

## SMOKING ABOARD AIRLINERS: A STRATEGIC PLAN

### I. Background

For nearly two decades, smoking aboard airliners has been the subject of much public debate. Since 1973, federal regulations have mandated separate sections for smokers and nonsmokers aboard U.S. commercial aircraft. During this period, the regulations have been revised to ban cigar and pipe smoking and to guarantee a seat in the no-smoking section to any passenger requesting one. Most recently, a provision in the FY 1988 Continuing Resolution (P.L. 100-202) bans smoking on flights of two hours or less for a two-year period beginning April 22, 1988. (See Appendix A.)

The ban effort was prompted in part by a National Academy of Sciences (NAS) 18-month "literature review," released in August 1986, that recommended a total smoking ban on domestic commercial flights and further empirical study of cabin air quality. The Department of Transportation (DOT) responded by stating that without solid scientific evidence a smoking ban could not be justified. By the fall of 1987, the agency had received authority from Congress to sponsor such a study and had begun work on a study outline.

### II. Assumptions

- o Without substantial action to ensure "sunset," the two-hour ban will evolve -- perhaps rapidly -- into a total ban on all flights. Anti-smokers will continue to press for a permanent, total ban, and depending on their experience with the two-hour ban, flight attendants may also push for a complete ban. Airlines, congressional leaders and DOT officials may come to believe that a total ban is justifiable, workable and enforceable. House aviation subcommittee chairman Norman Mineta (D-CA) has indicated that he will hold oversight hearings on the temporary ban in 1989.
- o Congress is not likely to consider airline smoking legislation in 1988. However, legislation is pending in Congress that would ban smoking on all public transportation, including airlines. That legislation has been referred to the House and Senate aviation subcommittees. (See Appendix B.) Should any transportation entity attempt to appeal directly to smokers in a marketing plan, supporters of an across-the-board smoking ban may begin to push their legislation. Similarly, if legislation to repeal the two-hour ban is introduced and is successful, the industry must be prepared for an immediate backlash from anti-smokers.

- o DOT will conduct a broad empirical study of airliner cabin air quality. DOT is working cooperatively with the Departments of Labor and Health and Human Services, the Environmental Protection Agency, NAS, and Air Transport Association to accomplish the study. One or two members of the NAS literature review panel can be expected to submit proposals to conduct the study. At the same time, several worthy firms -- with experience in working with environmental tobacco smoke in the context of indoor air quality -- are expected to offer proposals.
- o It is not clear what the DOT cabin air quality study will find. Except on the issue of humidification, there is very little data or literature on the subject. The aircraft is a unique and uniquely-ventilated environment, and it is not known whether indoor air quality problems found in buildings also plague aircraft. Therefore, the eventual success of any cabin air quality strategy hinges on the findings of the DOT study.
- o The temporary ban will have two phases. The short term, which will last through early summer 1988, will be marked by confusion, controversy and great media interest, particularly during the weeks surrounding the April 22 implementation date. The longer term, from summer 1988 through April 1990, will likely see declining media interest, but perhaps a greater emphasis on cabin air quality issues in the legislative and regulatory arenas.
- o Smokers are not especially well organized, but their reaction to the ban will in large part determine its future. Smokers are a significant portion (30-35 percent) of frequent flyers and, as such, should be able to exert some influence on the airlines. Polls indicate that most passengers -- smokers and nonsmokers -- believe the segregation rules are reasonable and fair.
- o Consumer issues, such as realistic scheduling, truthful advertising, on-time performance, overbooking and lost baggage, are high among DOT's priorities and will continue to dog the airlines. Existing airline passenger groups will continue to press these issues. These groups may represent coalition opportunities with respect to cabin air quality and ventilation issues.
- o The smoking issue is not a priority for the airlines. Although the airlines may prefer the segregation rules (which will remain in effect on longer flights), they are not inclined to work to restore these segregation rules. Ultimately, the airlines are likely to support a total ban to reduce confusion and competitive disadvantages.

- o Some U.S. flight attendant leaders viewed a smoking ban as an attainable legislative goal that, as a workplace issue, would boost membership morale and organizing efforts. They have indicated an interest in broader cabin air quality issues and may be receptive to pursuing these issues now that the smoking ban is a fait accompli. At the same time, some members of the international flight attendant community feel strongly that a ban will result in surreptitious smoking -- particularly in lavatories -- thus increasing the risk of in-flight fires. (See Appendix C.)
- o In the past, pilots have also opposed a smoking ban on fire safety grounds. They can be encouraged to continue to support this position in the short term, and they also can be expected to monitor developments closely. Pilots will have some responsibilities related to enforcement of the ban.

