


Nelson Ralston Robb Communications

**A PROPOSAL FOR
SMOKERS RIGHTS ALLIANCE
NATIONAL PROTEST SERIES
APRIL 23 THROUGH JUNE 3, 1988**



**Presented by Nelson Ralston Robb Communications
April 11, 1988**

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TI0113-0491

INTRODUCTION

This proposal is based on a meeting with Brennon Moran and John Lyons of The Tobacco Institute and will focus on communications recommendations for a series of national protests in 13 cities between April 23 and June 3, 1988.

In addition, Nelson Ralston Robb Communications has researched a variety of methods to achieve the goals of this program as outlined below. These recommendations are defined in 19 tasks, each of which are assigned a number and budget estimate based on our current understanding of the tour, the Smokers Rights Alliance and the current situation in the airline industry.

Situation Analysis

Smokers are experiencing an ever-increasing level of hostility from non-smokers in a variety of ways and situations. Smoking in public places, including restaurants, governmental buildings and facilities related to public travel has been considerably curtailed in recent years. Much of the resulting change in regulations regarding smoking originated locally through the efforts of Betty Carnes.

It is only appropriate that the backlash from this wave of restrictive measures against smokers should also originate in the Valley of the Sun with the formation of the Smokers Rights Alliance by Dave Brenton of Mesa.

In his efforts to develop public support for smokers rights, Dave Brenton contacted the Tobacco Institute as a source of background research. Over succeeding months, a commonality of interests led the Institute to assist Mr. Brenton as a consultant in his own efforts to insure that smokers are treated fairly with regard to their individual rights.

The current project arose from Mr. Brenton's increasing public visibility and spokespersonship on behalf of all smokers and from the most recent restrictions relating to Northwest Airlines.

On April 23, 1988, federal regulations prohibiting all smoking on domestic airline flights of two hours or less will go into effect. These congressionally-mandated regulations contain a sunset provision limiting them to two years in effect before being reviewed by Congress.

In addition, Northwest Airlines has taken the far more adamant position of prohibiting smoking on all domestic flights, regardless of length, with the exception of flights to Hawaii. These harsher restrictions also go into effect on April 23rd.

Finally, April 23rd is the day scheduled for the beginning of a tour of 13 major cities in which protests of these restrictions will held in airports. Specific locations for these protests at each airport are currently being researched by legal counsel.

On the same day that a protest is held in each city, a Smoker's Information Center will be established in that airport. The duration of these centers will depend upon their reception and current conditions in the airline industry.

Overall, this program of protests and public information has two goals:

GOALS

1. To limit restrictions on smoking during domestic airline travel to their current level by organizing a public outcry against them, specifically directed at other airlines in an effort to encourage them not follow Northwest Airlines' example. The longer term extension of this goal is to inform Congress of the unpopularity of these restrictions and encourage it to act to remove these restrictions when the sunset provisions take effect.
2. To activate and organize smokers through the Mesa-based Smoker's Rights Alliance.

OBJECTIVES

1. To influence the public, the Congress, presidents of other airlines and federal regulators through publicizing the Smoker's Rights Alliance series of protests.
2. To generate awareness of their individual rights among smokers and encourage them to act to protect those rights through positive actions such as letter writing, avoidance of Northwest Airlines and other firms that deny those rights and membership in advocacy groups such as Smokers Rights Alliance.
3. To position Dave Brenton as an articulate and concerned spokesman for smokers rights and to maximize his public awareness through a continuing series of interviews in the public media.
4. To generate coverage of the national series of Smoker's Rights Alliance protests, both in the key cities in which they are held, and in the national media.
5. To monitor the results of these efforts for use by Smoker's Rights Alliance in its future efforts to protest restrictions on smokers' rights.

OPERATIONS AND IMPLEMENTATION

As outlined in the attached menu of projects and attendant budgets, we propose a systematic program of communications efforts on behalf of Smoker's Rights Alliance.

