

9/13

AIRLINES

Primary Responsibility: John Lyons

Overview

August began with the House of Representatives passing a permanent two-hour airline smoking ban, but the remainder of the month was quiet as Congress took its summer recess. We completed major revisions to the 1990 plan and budget.

Highlights

On August 1, Rep. Durbin (D-IL) sought permission from the Rules Committee to offer a total ban amendment to the transportation appropriations bill on the House floor. The committee rejected his request but approved his subsequent bid to offer an amendment to make permanent the two-hour ban now in effect. The full House accepted the amendment in a vote on a self-executing rule containing a number of other unrelated amendments. There was no straight vote on the issue.

In the Senate, Transportation Appropriations Subcommittee Chairman Frank Lautenberg (D-NJ) made clear his intention to pass a total ban on the transportation appropriations bill. He began seeking the support of his subcommittee and full committee colleagues, requesting their proxies. Committee action is likely as soon as the Senate reconvenes after Labor Day.

Gray Robertson prepared and submitted responses to articles that appeared in Frequent Flyer and Departures magazines. Gray discussed cabin air quality and ventilation issues, noting that a smoking ban will not eliminate problems associated with poor cabin air. In the transmittal letters, Gray offered to prepare a full article on the subject or to be interviewed.

We completed production and began distribution of 4,000 copies of the second edition of the "Passport to Smokers' Flights" timetable, as scheduled.

The Smoker's Rights Alliance airport information centers continue to produce solid results. In August, the four centers reported collecting more than 1,400 petition signatures and distributing nearly 400 "Passport to Smokers' Rights" kits.

In Need of Attention

Additional cabin air quality activity.

Public Relations Division Variance Analysis

Airline Issue
Cost Center Name

1312
Cost Center Number

August
Month

John Lyons
Cost Center Manager

Account#/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
5201/Repro. Print & Drafting	13,772	33,333	(19,562)	10,000	Costs for smoker time-tables and reprints of the "Passport" kits will exceed budget.
7301/Prof. Fees	250,236	210,667	39,570	(10,000)	Many costs greater than projected due to unanticipated legislative activity. Year-end savings projected because most aircraft ventilation costs for the year will be assigned to 1302.7301.
7501/Sprt. Tob. & Oth. Orgs.	<u>48,128</u>	<u>83,333</u>	<u>(35,205)</u>	<u>(35,000)</u>	Cabin air quality conference not expected to occur.
TOTALS	312,136	327,333	(15,197)	(35,000)	

AIRLINES

MONTHLY PROGRESS TOWARDS PLAN: AUGUST 1989

Strategy I: Demonstrate to airlines, Members of Congress and DOT policymakers that smokers, particularly frequent flyers who smoke, hold them responsible for the two-hour ban and want the previous, more reasonable system restored.

Goals and Tactics:

1. Complete targeted mailings via member-company constituent mailing capabilities and the Tobacco Action Network (six alerts in 1989), providing background information and status reports to smokers, and urging them to write to:
 - A. DOT, Congress and the airlines, commenting on the extreme and unfair nature of the new rules;
 - B. The airlines, demanding to know (1) why the airlines let Congress enact the ban, (2) why they did not protect the interests of 30-35 percent of their passengers (smokers), and (3) what they are doing to ensure sunset of the two-hour ban.
 - C. Newspaper editors decrying the airline ban and calling for a return to the old system of accommodation.

Through August, the June TAN alert has generated more than 19,500 communications to the various target audiences.

2. Continue to support the operation of Smoker's Rights Alliance (SRA) airport information centers in four high-traffic cities.

SRA centers operate 12 hours per week in New York (LaGuardia), Minneapolis, Denver and Dallas. During August, the centers collected 1,413 petition signatures and distributed nearly 389 "Passport to Smoker's Rights" kits. Year-to-date totals: 11,773 petition signatures and 3,688 "Passport to Smokers' Rights" kits.

3. Update "ticket stuffers," sponsored by SRA and by TI member companies, containing an outline of the smoking ban situation and complaint cards addressed to airlines, selected Members of Congress and DOT, to be distributed through member-company travel departments and through travel agencies.

Tactic has not been and is not expected to be implemented.

4. Update and, through SRA and member-company direct-mail capabilities, publicize opinion research demonstrating smokers' dissatisfaction with the on-time performance of smoking ban flights.