### III. Objectives

To ensure that the two-hour ban sunsets as scheduled on April 22, 1990.

To persuade congressional and DOT decisionmakers that the issues to be confronted are cabin air quality and ventilation.

To persuade congressional and DOT decisionmakers and airlines that smokers expect to be accommodated and that all parties should fight for restoration of a more reasonable system.

### IV. Strategies

- o Demonstrate to airlines, Members of Congress and DOT policy-makers that smokers, particularly frequent flyers who smoke, hold them responsible for the two-hour ban and want the previous, more reasonable system restored.
- o Broaden the issue to encompass all aspects of cabin air quality and ventilation.
- o Contain the public debate on environmental tobacco smoke (ETS) within Congress, DOT and the scientific community.
- o 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.

This is a two-year plan, and during this period activities will be geared toward several distinct audiences:

- o smokers
- o airlines
- o flight attendants
- o Members of Congress
- o DOT policymakers
- o tobacco family organizations
- o tobacco-state legislators.

Activities will be centered in key airline hub cities\*:

- o Atlanta
- o Chicago
- o Dallas
- o Denver
- o Houston
- o Los Angeles
- o Minneapolis
- o New York
- o San Francisco
- o St. Louis
- o Washington, D.C.

\* Selections based on computerized itineraries, developed by a travel consultant, for members of the aviation subcommittees traveling between Washington, D.C. and their districts.

#### V. Strategies, Goals and Tactics

**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. *In 1988-89, complete 12 regionally targeted mailings via member-company mailing lists and the Tobacco Action Network (see Appendix D) urging smokers 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) who fly, and (3) what they are doing to correct the situation;*

- c) editors of their local newspapers decrying the airline ban and calling for a return to the old system of accommodation. (State Activities)*
2. *By April 15, 1988, urge airlines to act to repeal or invalidate the California smoking ban on intrastate flights. (State Activities, Public Affairs)*
  3. *Run advertising in daily newspapers in hub cities and other selected markets during the week prior to April 22 and on April 22. (See Appendix E.) Also, extend the campaign in airline in-flight magazines and on kiosks in hub airports from July through December.*
  4. *By April 15, 1988, develop, test with focused panels, and produce means to communicate with smokers via:*
    - a) Smokers' kits, sponsored by the Smokers' Rights Alliance (SRA), that will include:*
      - . a brief history of airline smoking restrictions*
      - . luggage tags with a freedom-of-choice slogan*
      - . a simple means for testing ozone and humidity in the aircraft cabin (e.g., rubber bands have been used in legitimate scientific tests in the past; other possibilities are being explored)*
      - . complaint cards to comment on the ban, including the on-time performance of smoking-ban flights, for submission to the airlines, Members of Congress and DOT*
      - . arguments and addresses for letters to the airlines, selected Members of Congress and DOT*
      - . information on smokers' and airline passengers' rights organizations*
      - . suggested ways of raising cabin air quality and ventilation issues with airline personnel*
    - b) "Smoker Information Centers," sponsored by SRA, at airports in hub cities (identified in Section IV) which will:*
      - . gather signatures for petitions calling for sunset of the two-hour ban and for restoration of a system of accommodation*
      - . distribute smokers' kits*
      - . urge smokers to write to the airlines, their Congressmen and DOT*