This will include:

■Media relations beginning with organization and distribution of an information kit to talk show producers and editors outlining the Smoker's Rights Alliance and its goals. Talk show producers will receive a letter that introduces Dave Brenton as an informed and articulate spokesman for smokers rights.

This kit will be followed by personal contact and arrangement of interviews on the dates of protests in each of the key cities. To prevent pre-informing the opposition about the planned protests, no mention of them will be made in this initial stage of media relations.

The second focus of media attention will be focused on providing city editors, assignment editors and news directors of the protest planned for their particular city on the day before the protest is planned. Through notification on the AP Wire and other networks, followed by direct phone calls on the day of the protest, we will communicate the details of the purpose, location and available spokesmanship involved.

In preparation for this series of media contacts, we will develop and update a list of key target media in each protest city. This list will include key contact names, addresses, telephone numbers and FAX lines.

Monitoring services will be arranged in each city to report on the media's coverage of the protest and Dave Brenton.

■Advance work involved in the national protest tour. This will involve assigning a Nelson Ralston Robb account executive to accompany Dave Brenton on this tour and assist him in a variety of ways. We have found that this enables the spokesman to concentrate on his role, while our account executive handles details such as interview arrangements and timing, research of locations for media opportunities as she arrives in each target airport, troubleshooting and last minute adjustments required by what has been learned in previous cities and special circumstances in the current city, and liaison with Phoenix Marketing, Tobacco Institute and participants.

The travelling account executive will have an exhaustively prepared Tour Book, containing a complete set of media information, maps of each protest location, names and contacts in each city, backup personnel available in each city through Hill & Knowlton offices and all other pertinent information required to professionally deal with any situation that may arise on a lengthy and detailed tour such as this one. This book is augmented by a portable office, enabling the account executive to be fully functional, even while travelling.

The advance account executive will be in continuing daily contact with a Home Base account executive who will coordinate the efforts of the entire Nelson Ralston Robb staff in supporting the on-tour staff. This Home Base AE will also communicate with agency principals and Tobacco Institute representatives. This Home Base AE will also act as a backup for the travelling AE, should events require a change of travelling personnel at any time during the tour.

Combined with the travelling AE, this system will provide up-to-the-minute information on the tour, media responsiveness, handling emergency situations promptly and professionally and contingency planning.

■ Establishment of an 800 number for consumer response and smoker activation purposes. By providing a recorded message and message unit, we will establish a 24-hour-a-day line of communications between Smoker's Rights Alliance and its target audience of concerned smokers.

■ Media counseling for David Brenton, as required, and for backup spokesmen in each city.

This will involve attending the educational session on April 16th in Washington, D.C., thereby establishing personal contact with all potential spokesmen and beginning the tour process. In addition, this same AE will attend the national protest on April 23rd in Washington, D.C.

■ Consumer Response system development and operation. In response to calls through the 800 number, NRR will provide request fulfillment services by forwarding packets of Smoker's Rights Alliance consumer and membership information. This will be handled by our production department, which will also be responsible for media information kit distribution.

Finally, we have researched two other opportunities that relate to the objectives of this program.

First, we have found that Frequent Flyer does sell its mailing list. As the most targeted medium available to directly communicate with this vital segment of the airline industry's target markets, we highly recommend using this list to develop a direct mail campaign and to research frequent flyer attitudes to the new restrictive regulations regarding smoking. While the cost is relative high per name (\$2 a name for up to 10,000 names; \$.39 a name for the entire list of 350,000 subscribers), the value of the list is even higher.

Second, as we discussed, we propose establishing a line of communication directly to travel agents, who account for about 70 percent of the bookings on airlines nationally.

We propose to establish an 800 number that will connect to a travel agency here in Phoenix that will provide smokers with information about available flights that have smoking sections. This could be supplemented by cards in phone booths in target city airports that inform smokers that the service is available to them free of charge.

We recommend that the number for this 800 line, if available, be "1-800-We Smoke," or some similar message.

