (June 2019)
- U.S. Supreme Court Janus decision: how it affects unions (July 2018)
- PASS Defeats Privatization (Feb. 2018)
- Contract highlights flier (May 2018)
- SF-1187 fillable pdf form (also available as electronic form which can be submitted directly online)
- Customizable chapter meeting flier
- Customizable all BU employee meeting flier
- New employee information form
- Member benefits (Union Plus and SkyOne)

FOLLOW PASS



TRENDING LATEST

GAO to Review Online Portals

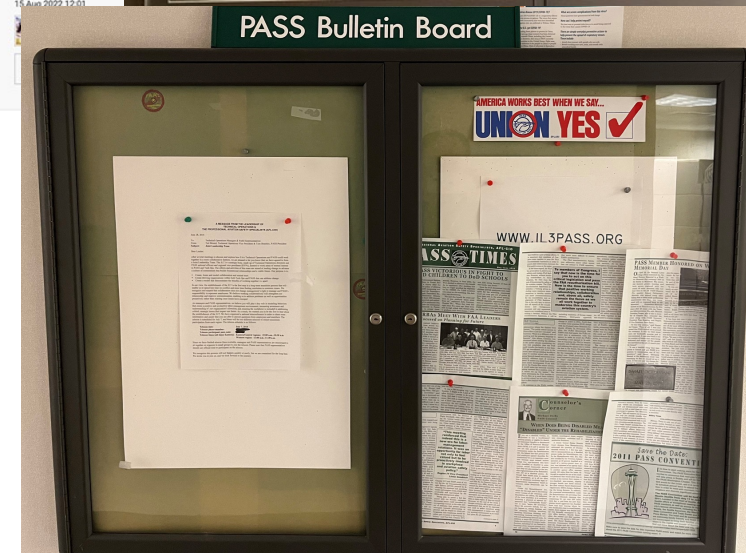
LATEST FROM THE

CBA negotiating

Why risk an audit

June pay bump

15 Aug 2022 12:01





# FEEEA

FEDERAL EMPLOYEE EDUCATION & ASSISTANCE FUND

- Only nonprofit dedicated solely to assisting federal employees and their families
- Scholarships, disaster relief grants, emergency (no interest) loans
- PASS a sponsor of annual Feds in Motion Challenge
- Join our team!

The screenshot shows the 'Feds in Motion Challenge' website. The header includes navigation links: CHALLENGE INFO, EVENT INFO, JOIN US!, GROUP/TEAMS (active), FIND A PARTICIPANT, DONATE, and MORE. The main heading is 'Feds in Motion Challenge' with the dates 'May 1 - June 6, 2024'. Below this is the 'Challenge Group/Teams' section, which includes a 'Group/Team Name' search bar with the text 'pass' and a 'Search' button. A 'Create a Group/Team' button is also present. A table lists existing groups:

GROUP	GROUP TYPE	GROUP RESTRICTIONS	CREATED	NO. OF MEMBERS
PASS National 24 <a href="#">Join</a>	Teams		Tuesday January 23, 2024	22

Below the table, a message states: 'You can create a new Group/Team on the first step of the registration process.' followed by a 'Register & Create Group/Team' button. The footer contains links for Challenge Info, Event Info, Join Us!, Group/Teams, Find a Participant, Results, Refund Policy, Donate (with sub-links: Become a Fundraiser, Top Fundraisers), and Sponsors. A 'Page 1 of 1' indicator is visible on the right.

# Enhancing PASS Communications

- Bring *PASS Times* to workplace, break rooms
- Ask members if they are receiving PASS National emails; get them signed up
- Local e-newsletter: what's happening with PASS; Chapter FB pages
  - Take content from PNN, Legislative Update
- Follow PASS on social media, like and share posts



## Workplace Banners



# PASS App

- New app is available although still a work in progress.
- Working with Union Strong: company has developed apps for many unions but slow going on their end (internal issues).
- More robust, more interactive, targeted messaging.
- Download by scanning QR code. Get breaking news alerts on government funding.
- Look for PNN to have more information on other features.





# Using Social Media

- Follow PASS on Twitter, Facebook and Instagram. Share our posts to your social media accounts (if appropriate).
- PASS has a LinkedIn page.
- When sharing PASS posts from Facebook, it will ask if you want to include original post. Check that box so friends and family see post came from PASS.
- Legislative visit, pics with lawmaker? Post them to social media and tag lawmakers to say thank you. Send photo to PASS and we can do that!



# AFL-CIO Campaigns

- Heritage Months
- Media & legislative outreach (alerting them to events).
- Community outreach.
- Tag Local AFL-CIO with the work you do.
- Get involved with local CLC.
- Huge help during shutdown, blasts to their media lists in New England, California, Maryland.

HISPANIC HERITAGE MONTH




**Veronica Magos Sanchez**  
Airway Transportation System Specialist, FAA

Veronica Magos Sanchez has been a Professional Aviation Safety Specialist (PASS) member for nearly 15 years and has served her colleagues at Los Angeles Airport as a union rep for the past nine years. She's a member of the Federal Aviation Administration's Hispanic and Native American associations and participates regularly in the agency's education and safety events.

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AAPI HERITAGE MONTH



**DAVID KIM**  
Airway Transportation Systems Specialist, FAA Member, Professional Aviation Safety Specialists (PASS)

David Kim, an airway transportation systems specialist at the Federal Aviation Administration, is a union contract representative in Georgia and a member of one of two PASS bargaining teams currently in negotiations with the FAA. After serving his country in the Marines and the Army National Guard, he remains dedicated to public service and his union.

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BLACK HISTORY MONTH



**FAYE BROOKS**  
Professional Aviation Safety Specialists (PASS)

A 24-year veteran of the Federal Aviation Administration, Faye Brooks specializes in aircraft cabin safety, ensuring that regulations are followed to keep passengers safe onboard. She has been a PASS member for just as long, which has allowed her to invest in her future. Now a union contract representative, she has more of a voice and protects her fellow bargaining unit employees.

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Native American Heritage Month



**Donna Lahr**  
PASS

"Ok! nitanikoo Donna Lahr!" this Professional Aviation Safety Specialists (PASS) member says. Born and raised on the 1.5 million acre Blackfeet Reservation in Montana, Donna Lahr's traditional name is Ksiistsikomaakii, Thunder Woman. She began her career with the Federal Aviation Administration in 2006 after serving in the Marines. Lahr currently works at Southern California TRACON as the National Airspace System Operations manager.

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# AFL-CIO News

- Submit items to the Daily Brief on PASS activities
- Included in their social media blog posts.
- More exposure in labor community



# Questions? Have a story idea? Member Profile? Local photos?

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