Tactic has not been implemented. Sample survey last summer suggested slippage from earlier polls (probably due to relatively smooth implementation of two-hour ban), and opposition surveys suggest two-hour ban has been successful.

5. Monitor and, through SRA and member-company direct-mail capabilities, publicize by the 20th of each month on-time performance, by airline, of smoking ban flights.

Reports have been produced but we have concluded the concept is too difficult to publicize credibly. In July, we suspended the production of these reports.

6. Work with other smokers' rights organizations on this issue; assist as appropriate with materials and public relations counsel.

This tactic, which was proposed with the smokers' rights component of the Comprehensive Public Smoking Program in mind, has not been implemented.

7. Work with existing national airline passenger groups, such as the Airline Passengers Association, Aviation Safety and Health Association and Flight Safety Foundation, as appropriate, to place airline smoking issues in proper perspective as relatively inconsequential among safety and other airline consumer issues.

No reportable action in August.

8. Provide alternative flight information to smokers, listing flight itineraries that will accommodate them. Reprint in or distribute via member-company publications and smokers' rights newsletters.

In August, we completed production and began distribution of 4,000 copies of the second edition of the "Passport to Smokers' Flights" timetable.

9. Encourage charter airlines to maintain policies of accommodation, and promote those that do among smokers and travel consultants using tobacco industry, smokers' rights and travel industry media.

Tactic not implemented. Available information suggests charters are accommodating passengers who smoke.

Strategy II: Broaden the issue to encompass all aspects of cabin air quality and ventilation.

Goals and Tactics:

1. By the end of the third quarter, produce, publish and publicize a domestic cabin air quality study conducted by a reputable, independent firm, unless such a study is promptly undertaken under other auspices. This study will "parallel" the DOT study but will be completed in half the time.

A domestic study has not been undertaken. A CIAR study aboard SAS flights in Northern Europe, however, has been completed. The report has been submitted for publication. The study was not "parallel" to the DOT study, but it did evaluate a number of cabin air quality factors beyond ETS. We will utilize the SAS study in our legislative efforts, as appropriate, once it is published.

2. Work with cabin air quality experts in maintaining relationships with officials of the major flight attendant unions and DOT policymakers. Conduct briefings and monitor activities as appropriate.

No reportable action in August.

3. Work with an individual in the flight attendant community able and willing to work with union leadership to raise cabin air quality issues credibly. Provide support and experts as appropriate.

Tactic is infeasible. All major flight attendant groups oppose our position on airline smoking and are suspicious of our motives with respect to cabin air quality.

4. If appropriate, attempt to increase media coverage of cabin air quality issues by conducting monthly aircraft ventilation expert media tours in the airlines' hub cities and in major media markets. Provide media training as needed.

Gray Robertson, David Weeks and Jack Peterson now weave discussions of cabin air quality into their media appearances with good success.

5. Publicize visual evidence of contaminated filtration systems on aircraft aboard which smoking is banned. Incorporate as appropriate into materials to be used in ally, media and other briefings. Utilize video news release and B-roll of the evidence for use in expert media tours, as appropriate.

No evidence has been obtained. Tactic may be infeasible.

6. Increase media and public awareness of cabin air quality issues by augmenting non-airline expert media tours with discussions of the situation aboard airliners.

See Tactic 4, above.

7. Support and aggressively promote a third-party seminar on cabin air quality, in Washington, D.C., in the first quarter of 1989.

Tactic has not been implemented. ASHA has expressed an interest in considering sponsorship of such a conference once the DOT protocol becomes available.

8. Continue to seek opportunities, as appropriate, to furnish personal air quality monitors provided by the Center for Indoor Air Research (CIAR) to Members of Congress and flight attendants; encourage use of such monitors on flights during which smoking is banned.

Tactic has not been and is not likely to be implemented.

9. Approach magazines, and other media, in hub cities and major media markets about doing investigative reports on cabin air quality and ventilation issues.

Gray Robertson prepared and submitted letters on cabin air quality to Frequent Flyer and Departures magazines.

10. Seek enforcement of the federal regulation requiring pilots to provide adequate ventilation during flights. Through communications vehicles described in Strategy I, encourage passengers to request that all air conditioning packs be utilized.

