

Tobacco Action Network (TAN)
1875 I Street, NW - Suite 800
Washington, DC 20006

May 1988

Northwest Airlines Wages War on Smokers!

Dear TAN Activist:

For years, many passengers flying Northwest Airlines have called it "NorthWORST Air" -- with Northwest's recent decision to **TOTALLY BAN SMOKING** on all its North American flights, the nickname might seem even more appropriate to some.

If you agree that Northwest has gone too far in its total smoking ban policy, please take a moment to write the airline and let their people know what you think. You should also send a copy of your correspondence to the Department of Transportation (DoT) and other airlines.

THE FACTS ABOUT NORTHWEST

More on all this in a moment, but first some particulars about Northwest's miserable performance in the air and on the ground.

- . Consumer complaints filed against Northwest with the DoT rose a staggering 1,418 percent in just one year (1986 to 1987).
- . Nearly 7,000 complaints were filed against the airline last year. Only one other airline had as many complaints in 1987.
- . Less than three percent of all those complaints dealt with the question of smoking.
- . During the last quarter of 1987, Northwest was ranked 13th of 14 carriers -- next to WORST -- for on-time performance.
- . So far in 1988, barely 60 percent of Northwest's flights have arrived on time.
- . Northwest ranks near the bottom -- or WORST -- for flight delays or cancellations, overbookings, lost luggage, customer service, obtaining refunds, reservation problems, obtaining tickets, or boarding aircraft.

With a record like that, no wonder Northwest is creating a smokescreen and trying to steer attention away from its poor performance rankings in real areas of passenger concern.

We believe the flying public -- smokers and nonsmokers alike -- ought to know the facts so they can see through Northwest's smokescreen. Judging from the correspondence we've seen, we also believe that even those who do not fly often believe the smoking ban is **TOTALLY UNFAIR DISCRIMINATION** against the one-third of the flying public that chooses to smoke.

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ENOUGH IS ENOUGH!

Your voice must be heard by Northwest. Attached is a draft letter you may send the airline. Feel free to use the draft letter or write your own. You may also want to make a copy of the letter, share it with your friends, and encourage them to write Northwest, too. I've enclosed a stamped, addressed envelope for your Northwest letter.

Further, I've included copies (or "cc's") of your letter that you should send to the DoT and at least one other airline. Stamped, addressed envelopes also are included for your use when mailing these copies of your Northwest letter to the DoT and another airline.

Whether you write your own personal letter or send the enclosed draft, please remember to SIGN YOUR LETTER, GIVE YOUR ADDRESS, AND DATE THE CORRESPONDENCE. This will help ensure proper attention to your message.

Finally, I ask that you complete and mail back to me the enclosed postage paid card. It will help us gauge the response to this request and help us know what other tobacco-related issues are of interest to you.

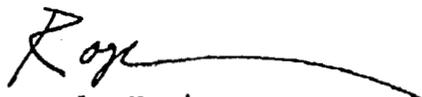
NATIONAL TWO HOUR BAN IN EFFECT APRIL 23, 1988

Many of you have already written objecting to the Congressionally mandated ban on smoking on flights of two hours or less. We will be back in touch shortly to let you know how the flying public is reacting to that unnecessary and potentially dangerous smoking ban which affects about 80 percent of all flights.

Whether you're a smoker or not...whether you travel by air or not...it is clear that unnecessary and unwarranted smoking bans and restrictions are limiting the freedoms of all Americans. Unless active and concerned citizens express their opposition to such attempts to squash American freedoms, our liberties will continue to disappear.

THE TIME FOR ACTION IS NOW! Thanks for your continuing support.

Best Regards,



Roger L. Mozingo
National TAN Director

Attachments

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FYI
Sent in
as instructed

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