- c) *"Ticket Stuffers," sponsored by SRA, 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. (Public Affairs)*
5. *Organize and publicize SRA-sponsored media events beginning April 22:*
- a) *at Penn Station in New York City, South Station in Boston and Union Station in Washington, D.C., in which smokers choose to ride AMTRAK in the Northeast Corridor rather than the air shuttles; and*
- b) *at hub airports in which smokers' rights activists picket against the two-hour ban. (Public Affairs)*
6. *By May 15, produce and, through SRA, publicize opinion research demonstrating smokers' dissatisfaction with the on-time performance of smoking ban flights as the regulations go into effect. (Public Affairs)*
7. *Monitor and, through SRA, publicize by the 20th of each month on-time performance, by airline, of smoking ban flights. (Public Affairs)*
8. *Establish working relationships on this issue with other smokers' rights organizations; assist as appropriate with materials and public relations counsel. (Public Affairs)*
9. *Working with interested groups, establish chapters of the "Committee for Airline Passenger Rights" in selected states. Work with existing national airline passenger groups, such as the Airline Passenger Association, Aviation Safety and Health Association and Flight Safety Foundation, as appropriate. (Public Affairs, State Activities)*
10. *Seek publication of an "Official Airline Guide" for smokers, or a modification of OAG, listing flights of approximately two hours, such as Washington, D.C.-Tampa, that are scheduled for more than two hours. Reprint in or distribute via member-company publications, such as Philip Morris Magazine and Choice, and smokers' rights newsletters. (Public Affairs)*
11. *Prepare and submit comments on DOT's rule to implement the temporary two-hour ban, outlining unfairness in light of flight delays and enforcement problems. (Federal Relations, Public Affairs)*

12. *Encourage charter airlines to maintain a policy of accommodation, and promote those which do among smokers and travel consultants using tobacco industry, smokers' rights and travel industry media. Work with a smokers' travel clubs, as appropriate. (Public Affairs)*

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

**Goals and Tactics:**

1. By April 1, 1988, identify experts on cabin air quality issues to establish relationships with officials of the major flight attendant unions and DOT policymakers. Conduct ongoing briefings and monitor activities. (Public Affairs, Federal Relations)
2. By April 1, 1988, identify 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. (Public Affairs)
3. *As appropriate conduct flight attendant and aircraft ventilation expert media tours, beginning in May 1988, in the airlines' hub cities and in major media markets identified in Section IV. Provide media training as needed. (Public Affairs)*
4. *Obtain photographs 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. Produce video news release, and B-roll for use in expert media tours, as appropriate. (Public Affairs)*
5. *Increase media and public awareness of cabin air quality issues by augmenting current expert media tours with discussions of the situation aboard airliners. (Public Affairs)*
6. *Approach magazines, and other media, in hub cities and major media markets about doing an expose on cabin air quality and ventilation issues. (Public Affairs)*
7. Seek opportunities to provide personal air quality monitors to Members of Congress and flight attendants; encourage use of such monitors on flights where smoking is banned. (Public Affairs, Federal Relations)

8. 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 packs be utilized. (Public Affairs, Federal Relations)
9. ***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 articles in membership publications. (Public Affairs)***
10. Through the Center for Indoor Air Research (CIAR):
  - a) utilize publications 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 scientists to seek publication in those journals. (Public Affairs)
11. In connection with DOT's study, encourage consultant experts to submit comments on the RFP (study outline) and on the selected study protocol. (Public Affairs)
12. Work with flight attendant unions, Congressional leaders DOT policymakers, and airlines (as appropriate) in monitoring the DOT cabin air quality study. (Public Affairs)

**Strategy III:** Contain the public debate on ETS within Congress, DOT and the scientific community.

**Goals and Tactics:**

1. By April 1, 1988, brief DOT policymakers on the results of recent Portable Air Sampling System (PASS) studies aboard long-distance flights. (Federal Relations, CIAR)
2. Through the Center for Indoor Air Research:
  - a) seek opportunities to conduct similar 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)



3. 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.  
(Federal Relations)

**Strategy IV:** 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. By April 15, 1988, arrange for a workshop for Members of Congress on ETS similar to the one conducted in Palm Springs. Initially, the focus should be on tobacco-state legislators and members of the aviation subcommittees. Follow up with other Members of Congress as appropriate.  
(Federal Relations)
2. Consider supporting appropriate legislation to modify or repeal the two-hour ban. (Federal Relations)
3. 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. (Federal Relations, Public Affairs)
4. Prepare statements for Members of Congress on the cabin air quality issue for insertion in the Congressional Record, and in Member's district newsletters and radio/television addresses. (Federal Relations, Public Affairs)
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 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. (Federal Relations, Public Affairs)*
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. (Public Affairs, Federal Relations, State Activities)*

**VI. Resources****A. Lead staff**

1. Public Affairs: Lyons
2. State Activities: Woodson
3. Federal Relations: O'Rourke

**B. Consultants**

1. Labor experts
2. Legislative counsel
3. Public relations counsel
4. Scientific and technical consultants
5. Survey firms
6. Signature gathering organizations

**C. Coalition Groups**

1. Tobacco Industry Labor Management Committee
2. Tobacco family organizations
3. Smokers' rights organizations
4. Center for Indoor Air Research

**D. Materials**

1. Briefing papers for tobacco family groups and Members of Congress.
2. Backgrounders on indoor air quality and other issues of concern to third parties.
3. Public opinion surveys.
4. "Smokers United Against Airline Restrictions" kits; and "ticket stuffers."
5. "Smokers, Don't Blame The Crew" ads.