Enforcement provision of tactic has not been implemented and may be infeasible. TI materials and consultant media tours discuss air pack operation and encourage passengers to inquire about air pack operation during flights.

11. Support as appropriate airline passenger groups, including the Airline Passengers Association, Aviation Safety and Health Association and Flight Safety Foundation, and others interested in broadening the issue. Place five articles in membership publications.

No reportable action in August.

12. In cooperation with the Center for Indoor Air Research:

- A. Utilize reports produced by the CIAR and experts identified by CIAR to assist in briefing efforts and publicizing cabin air quality issues; and

- B. Review aviation industry publications; encourage CIAR-supported scientists to seek publication in those journals.

No reportable action in August.

- 13. Work with flight attendant unions, Congressional leaders, DOT policymakers, and airlines (as appropriate) in monitoring the DOT cabin air quality study.

No reportable action in August. Further attempts by Members of Congress to obtain the study protocols have been deferred until after the legislative process on this issue concludes.

Strategy III: Contain the debate on asserted ETS health effects within Congress, DOT and the scientific community.

Goals and Tactics:

- 1. Conduct six briefings of airline executives, Members of Congress and DOT policymakers on the results of Portable Air Sampling System (PASS) studies aboard domestic and foreign flights.

Tactic has not been and is not likely to be implemented.

- 2. In cooperation with the Center for Indoor Air Research:
 - A. Seek opportunities to conduct PASS studies on additional flights. Utilize results as appropriate;
 - B. Seek opportunities for scientists involved in the PASS testing to make presentations to scientific meetings, and to aviation science groups.
 - C. Seek publication of results of PASS studies in peer-review journals.

CIAR sponsored tests aboard SAS flights in Northern Europe. The report has been submitted for publication.

- 3. Continue to promote Larry Holcomb's Environmental Technology Letters article on ETS exposure in airliner cabins to the aviation community through briefings with aviation writers, DOT and FAA officials, airline executives and appropriate Members of Congress.

No reportable action in August.

- 4. Continue to encourage the chairman of the House Aviation Subcommittee to seek the release of peer review documents underlying the 1986 Surgeon General's report on ETS.

Tactic may be infeasible because of change in subcommittee chairmanship.

Strategy IV: Provide resources to enable the Federal Relations Division to encourage Members of Congress to take strong stands in support of sunset of the ban, and to return the issue to the committees having appropriate jurisdiction.

Goals and Tactics:

1. Conduct four more indoor air quality briefings for Members of Congress. Continue to focus on tobacco-state legislators and members of the aviation subcommittees. Provide Members of Congress with new studies and other pertinent information, as appropriate.

No reportable action in August.

2. Encourage consideration of Institute support of legislation to modify or repeal the two-hour ban.

TI will not seek introduction of a bill, and introduction is unlikely without a push from TI.

3. Provide arguments to the Federal Relations Division to persuade the House and Senate aviation subcommittees to reclaim jurisdiction over this issue by appealing to subcommittee members to monitor the DOT cabin air quality study. Make indoor air quality experts available to subcommittee members.

The proper House subcommittee has asserted jurisdiction and Gray Robertson has briefed subcommittee members. The Senate aviation subcommittee has not acted.

4. Prepare six statements on the cabin air quality issue for insertion in the Congressional Record, and in Members' district newsletters and radio/television addresses.

We have prepared a variety of statements on cabin air quality and the DOT study for Federal Relations Division staff in connection with legislative action.

5. Brief tobacco family and other interested organizations, including growers, state agriculture commissioners, farm bureaus, and distributors, on the implications of the two-hour ban as a potential catalyst for other public smoking restrictions, and on Institute efforts to reverse it. Urge them to contact their congressional representatives and request the sunset of the temporary ban.

FRD staff to implement; tactic has not been implemented.

6. By April 1, 1989, produce and publicize opinion research demonstrating that voters in tobacco states want the ban repealed. By May 1, 1989, share results with tobacco-state Members of Congress and tobacco family leaders, and disseminate results to smokers in those states through the Tobacco Action Network and member-company mailing lists.

Tactic has not been and will not be implemented due to apparent public acceptance of the two-hour ban. In addition, one tobacco state congressman, John Duncan (R-TN), recently surveyed his constituents and found that by 70 percent support a total in-flight ban.