

May 23, 1988

MEMORANDUM

TO: Susan M. Stuntz
FROM: John Lyons *JL*
RE: Smoker's Rights Alliance's Airport Activities

Smoker's Rights Alliance (SRA) has protested, launched information centers or conducted straight media tours in nine markets:

- o Washington, D.C.
- o Los Angeles
- o San Francisco
- o Boston
- o Atlanta
- o Dallas
- o Houston
- o Minneapolis
- o St. Louis

The remainder of the schedule includes New York, Denver, Chicago, Raleigh and finally Dave Brenton's home town of Phoenix.

As you know, SRA planned the protests and information centers to provide a visual hook for the media. To date, SRA has launched six information centers but has picketed only at Washington National.

Given the regulatory prohibitions we face at some of the remaining airports, the Policy Committee's directive on the use of member company sales representatives as picketers, and the media's general interest in Brenton's quest, I believe SRA should not attempt to organize protests at New York's Laguardia (where protests are forbidden), Denver or Chicago's O'Hare. At each of these airports, SRA will open information centers.

At Raleigh-Durham, SRA may picket and we are counting on Reggie Lester to provide the picketers. However, information centers are prohibited. At Phoenix Sky Harbor, limited protests are permitted.

Before launching SRA's campaign, we contacted TI field staff for help in executing the demonstrations since relatively few of SRA's 700 members are located outside of Arizona. Most field staff were willing to help but made it clear that member company sales reps would account for most of their potential picketers. The State Activities Policy Committee rejected the notion of sales reps manning the picket lines, eliminating field staff's major source of support.

Susan M. Stuntz
May 23, 1988
Page Two

In addition to the problem of identifying and producing bodies to picket, we have also encountered regulations or officials at several airports that would not allow picketing. These included Boston, Atlanta, St. Louis, New York and Phoenix.

In spite of the fact that SRA has not picketed at locations beyond Washington, straight Brenton media tours and the establishment of SRA information booths have attracted significant media attention. We anticipated a high level of media interest during the first week of the ban, and we were not disappointed. After that, we expected media coverage to flag since the ban would be "old" news, but we have succeeded in positioning Brenton as an activist who is undertaking a monumental task in a reasonable manner, and reporters see a story in his "quixotic" effort.

In some markets, media response has been overwhelming. In only one, Boston, did we fail to generate interest.

Some specifics:

April 23 -- Washington, D.C.'s National Airport. SRA organized picketing at the airport on April 23, the first day of the ban. Four SRA members participated in the demonstration, along with six TI staff and a dozen or so Institute consultants. We produced a video news release of the event that was made available to more than 300 network affiliates nationwide.

Media coverage of the protest was intense, including all three networks and their local affiliates, CNN, WTTG-TV, AP and UPI reporters and photographers, UPI radio and the Washington Post.

Prior to the Saturday protest, Brenton gave 11 television, 5 radio and 4 newspaper interviews to media around the country. In addition, TI speakers gave numerous interviews on the issue.

On Monday, April 25, an SRA information center began distributing airline smoking information kits in the "Traveler's Aid" section of the airport. Through the first five days of operation, the center distributed 158 SRA information kits and collected 95 full names, addresses and signatures on SRA petitions. (As you know, all SRA information centers are scheduled to operate two days a week, four hours a day.)

Susan M. Stuntz
May 23, 1988
Page Three

April 26 -- Los Angeles. Brenton conducted a straight media tour in this market. Jack Kelly advised against protests in both Los Angeles and San Francisco, and LAX does not permit the establishment of information booths or the distribution of literature in the terminal. Despite these handicaps, the tour was extremely successful: interviews with the Los Angeles Times and Herald-Examiner; an appearance on a TV talk show, "Mid Morning LA;" two radio interviews; and a taping on National Public Radio's "All Things Considered."