VII. Budget - 1988

## 1. Advertising

- a) "Smokers, Don't Blame The Crew" advertising<sup>1</sup>
- i) daily newspapers: full-page black/white ads in 18 media markets plus USA Today \$ 680,000
  - ii) in-flight magazines (6 months @ \$129,000 per month) 775,000
- b) advertising of availability of support group materials in in-flight magazines and other vehicles as appropriate 500,000
- c) design 45,000

2. Support to smokers' rights organizations<sup>2</sup>

- a) consulting retainer for Dave Brenton of Smokers' Rights Alliance (10 months @ \$5,000 per month) 50,000
- b) travel expenses for Brenton related to Strategy I, Tactic 4 media events/tours 25,000
- c) public relations counsel:
- i) general production and distribution; operation of airport Smoker Information Centers (9 months @ \$7,500 per month) 67,500
  - ii) 12 Brenton media tours (@ 5,500/tour) 66,000
- d) printing of smokers' kits (100,000 first run; 1988 only) 250,000
- e) miscellaneous expenses (e.g., "800" phone number for the Smokers' Rights Alliance) 25,000

3. 6 ventilation expert and flight attendant media tours<sup>3</sup>

- a) two consultants (@ \$4,000/consultant/tour) 48,000
- b) public relations counsel (@ \$5,500 per tour) 33,000

<sup>1</sup> See Strategy I, Tactic 3; Appendix E. Advertising costs can be covered, with Executive Committee approval, in existing public smoking advertising budget.

<sup>2</sup> See Strategy I, Tactics 4-9.

<sup>3</sup> See Strategy II, Tactic 3.

4. Survey Research (1 @ \$25,000) <sup>4</sup>	25,000
5. Focused panel research on materials directed to smokers <sup>5</sup>	25,000
6. Six Tobacco Action Network alerts <sup>6</sup>	
a) design and production (\$5,000/alert)	30,000
b) postage (\$1,250/alert)	7,500
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TOTAL <sup>7</sup>	\$ 2,552,000

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<sup>4</sup> See Strategy I, Tactic 6.

<sup>5</sup> See Strategy I, Tactic 4.

<sup>6</sup> See Strategy I, Tactic 1; Appendix D.

<sup>7</sup> \$1,900,000 in advertising costs is proposed and requires special Executive Committee approval.

Appendix A

Chronology of Smoking Aboard Airliners

- May 1973 Civil Aeronautics Board (CAB) issues a rule requiring airlines to provide separate sections for smokers and nonsmokers.
- Oct. 1976 CAB initiates a rulemaking proceeding on a wide range of smoking issues. The rulemaking will last until September 1981.
- Jan. 1979 CAB modifies the 1973 rules, requiring airlines to:
- specially segregate cigar and pipe smokers
  - ban smoking when the ventilation system is not fully functioning
  - ensure that nonsmokers are not unreasonably burdened when a no-smoking section is sandwiched between two smoking sections
- Sept. 1981 CAB concludes the rulemaking begun in 1976 by dropping the 1979 modifications, but also by requiring airlines to guarantee a seat in the no-smoking section to every nonsmoker who meets the airline's check-in deadline.
- 1982 5th U.S. Circuit Court of Appeals upholds the CAB's legal authority to regulate smoking aboard airliners.
- 1983 D.C. Circuit orders the CAB to reinstate the 1979 modifications and reconsider its 1981 decision not to adopt proposals to ban smoking on short flights and small aircraft, or to provide special protections for especially sensitive passengers.
- June-Aug  
1983 CAB republishes the 1979 modifications.
- June-Sept.  
1983 CAB issues proposed rules to ban smoking on short flights and small aircraft; to ban pipe and cigar smoking; to ban smoking when the ventilation system is inadequate; to ban "sandwiching" altogether; and to require airlines to provide special protections for especially sensitive passengers.
- June 1984 CAB bans smoking on aircraft with 30 seats or less, and cigar and pipe smoking on all flights. It retains the "fully functioning" ventilation rules, but rejects a ban on short flights and rules for especially sensitive passengers.