This 800 line will be particularly effective in two ways: smokers who are bumped from flights will have access to flight information that is both free and immediate; Smoker's Rights Alliance will have access to the smokers who have used the "We Smoke" service and can then mail them membership and advocacy information.

This system will very probably serve the additional function of establishing a means of fundraising for Smokers Rights Alliance. By advertising in travel agent publications, we believe we can generate interest among travel agents in joining the Smoker's Rights Alliance "We Smoke" network. A fee for each reservation made by these travel agents would be paid to Smoker's Rights Alliance, thereby generating continuing income for the organization.

NEW RALSON ROBY COMMUNICATIONS

10-Apr-88

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SMOKERS RIGHTS ALLIANCE - BUDGET page 1

PA	DESCRIPTION	HOURS	RATE	TOTAL FEES	BUYOUTS	TOTAL JOB
1	MEDIA LIST					
	AE	25	\$75	\$1,875		
	Secretarial	10	\$15	\$150		
	Hill & Knowlton	2	\$100	\$200		
	Subtotal			\$2,225		\$2,225
2	Travel & Lodging					
	Dave Brenton				\$11,342	
	AE				\$10,083	
	JR - Mirra				\$716	
	Subtotal				\$22,141	\$22,141
3	Fact Sheet					
	JR - Write	5	\$125	\$625		
	AE - approvals	1	\$75	\$75		
	Subtotal			\$700		\$700
4	Press Kit Distribution					
	20 kits * 13 cities	43	\$15	\$645	\$650	\$1,295
5	Media Contact					
	AE	25	\$75	\$1,875		
	Asst. AE	25	\$50	\$1,250		
	Subtotal			\$3,125		\$3,125
6	Media Advisory					
	20 faxes * 13 cities	26	\$15	\$390	\$780	\$1,170
7	Advance Work					
	AE	320	\$75	\$24,000		
	JR - Mirra	30	\$125	\$3,750		
	Subtotal			\$27,750		\$27,750
8	Media Training					
		20	\$75	\$1,500	\$640	\$2,140
9	BOO Number					
	Separate phone, 20 hrs	20	\$15	\$300	\$688	\$988

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SMOKERS RIGHTS ALLIANCE - BUDGET

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PA	DESCRIPTION	HOURS	RATE	TOTAL FEES	BUDGETS	TOTAL JOB
10	Mail Processing 260 inquiries	43	\$15	\$645	\$650	\$1,295
11	Account Supervis. & Coord. 8 weeks	100	\$95	\$9,500		\$9,500
12	K & K Backup est. 1.5 hr/city	20	\$100	\$2,000		\$2,000
13	Monitoring				\$1,950	\$1,950
14	Schedule Changes & Misc. est. 1.5 hr/city	20	\$75	\$1,500		\$1,500
15	Tour Book	5	\$75	\$375		\$375
16	Frequent Flyer Research Researching costs					
17	Frequent Flyer Advocacy Researching costs					
18	Travel Agent Advertising Researching costs					
19	Travel Agent Referrals Researching costs					
TOTAL				\$50,655	\$27,499	\$78,154

10-Apr-08

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SMOKERS NIGHTS ALLIANCE - Budget Worksheet, PA no. 15 02, 07 & 08 page 1

DATE	CITY TO CITY	SCHEDULE	AIRFARE	MOHEL PER NIGHT	MOHEL TOTAL	CAR PER DAY	CAR TOTAL	FOOD PER DAY	FOOD TOTAL	DAILY RATE	AE TOTAL	TOTAL
15-Apr	PHX DCA	11:50 am 9:07 pm	270	100	100			50	50	750	750	1,170
16-Apr	DCA PHX	6:25 pm 10:10 pm	270									270
22-Apr	PHX DCA	11:50 am 9:07 pm	270	100	200			50	100	750	1500	2,070
24-Apr	DCA ORD	6:00 pm 7:20 pm	305	100	300	40	120	50	150	750	2250	3,125
27-Apr	ORD BOS	10:30 am 1:33 pm	345	100	200	40	80	50	100	750	1500	2,225
29-Apr	BOS PHX	5:50 pm 10:10 pm	365					50	100	750	1500	1,965
01-May	PHX RDU	7:15 am 4:10 pm	450	100	300	54	162	50	150	750	2250	3,312
04-May	RDU ATL	9:05 am 10:26 am	220	120	240	44	88	50	100	750	1500	2,148
06-May	ATL PHX	7:32 pm 8:20 pm	432									432
08-May	PHX DFW	5:55 pm 10:14 pm	268	100	200	40	80	50	100	750	1500	2,148
10-May	DFW LAX	5:25 pm 6:24 pm	59	100	300	45	135	50	150	750	2250	2,894
13-May	LAX PHX	5:35 pm 6:33 pm	159									159

