

From: Meachum, Pete (OST)
Sent: Thu, 20 Mar 2025 10:42:53 +0000
To: spinkerton; Siegrist, Ben (OST); Rocheleau, Chris <FAA>; McKenna, Liam <FAA>; Perez, Simone <FAA>; Bradbury, Steven (OST)
Subject: Re: ATC Modernization Communications

Thank you

From: Pinkerton, Sharon <SPinkerton@airlines.org>
Date: Wednesday, March 19, 2025 at 8:23 PM
To: Meachum, Pete (OST) <charles.meachum@dot.gov>, Siegrist, Ben (OST) <benjamin.siegrist@dot.gov>, Rocheleau, Chris <chris.rocheleau@faa.gov>, McKenna, Liam <liam.mckenna@faa.gov>, Perez, Simone <simone.perez@faa.gov>, Bradbury, Steven (OST) <steven.bradbury@dot.gov>
Subject: ATC Modernization Communications

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FYSA

Subject: ATC Modernization Communications

All--

This morning, Secretary Duffy appeared on *Fox & Friends* and said that the DOT will announce a "brand new" air traffic control system in the "next couple of days." He added, "Our system is 25–30 years old, We use copper wires, floppy disks. It's atrocious, the system we use. It's safe, but we are seeing the cracks of age. So, we are going to build a brand new state-of-the-art system." You can watch the full clip of Secretary Duffy's remarks [here](#).

A4A subsequently amplified tweets posted by Fox & Friends, Secretary Duffy and the White House Deputy Press Secretary (see below). We are geotargeting the White House, DOT and Capitol Hill. Additionally, we are working through consultants to ensure that conservative influencers are supporting and segmenting the Secretary's efforts on social media.

We will be running ads in a special infrastructure edition of the Washington Times next week, which will show a stack of floppy disks and say, "The days of floppy disks must end". The ads also call on Congress to move quickly to approve emergency funding for ATC. The ads will be shared on social media and will geotarget key locations and audiences. You'll see a picture of the ad below.

Nick