- Oct. 1984 P.L. 98-466 is enacted, requiring the Federal Aviation Administration (FAA) to contract with the National Academy of Sciences (NAS) for a "literature review" of studies on the airliner cabin environment.
- Jan. 1985 CAB shuts its doors, transferring employees and authority to regulate the airlines to the Department of Transportation (DOT).
- Aug. 1986 NAS releases its report, calling for a total ban on smoking aboard airliners.
- Feb. 1987 FAA transmits the NAS report to Congress along with DOT's comments. DOT cites a lack of scientific evidence in rejecting NAS' recommendation to ban smoking. The agency also calls for further empirical study.
- July 1987 The House of Representatives passes (198-193) an amendment to the DOT appropriations bill banning smoking on flights of two hours or less. The amendment had been rejected in subcommittee and in the full Appropriations Committee, but the Rules Committee permitted the sponsor to offer it on the House floor.
- Sept. 1987 DOT requests permission to reprogram funds to conduct an empirical study of ETS.
- Sept. 1987 California enacts a law banning smoking on all intrastate transportation, including airlines, effective January 1, 1988.
- Oct. 1987 The House Aviation Subcommittee hears testimony on smoking aboard airliners.
- Oct. 1987 The Senate passes a compromise amendment to the DOT appropriations bill banning smoking on flights of 90 minutes or less for two years.
- Dec. 1987 The conference committee on the Continuing Resolution agrees to a compromise provision banning smoking on flights of two hours or less for two years.
- Dec. 1987 The Continuing Resolution becomes P.L. 100-202 on December 22. The smoking ban takes effect April 22, 1988.
- Jan. 1988 The major carriers serving California decide to honor the state's smoking ban law.
- Feb. 1988 The DOT General Counsel gives the Air Transport Association a legal opinion that the California ban is not valid and need not be honored.

Appendix B

Members of the House and Senate Aviation Subcommittees

**AVIATION**

2251 Rayburn House Office Bldg.  
Washington, DC 20515

(202) 225-9161

Jurisdiction: Federal Aviation Administration.

**MAJORITY MEMBERS**

Norman Y. Mineta,  
*Chairman*  
Ron de Lugo  
Tim Valentine  
Peter J. Visclosky  
Jim Chapman  
Peter A. DeFazio  
David E. Skaggs  
Glenn M. Anderson  
Gus Savage  
Foto L.F. Sunia  
Joe Kolter  
Edolphus Towns  
William O. Lipinski  
J. Roy Rowland  
Benjamin L. Cardin  
Douglas H. Bosco  
Carl C. Perkins

**MINORITY MEMBERS**

Newt Gingrich,  
*Ranking*  
Bud Shuster  
Arian Stangeland  
Thomas E. Petri  
Don Sundquist  
Ron Packard  
Sherwood L. Boehlert  
Jim Lightfoot  
James M. Inhofe  
Cass Ballenger

**AVIATION**

SH-428 Hart Senate Office Bldg.  
Washington, DC 20510

(202) 224-9350

**MAJORITY MEMBERS**

Wendell H. Ford,  
*Chairman*  
J. James Exon  
Daniel K. Inouye  
John F. Kerry  
John B. Breaux

**MINORITY MEMBERS**

Nancy Landon  
Kassebaum,  
*Ranking*  
Ted Stevens  
Robert W. Kasten, Jr.  
John McCain

**KEY STAFF AIDES**

**Majority**

Counsel ..... David A. Heymsfeld  
Professional Staff Members ..... Phyllis Guss  
David Traynham

**Minority**

H2-587 HOB Anx. II, 226-3220  
Counsel ..... Charles C. Ziegler  
Assistant Counsel ..... David E. Schaffer  
Professional Staff Member ..... Alan McConnell  
Staff Assistant ..... Sharon Johnson

Key Flight Attendant Unions and Leaders

**Association of Flight Attendants**  
1625 Massachusetts Avenue, N.W.  
Washington, D.C. 20036  
(202) 328-5400

AFL-CIO affiliate.  
Members: 21,000  
Councils: 38  
Publication: Flightlog (quarterly)  
Staff: 54