Notes: P. Robinson, Ralph Communications

10-Apr-88

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SMOKERS RIGHTS ALLIANCE - Budget Worksheet, PA no.'s 02, 07 & 08

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DATE	CITY TO CITY	SCHEDULE	AIRFARE	HOTEL PER NIGHT	HOTEL TOTAL	CAR PER DAY	CAR TOTAL	FOOD PER DAY	FOOD TOTAL	AE DAILY RATE	AE TOTAL	TOTAL
15-May	PHX MSP	3:00 pm 8:06 pm	208	100	300	40	120	50	150	750	2250	3,028
18-May	MSP STL	8:29 am 10:00 am	230	100	200	47	94	50	100	750	1500	2,124
20-May	STL PHX	6:45 pm 7:51 pm	345									345
22-May	PHX LGA	9:25 am 6:44 pm	248	165	495	56	168	50	150	750	2250	3,311
25-May	LGA DEN	9:05 am 11:26 am	290	75	150	46	92	50	100	750	1500	2,132
27-May	DEN PHX	5:40 pm 6:45 pm	159									159
30-May	PHX LAX	anytime	42	100	100	40	40	50	50	750	750	982
31-May	LAX SFO	7:00 pm 8:22 pm	94	120	240	40	80	50	100	750	1500	2,014
02-Jun	SFO PHX	6:10 pm 7:58 pm	79									79
	TOTAL PER PERSON		5108		3325				1650			
	TOTAL (TWO PEOPLE)		10216		6650		1259		3300		24750	46,175

* Airfare is at Full Coach Rate. Will not patronize Northwest Orient.

** Hotel and car rental rates are figured on average for city.

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BUDGETARY CONSIDERATIONS

When reviewing the attached budget menu, it is important to remember that these figures are our "best estimate" of hours, costs and systems required. We have built in a contingency amount (under account supervision and coordination), which we believe will handle any situations that arise, but we cannot guarantee that, so we may need to be somewhat flexible in that area.

However, we will be constantly monitoring costs and informing you of how these figures compare with actual tour experience.

In addition, we have included several items that we consider important to the long-term effectiveness of Smokers Rights Alliance. These include establishment of the We Smoke network; continuing monitoring of media coverage, both to "fine tune" our efforts and as ammunition for future advocacy efforts, and efforts to stimulate membership in the Alliance, and development of increased spokespersonship for Dave Brenton and SRA.

SUMMARY

In conclusion, we believe that the program outlined above meets the goals and objectives of the Smokers Rights Alliance national protest tour, as well as the objective of greatly enhancing the visibility and membership base of the Alliance.

We believe that this tour and the communications systems that arise from it will be the start of a substantial consumer advocacy group for smokers nationwide. As such, it offers many opportunities for consumer support of the communications, Congressional action and the other services of the Tobacco Institute.

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Send Petitions to Reggie Lester

WDNC - AM
 Raleigh News - Observer
 Raleigh Times

TV 3 CBS
 ABC
 Ind.
 Radio 2
 Newspaper

[WTM Chicago
HBO is producing a feature. - -]

TV { WRAL - CBS news affiliates
 + Live at noon
 + again at six
 WTTF - Ind.
 WTVD - ABC

WPTF -
 Durham Herald - Sun