April 28 -- San Francisco International Airport. Again, no protest planned. However, Brenton successfully launched an information center at the airport. Media hits included tapings for programs that aired on the ABC and NBC affiliates; four newspaper interviews, including the San Francisco Chronicle and Examiner; and five radio spots, including a 30-minute live interview on KGO-AM.

Through the first four days of operation, the center distributed 41 SRA information kits and collected 33 names, addresses and signatures on SRA petitions. The operation was hampered by regulations prohibiting the use of SRA's large banner on the table to attract passersby. SRA has since developed a 10" x 14" table-top placard that should increase traffic at the center. We expect performance to improve dramatically.

May 3 -- Boston's Logan Airport. The airport does not allow the establishment of information booths. We planned to picket outside the airport or to have a couple of SRA representatives, including Brenton, wear "sandwich" signs and distribute information kits inside the terminal. However, we were unable to obtain a permit from the airport authority to conduct any activity whatsoever. Last-minute pitching of a straight media tour bore little fruit. In his only media hit, Brenton did 35 minutes live on WBZ, Boston's largest AM radio station, beginning at 9:00 p.m.

May 5 -- Atlanta Hartsfield International Airport. Preliminary research indicated that Hartsfield would not permit an information center, so we hoped to organize picketing there instead. However, attempts to line up picketers were unsuccessful, so we decided May 3 to send Brenton into Atlanta on a straight media tour. The results were positive and included: taping of a half-hour public affairs television segment; a live radio talk-show spot; and two newspaper interviews, including one with the Atlanta Journal-Constitution.

Susan M. Stuntz
May 23, 1988
Page Four

May 10 -- Dallas/Fort Worth Airport. Since TI field staff advised us early on that they would not be able to provide picketers in Dallas and Houston, we planned only to open information centers at each airport. The Dallas media responded favorably to this pitch: the ABC and CBS affiliates sent reporters and cameras to the opening of the center; and the NBC affiliate said it will send a crew to the airport on Friday. Brenton also taped a 30-minute segment for the CBS affiliate's "Point of View" program; he did interviews with four radio stations; and met with reporters from the Dallas Times-Herald and Morning News. In addition, Brenton gave a phone interview to a Raleigh News & Observer columnist and a Fort Lauderdale radio station.

Through the first four days of operation, the information center distributed 109 SRA kits and collected 101 signatures on the SRA petition.

May 12 -- Houston Intercontinental Airport. Media in Houston gave SRA favorable coverage. Brenton appeared live on the CBS affiliates morning call-in TV talk show. KTRH, the city's principal all-news radio station, included the opening of the information center in its periodic news bulletins throughout the day, and Brenton taped segments for two other prominent radio stations. He also gave an extensive interview to the Houston Post.

After two days, the SRA information booth had distributed 35 kits and obtained 30 signatures for the petition. These numbers should improve.

May 17 -- Minneapolis/St. Paul Airport. We did not plan a protest in this market. In light of Northwest's action, we felt that opening an information center in Northwest's backyard would provide sufficient ammunition for the media. It did: spot television news coverage by the CBS affiliate and an independent station, two lengthy radio interviews, and print coverage by the AP and the Star-Tribune. Brenton also appeared live for six minutes on the CBS affiliate's "Newsday" program, which aired at 4:30 p.m.

The information booth distributed 20 kits and collected 24 signatures during its first full day of operation.

Susan M. Stuntz
May 23, 1988
Page Five

May 19 -- St. Louis' Lambert Field. The authorities would not permit SRA to demonstrate at the airport. SRA, thus, launched an information center at Lambert. Media response was good. Brenton appeared live on the CBS affiliate, KMOV-TV; four radio stations, including KMOX, covered SRA's story; and a St. Louis Post-Dispatch columnist interviewed Brenton at length.

I have not yet received a report on traffic at the information center.

I'm prepared to discuss these activities and the media's response at your convenience.

cc: Jeff Ross
Brennan Moran