

## ARTICLE V - MEC COMMITTEES

### COMMUNICATION and EDUCATION

#### PURPOSE

To further the flight attendant understanding of the NWA Flight Attendant Union, of collective bargaining in general, of the flight attendant profession, and the aviation industry.

#### A. SCOPE

The Committee will be responsible for the publication of the MEC Newsletter and the development and coordination of educational programs designed to provide retrospective and prospective as well as current information about the collective bargaining concept, the flight attendant profession, the AFA-CWA and the aviation industry.

#### B. POLICY

1. There shall be **one (1)** individual elected by the MEC who will serve as Chairperson of the Committee.

**2. There shall be one (1) individual elected who will serve as Vice Chairperson and/or one (1) individual as Member of the Committee. The Vice Chairperson and Member positions may be combined into one (1) position.**

**3. In addition to the Chair and Vice Chairperson/Member position one or more individual(s) may be appointed on a temporary basis as agreed to by the MEC. The appointment shall be made by the MEC President to assist in Communications and Education. At no time shall such appointments be made at the cost of or result in a reduction in the budget of any MEC committee unless agreed to by the MEC.**

**(a) Although the election of the Communications Chair is under the jurisdiction of the MEC every effort shall be made to accommodate the wishes and recommendations of the MEC President when electing the Communications Chair, Vice Chair and/or Member.**

**(b) In the event that a vacancy occurs the MEC President may appoint temporarily an individual to fulfill the duties of Communications Chair until such time that elections are held and a new Communications Chair and/or Member is elected.**

**(c) At no time shall the Vice Chair and/or Member assume the responsibilities Communications/Education Chair without approval of the MEC - or in extenuating circumstances, the MEC President may appoint the Vice Chair and or Member to the Chair position.**

3. This Committee will be responsible for the development and coordination of the Union presentation to New Hire flight attendants while in training.

4. This Committee will be responsible for the development and coordination of programs designed to support New Hire flight attendants during the probationary periods.

5. This Committee will develop programs to provide information and support for specific issues or specifically identified groups of flight attendants as defined by the MEC.

6. This Committee will develop a Transfer-In package for use by Local Council Membership Committee.

7. This Committee will investigate and recommend the use of equipment and techniques to most efficiently implement the COMMUNICATION policies of the MEC. The Committee shall consider but not be limited to the following:

Audio/Video Tapes

Telephone Technology

Computer Networks

Satellite Technology.

8. This Committee will research and make recommendations for educational programs designed specifically for flight attendant family members or "significant others".

**9. This committee will coordinate its educational efforts with the MEC Vice-President or designee of the MEC President.**

10. The Chairperson will be responsible for submitting completed membership applications received during the New Hire Presentation to the International Office. If an application is not received, the Local Buddy Coordinator will be contacted to attempt to have a form completed and submitted to the MEC Communication Chairperson prior to the individual completing probation.

#### C. GENERAL

1. The Chairperson will utilize AFL-CIO resources available, when possible, in the research and development for Communication projects.

2. The Communication Committee will work with all other MEC Committees in the research, development and implementation of informational/educational programs as required by the MEC Committee Chairperson or as directed by the MEC.

#### D. BUDDY PROGRAM/NEW HIRES

Definition and Purpose: The AFA-CWA Buddy Connection is a program utilizing line flight attendants as AFA-CWA "Buddies", to provide practical information, support and assistance to new flight attendants during the periods of relocation, settling-in and probation. Its purpose is to further the spirit of unionism on a personal level from the beginning of a new flight attendant's career.

Major Goals:

- a. To utilize the experience of line flight attendants to assist and support new flight attendants.
- b. To share information on a peer level with her/his new hires on their local AFA Council, the base and base city.
- c. To increase the number of AFA-CWA members who are actively involved in unionism and union education.
- d. To strengthen AFA-CWA's solidarity by introducing new hire flight attendants to the importance of unionism and their careers.

Structure: The structure of the AFA-CWA Buddy Connection will consist of three levels: the MEC Coordinator, the Local Coordinator, and the line AFA-CWA "Buddies".

The MEC AFA Buddy Coordinator is an AFA-CWA member in good standing who has completed the six month probationary period; acts as a liaison between the MEC, MEC Communication Chairperson and the local AFA-CWA Buddy Connection Coordinators; assists in assembling information to be disseminated by the Local Coordinators to their "Buddies" monthly or at the discretion of the MEC; communicates with the Local Coordinators on a monthly basis when the AFA-CWA Buddy Connection is active in her/his individual Council.

Communicates with the MEC Communication/Education Chairperson on a frequent, on-going basis to report on the program's progress locally; to provide feedback and information on new hire issues; to provide feedback on "Buddy" issues and to report any information on how AFA can better support probationary flight attendants.

## E. Web Developer

Definition and Purpose: One individual appointed **by the MEC President with the recommendations of the MEC** to provide the MEC with the information necessary to take advantage of available technology and enhance our Online presence as a means of communicating information to our members and other targeted audiences. **The Web Developer and the Vice Chair of Communications may be the same individual.**

### 1. Duties:

- a. Development and coordination of the MEC's online communication tools.
- b. Make recommendations on the type of equipment and programs to be used at the MEC and Local level to implement the COMMUNICATION policies of the MEC.
- c. Maintenance of the MEC's presence on the World Wide Web or other cyberspace locations as determined by the MEC.
- d. Responsible for creating and administering online discussion groups.
- e. Coordination of online support by working with individuals at each Council interested in assisting on the Local level.

## **F. IMPACT Informed Membership Participation and Communication Team**

Definition: A communication program to effectively disseminate information to/from members.  
(in conjunction with Member Engagement Committee & IMPACT Volunteers)

### 1. Purpose:

- a. To increase membership participation in AFA
- b. To provide a factual base of knowledge for the membership.

## **G. MEC NEWSLETTER - *All Call***

1. The MEC Newsletter – *All Call* shall be sent to the President of the IAM and ALPA MEC.
2. The MEC Newsletter shall publish Union expenditures.
3. The MEC Newsletter will be a forum for flight attendant opinions and problems. Letters to the Editor will be printed, space permitting, unless they are libelous, actionable in a court of law, patently inaccurate or contain remarks that undermine the integrity of the MEC.
  - a. MEC members and MEC Committees shall be furnished with a copy of Letters to the Editor in which they are named and shall have the right of response prior to publication.
  - b. No member shall be criticized under "Name Withheld Upon Request".
  - c. Clarity and accuracy will be actively encouraged.
  - d. Open letters will not be published.
  - e. The MEC President/designee will be charged with the final decision of the contents published in the MEC Newsletter.
4. The MEC Newsletter will be published four times a year to correspond with regular MEC meetings.
5. The MEC Newsletter shall contain reports from MEC Officers and Committees as appropriate.
6. The MEC Newsletter shall contain a standing column that addresses economic issues and legislative activities and gains made by AFA through negotiations.
7. The MEC Newsletter will accept paid advertising. Standard union parameters will be applied when accepting advertisements.