



Your website, your future, your answers.

If you're reading this document it's highly likely you already know about the background to this project of trying to get an Impact Cabin Crew Website online and into the hands of you - the cabin crew.

If you're only reading about this for the first time, please take a few moments to visit <http://www.impactcabincrew.org> for a detailed history of what has taken place over the past year and a half. For those tight on time the following is just a **very** brief recap.

- Ø August 5th **2009**, with industrial unrest looming between Aer Lingus and the cabin crew, the Impact Cabin Crew Committee (ICCC) was approached to help setup a website/forum on which all Aer Lingus Cabin crew could communicate with each other, catch up on news directly from their union representatives and provide the ability to post questions directly back to them.
- Ø After a very positive and well received demo, a month or so later they gave their verdict of NO. They were not interested.
- Ø The next year as project Greenfield came into the spotlight, the ICCC were again approached and offered the website/forums completely for free for a 6 month period to help create solidarity within the cabin crew group and provide a no risk opportunity for Impact.
- Ø Within a week the ICCC gave their verdict of NO.
- Ø Exasperated at the short sightedness of the ICCC, the <http://www.impactcabincrew.org> website was updated with the entire story so far of its un-used, yet ready-to-go existence, to try and gather support from the cabin crew members to demand their website from the ICCC. A small Facebook campaign began and was very successfully supported.
- Ø Within a week after a lot of phone calls to the ICCC from angry members an announcement was made that a **webpage** would be added to the Impact website to announce items to the membership. In other words a complete cop-out on the original proposal.

So here we are today. With a website already created for you the cabin crew, ready to go yet being abandoned because the ICCC refuse to use it.

Why? We don't know.

The purpose of this document is to help you the members find out why. As recently as this month (January 2011) Aer Lingus management have launched yet another barbaric attack on cabin crew working conditions. Literally the entire kitchen sink and more is being sought after.

It is yet again another stressful and worrying time for cabin crew members, made worse by the drip drip drip of poor information coming from ICCC and its inconsistent delivery mechanisms that some people get some days and some people never receive at all.

Over the next few weeks, a series of information meetings are to be held by the ICCC for you the members. This is good news for those of you who can make them. What of those who cannot? Why should they be left out? Is hearing information 3rd or 4th hand in the galley a reliable source for the seriousness of the current situation?

NO!

So what can YOU do to help? Please print this document out, turn the page and use our answers below to make your point!

So what's the plan?

We want you at the information meetings to ask your ICCC directly why they haven't availed of the website that's been created and offered to be handed over to them. We expect them to come up with a number of comebacks - all of which may seem reasonable to you in the heat of the moment.

However we've anticipated most of these retorts and have published below the actual facts so you can challenge any mistruths there and then. To be honest we don't want to give them any wiggle room any longer - this is too important.

Here's the index of all the anticipated comebacks from the ICCC so you can quickly find the one you need. The expanded version is further below:

- Ans. 1* *"The website being proposed to us is not secure"*
- Ans. 2* *"The website being proposed will be run by a 3rd party and we would not be in control of it"*
- Ans. 3* *"We have our own communication system in place"*
- Ans. 4* *"We have our own webpage in production at the moment. (It will be launched within XXX weeks)"*
- Ans. 5* *"The cost of the website is too high / The person creating this site asked for €xxx,xxx euros which was too much"*
- Ans. 6* *"We don't need a website"*
- Ans. 7* *"We don't have the time to look into this project at the moment."*
- Ans. 8* *"We're not sure how to use the website"*
- Ans. 9* *"We don't like the person who created the website"*

Expanded Answers

Answer 1 – "The website being proposed to us is not secure"

Response – The website uses a combination of security measures to ensure its security. Each user must use their own username and password which is logged each time they access the site. Each member when posting on the forums will have their real name posted beside their comment (think Facebook comments but a lot more structured and organised) so spam is practically eliminated. It can use secure SSL connections (the little padlock you see in your browser when buying things on the internet), to ensure that data passed between the site and you is always encrypted.

Answer 2 – "The website being proposed will be run by a 3rd party and we would not be in control of it"

Response – Let's be 100% clear here. The deal offered to the ICCC was that the website will be handed over in its entirety, all admin passwords, computer software etc etc. and run BY the ICCC. They can even demand which web server host the website should run on. No 3rd party will have ANY access to the website

Answer 3 – "We have our own communication system in place"

Response – Yes there is indeed some communication system in place. There is a rudimentary sms system and an email system. Both of which seem to be sporadic at best. We have evidence of crew members who have left for over 3 years still getting emails and texts messages! Also there is NO 2-way facility for crew members to contact and discuss issues either between themselves or between the ICCC directly. In our opinion, having a one way communications networks leads to a very one sided conversation.

Answer 4 – “We have our own webpage in production at the moment. (It will be launched within XXX weeks)”

Response – The first time the proposed website was offered to the ICCC was over 1 ½ YEARS ago. To say now that you are moving on creating a webpage is disingenuous at best. It shows a complete lack of interest in the project and it is being used to try and deflect from the main issue. Also, a webpage is a pathetic attempt. A static page on the Impact main website is a far cry from a DEDICATED and dynamic website that can allow 2 way communications between the members and the ICCC.

Answer 5 – “The cost of the website is too high / The person creating this site asked for €xxx,xxx euros which was too much”

Response – Ignoring the very important fact that the website had been offered to ICCC at the end of 2010 for FREE for 6 months this answer just doesn't make sense. Suppose whatever figure the ICCC claim was being asked for is the correct figure. Be it €1,000,000 or €1, let's assume they are accurate.

If they really had believed in the project and thought that the website should have been created for you the members, then even if they had an issue on the price, they would have sought out and found another web developer who would have done the job at the price they could accept.

Check the local jobs listings for the number of web developers who are crying out for work. Did they really ask all of them what their quotes were and then turn all of them down? In reality the ICCC appear to reject the website with no logical basis for their stance taken

Answer 6 – “We don't need a website”

Response – Really? How many cabin crew members can make all/any of the meetings. How many cabin crew receive all the text messages that come out. Does 160 characters count as a thorough briefing? Do you all receive the emails when they come? Should the ICCC be expected to take calls from the members 24hours a day 7 days a week (no!), how do cabin crew members discuss things with the entire membership as a whole? Facebook – are you joking?

You still sure you don't need a website?

Answer 7 – “We don't have the time to look into this project at the moment.”

Response – Really? Let us reiterate this website was originally offered at the end of 2009!! It's over a year and a half since it's been ready to use. Yet again there is another massive attack on cabin crew members working conditions, spending a few days getting this website up and going now would actually be very beneficial at the moment. Once it's been set up it will run on its own!

Answer 8 – “We're not sure how to use the website”

Response – Ok perhaps the first honest answer here, unfortunately we don't think they will admit to this one so easily. However if they do, here's what we can do. We can create some online videos to help people find their way around the forms. We will set aside as many days as required to train up the ICCC in the skills necessary to run the website or even how to run the admin side of the forums. The bottom line is that this is a problem that is easily solvable.

Answer 9 – “We don't like the person who created the website”

Response – Oh ok, fair enough. See answer 5, there are plenty of other people out there who could perhaps help out instead. Bottom line – get SOMEONE to do it!

So there you are, this is the ammunition you need when you're at the next information meeting. It really is that simple. If you feel that you want the website for you and all your colleagues, or if you've always wanted to help out but didn't know where to begin – here's the perfect opportunity.

Thank you for your time and your patience in reading all this. We hope to see you soon.

ONLINE!

<http://www.impactcabincrew.org>