

March 19, 2025

Communications Update: Unifying Our Voices

- The AFA Hawaiian Communications Committee is working to unify messaging between AFA Hawaiian and AFA Alaska, starting with joint communications focused on Joint Negotiations.
- Recognizing different communication styles—email for Hawaiian and social media for Alaska—a transition plan is in place to maintain accessibility while gradually integrating broader platforms.
- New branding will reflect the unity of both groups, making messages more recognizable. The goal is to keep members well-informed, whether through email or social media, as communication evolves.

Aloha Hawaiian Flight Attendants,

There's a lot happening right now as we navigate this transition phase. Not only are we seeing changes on the operational and corporate sides of the merger, but there's also a lot happening on the union side as well.

As part of this transition, our MECs have recently merged. New MEC Officers have been elected by all LEC Presidents from both the Hawaiian and Alaska sides. We want to take a moment to thank Joni, Scott, and Lea for their incredible dedication and all they've done for the Hawaiian Flight Attendants. The AFA Hawaiian membership has greatly benefited from your dedication and contributions throughout the years. We also want to welcome our new MEC Officers: Tim Green, Brice McGee, and Paul Ikioka, as they step into this important role of leading both Hawaiian and Alaska Flight Attendants during this historic time.

Please know that even with these changes, your voices are still being heard. You are still represented by your local presidents, Martin Gusman (HNL/43) and Josh Aoki (LAX/47), and we are here to continue advocating for you every step of the way.

One important topic we want to highlight is our AFA Hawaiian Communications Committee. You'll begin to see some changes in how AFA communications look and feel, especially as we begin to unify the messaging between AFA Hawaiian and AFA Alaska.

The first joint communication you'll receive will focus on information regarding Joint Negotiations. It's important to note that AFA Hawaiian and AFA Alaska have traditionally used different platforms to communicate with members. As we move forward together, joint communications will feature updated branding that incorporates the primary colors of both Hawaiian and Alaska, symbolizing our unified team and making these messages easily recognizable to all members.

AFA Hawaiian has traditionally been more email-focused, while AFA Alaska has leaned more toward social media. With that in mind, we've developed a transition plan to ensure that vital information continues to be accessible, primarily through email for now, while we gradually shift toward broader, more integrated communication platforms. Over time, you may notice a reduced frequency of email updates as we work toward streamlining communication across all channels.

Our goal is to make sure you're well-informed, no matter how you prefer to receive your union updates. Whether it's your inbox or your social media feed, you'll still have access to everything you need to stay connected.

We appreciate your patience and support as we move forward together in this new chapter.

In Solidarity,

AFA Hawaiian Communications Committee