President: Susan Bianchi Sand  
Director, Air Safety: Matthew H. Finucane  
Director, Congressional Affairs: Ann Tonjes

**Independent Federation of Flight Attendants**  
630 Third Avenue  
New York, New York 10017  
(212) 818-1130

Members: 6,800 (employed by TWA)  
Regional Groups: 8  
Newsletter: 630 News (bimonthly)  
Staff: 18

President: Victoria L. Frankovich  
Consultant: Susan Kellock, The Kamber Group, New York

**Union of Flight Attendants**  
1420 E. Northbelt, Suite 100  
Houston, Texas 77090  
(713) 449-1663

Members: 3,500 (employed by Continental)  
Local Groups: 4

President: Carla Winkler  
Secretary/Treasurer: Judith Schaezler

**International Flight Attendants Association**  
Muensterstr. 19  
6500 Mainz 1  
Federal Republic of Germany  
Phone: 06131 - 234226

Members: 40,000  
Regional Groups: 5  
Publication: IFAA Newsletter (3/year)

President: Peter A. Tronke  
U.S. Coordinator: Pat Robertson-Miller



Appendix D

Schedule of Tobacco Action Network Alerts

1988

- February 15 Targets California. Urges activists to write major carriers in the state and to send copies to DOT.
- April 4 Targets SAD Regions III, VII and IX. Urges activists to write carriers, Congress and newspapers. Copies to DOT.
- May 15 National TAN Alert. Urges activists to write Congress, airlines and newspapers in support of repeal legislation to be introduced in first week of May. Copies to DOT.
- July 6 Targets SAD Regions IV and VIII. Independence Day theme; urges activists to write carriers, Congress and newspapers. Copies to DOT.
- October 1 Targets SAD Regions II and VI. Carriers, Congress and newspapers. Copies to DOT. Possible pre-election theme.
- December 1 Targets SAD Regions I and V. Carriers, Congress and newspapers. Copies to DOT. Possible post-election theme.

1989

- February 10 Targets to be determined.
- April 10 Targets to be determined.
- June 10 Targets to be determined.
- August 10 Targets to be determined.
- October 10 Targets to be determined.
- December 10 Targets to be determined.

Appendix E

"Smokers, Don't Blame The Crew" Advertising Campaign

# SMOKERS, DON'T BLAME THE CREW!

A new law goes into effect tomorrow which bans smoking on domestic flights scheduled for two hours or less. You may not like the law, but we urge you to comply with good humor! Airline personnel will only be doing their job by enforcing the smoking ban. So please don't take your frustrations out on them.

Write your Senators and Representative in the U. S. Congress. After all, the Congress passed the law which has turned cabin crews into policemen. Tell your elected officials what you think of this law. Today!

I am a smoker and I am opposed to the new law banning smoking on domestic airlines flights of two hours or less. It is unfair and places an unreasonable burden on airline cabin crews. Please send the worst alternative!

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Return this card to The Tobacco Institute, 1875 F Street, N.W., Suite 800, Washington, D.C. 20006



ACTUAL SIZE

I am a smoker and I am opposed to the new law banning smoking on domestic airline flights of two hours or less. It is unfair and places an unreasonable burden on airline cabin crews. Please send me more information!

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Return this coupon to The Tobacco Institute, 1875 I Street, N.W., Suite 800, Washington, D.C. 20006.



T H E  
**TOBACCO INSTITUTE**

(Individuals returning this coupon will receive information about the history of airline smoking restrictions, guidance on communicating with Members of Congress, and suggestions to contact airlines, DOT and smokers' rights support groups.)

# Airline Advertising Campaign Copy Platform

## I. Program Objective

Through a broad-based newspaper advertising campaign, the Tobacco Institute is calling on smokers to voice their opposition to the smoking ban on scheduled flights of two hours or less. Ads will run in daily newspapers on April 21 and April 22.

By adopting a positive theme, the copy, in addition to asking smokers to express their displeasure, requests that people not take their frustration out on cabin crews.

## II. Primary Prospects

The campaign is designed to reach a broad-based audience in key cities throughout the United States.

While the primary target is smokers, and specifically those who are frequent flyers, the campaign also will effectively reach:

- o Labor - particularly those in the airline industry
- o The airline industry
- o Regulatory agencies
- o Members of Congress
- o Business decision makers

## III. Focus of Sale

The copy points accomplish multiple objectives:

- (1) Clearly positions the Tobacco Institute as "concerned" with the well-being of airline crews.
- (2) Clearly portrays the Tobacco Institute as living by the law of the land.
- (3) Urges those opposed to the law to petition their government for a change in the law.
- (4) Creates distance between the Tobacco Institute and any disturbance that may occur on flights.

#### **IV. Benefits**

The advertising campaign positions the Tobacco Institute in a positive framework, giving opponents little to criticize. Very little of a negative nature can be used by opposing forces since the Tobacco Institute is advocating law and order, and reasonable behavior.

Secondly and unexpectedly, the Tobacco Institute is coming to the defense of unions whose Washington representatives were in favor of the bill. This could make a difference in the future.

#### **V. The Facts**

A large number of smokers is unaware that smoking will be banned on flights of two hours or less. Airline crews undoubtedly will encounter problems. The ad campaign, while forceful, is not negative and should be well received by all but the most zealous anti-smokers.

The copy contains three components:

- (1) Succinctly relates that the ban goes into effect on April 22 on domestic flights of two hours or less. Serves as a reminder to all air travelers.
- (2) Urges passengers to comply with courtesy.
- (3) A vehicle (the coupon) for voicing objection by writing the Tobacco Institute.

#### **VI. Tone**

By assuming a "high road" approach, the campaign is extremely credible.

# Newspaper

Ad Size: Full Page/Black and White

Flight Dates: Friday, April 22  
(One-Time Insertions)

Market	Newspaper	Total Cost
San Francisco, CA	<i>Examiner/Chronicle</i>	\$26,832
Boston, MA	<i>Globe</i>	21,995
Miami, FL	<i>Herald/News</i>	25,304
Houston, TX	<i>Chronicle</i>	13,029
Denver, CO	<i>Post</i>	10,320
Minneapolis, MN	<i>Star Tribune</i>	15,036
St. Louis, MO	<i>Post Dispatch</i>	10,870
Pittsburgh, PA	<i>Press/Post-Gazette</i>	19,247
Detroit, MI	<i>News</i>	30,265
Cleveland, OH	<i>Plain Dealer</i>	15,738
Seattle, WA	<i>Times/Post-Intelligencer</i>	16,522
Philadelphia, PA	<i>Inquirer/News</i>	31,437
New York, NY	<i>Daily News</i>	41,521
<b>Total One-Time Insertions:</b>		<b>\$278,116</b>

## Newspaper

Ad Size: Full Page/Black and White

Flight Dates: Thursday, April 21  
Friday, April 22  
(Two-Time Insertions)

Market	Newspaper	Insertion Cost	Total Cost
	<i>USA Today</i>	\$38,178	\$76,356
Atlanta, GA	<i>Journal/Constitution</i>	13,746	27,492
Dallas, TX	<i>Times Herald</i>	12,674	25,348
Chicago, IL	<i>Tribune</i>	34,572	69,144
Washington, DC	<i>Post</i>	31,476	62,952
New York, NY	<i>Times</i>	36,982	73,964
Los Angeles, CA	<i>Times</i>	32,498	64,996
<b>Total Two-Time Insertions:</b>			<b>\$400,252</b>
<b>Total Newspaper Expenditure:</b>			<b>\$678,368</b>



## Inflight Publications

Ad Size: Full Page/Black and White

Airline	Publication	Number of Insertions	Total Cost
American (semi-monthly) Circulation: 205,821	<i>American Way</i>	12	\$ 104,520
Delta (monthly) Circulation: 396,377	<i>Delta Sky</i>	6	92,850
East/West Network (monthly) Circulation: 1,950,726	<i>Vis a Vis</i> <i>Continental</i> <i>Eastern Review</i> <i>Northwest</i> <i>Pan Am Clipper</i> <i>Southwest Airlines Clipper</i> <i>TWA Ambassador</i>	6 (each publication)	457,080
Piedmont (monthly) Circulation: 200,000	<i>Piedmont Pace</i>	6	34,212
USAIR (monthly) Circulation: 213,900	<i>USAIR Magazine</i>	6	78,462
<b>Total Inflight Expenditure</b>		<b>6</b>	<b>\$767,124</b>