

AIRLINE PLAN TALKING POINTS

BACKGROUND & ASSUMPTIONS:

- o BEGINNING APRIL 23, A FEDERAL LAW WILL BAN SMOKING ON U.S. DOMESTIC FLIGHTS OF TWO HOURS OR LESS. THE LAW IS SCHEDULED TO SUNSET AFTER TWO YEARS -- IN APRIL 1990. ALSO ON APRIL 23, NORTHWEST AIRLINES WILL IMPLEMENT ITS VOLUNTARY SMOKING BAN ON ALL ITS NORTH AMERICAN FLIGHTS.
- o WITHOUT SUBSTANTIAL ACTION TO ENSURE SUNSET, THE TWO-HOUR BAN IS LIKELY TO EVOLVE INTO A PERMANENT, TOTAL SMOKING BAN ON ALL FLIGHTS.
- o THE TWO-HOUR BAN WILL HAVE TWO PHASES. THE SHORT TERM, LASTING INTO THIS SUMMER, WILL BE MARKED BY CONFUSION CONTROVERSY AND GREAT MEDIA INTEREST. THE LONGER TERM WILL SEE DECLINING MEDIA INTEREST BUT A GREATER EMPHASIS ON CABIN AIR QUALITY ISSUES.
- o THE DEPARTMENT OF TRANSPORTATION HAS BEEN AS HELPFUL AS POSSIBLE TO THE TOBACCO INDUSTRY, ESPECIALLY BY REJECTING LAST YEAR THE NATIONAL ACADEMY OF SCIENCES' RECOMMENDATION FOR A TOTAL SMOKING BAN. DOT WILL COMMISSION A COMPREHENSIVE EMPIRICAL STUDY OF CABIN AIR QUALITY, INCLUDING ETS. THE AGENCY'S REQUEST FOR PROPOSALS SHOULD BE ISSUED BY JUNE 1.

1. will lose -
like tax
sunset →

we kept the
debate where we
wanted it.

2. very fluid situation.

3. sustained
but
short

4. can
can

INDUSTRY-SPONSORED RESEARCH SHOWS ETS IS NOT A PROBLEM IN AIRLINE CABINS. HOWEVER, LITTLE RESEARCH HAS BEEN DONE ON OTHER AIRLINER CABIN AIR CONTAMINANTS. WE CONTINUE TO WORK WITH DOT ON THE STUDY AND RELATED ISSUES.

- o SMOKING IS NOT A PRIORITY ISSUE FOR THE AIRLINES. ALTHOUGH WE WORKED COOPERATIVELY WITH THE AIRLINE INDUSTRY IN THE PAST, THE AIRLINES' TRADE GROUP WATCHED LAST YEAR'S CONGRESSIONAL BATTLE FROM THE SIDELINES. UNLIKE NORTHWEST, MOST AIRLINES HAVE BEEN UNWILLING TO BAN SMOKING VOLUNTARILY, PREFERRING INSTEAD TO AWAIT A LEGISLATIVE OR REGULATORY MANDATE, WITHOUT TRYING TO AFFECT SUCH A MANDATE.

- o FLIGHT ATTENDANTS VIEW SMOKING AS A WORKPLACE ISSUE, AND THEIR LEADERS PUSHED FOR THE BAN. THOUGH SOME FLIGHT ATTENDANTS ARE CONCERNED ABOUT IMPLEMENTING AND ENFORCING THE BAN, THE PREVAILING VIEW IS THAT ONCE SMOKERS GET USED TO THE BAN, THERE WON'T BE PROBLEMS. FLIGHT ATTENDANTS MAY BECOME INTERESTED IN OTHER CABIN AIR QUALITY ISSUES OVER TIME.

Objectives:

- o TO ENSURE THAT THE TWO-HOUR BAN SUNSETS AS SCHEDULED IN APRIL 1990.

- o TO PERSUADE CONGRESSIONAL AND DOT DECISIONMAKERS THAT THE ISSUES TO BE CONFRONTED ARE CABIN AIR QUALITY AND VENTILATION.
- o 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.

Strategies:

RECOGNIZING THAT IN TWO YEARS' TIME CONGRESS AND/OR DOT MUST AGAIN ADDRESS THIS ISSUE IN A POLITICAL OR RULEMAKING CONTEXT, WE INTEND TO:

- o 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. WE WILL ACCOMPLISH THIS BY GENERATING A SUSTAINED FLOW OF LETTERS TO THE AIRLINES AND MEMBERS OF CONGRESS. WE WILL RELY HEAVILY ON MEMBER COMPANIES' SMOKER COMMUNICATIONS CAPABILITIES.
- o BROADEN THE ISSUE TO ENCOMPASS ALL ASPECTS OF CABIN AIR QUALITY AND VENTILATION, WHILE MINIMIZING THE PUBLIC DEBATE ON ETS. IT SHOULD BE NOTED THAT THIS STRATEGY GENERALLY PUTS US AT ODDS WITH THE AIRLINES, WHICH CONTEND THERE IS NOTHING

WRONG WITH CABIN AIR QUALITY BUT HAVE, IN THE PAST, OPPOSED CALLS FOR IN-FLIGHT INVESTIGATIONS. WE WILL CONTINUE TO PRESS OUR ARGUMENTS ON ETS IN PRIVATE BRIEFINGS WITH MEMBERS OF CONGRESS AND DOT OFFICIALS.

- 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. LAST YEAR, PROPONENTS OF THE TWO-HOUR BAN USURPED THE NORMAL LEGISLATIVE PROCESS, ATTACHING THE BAN TO THE DOT APPROPRIATIONS BILL DESPITE THE LACK OF A LEGISLATIVE (HEARING) RECORD. THE HOUSE AVIATION SUBCOMMITTEE CONDUCTED EX POST FACTO HEARINGS ON THE ISSUE, BUT NEITHER THE HOUSE NOR THE SENATE AVIATION SUBCOMMITTEE REVIEWED THE TWO-HOUR BAN THAT BECAME LAW.

Status Report:

- o MAJOR AIRLINES ARE TAKING A "WAIT AND SEE" ATTITUDE WITH RESPECT TO NORTHWEST'S DECISION TO BAN SMOKING ON ALL NORTH AMERICAN FLIGHTS. ULTIMATELY, THEIR DECISIONS WILL BE DRIVEN BY PERCEIVED CHANGES IN NORTHWEST'S MARKET SHARE. SOME EXPERTS BELIEVE THE OTHER AIRLINES MAY FOLLOW NORTHWEST'S LEAD IF NORTHWEST DOES NOT LOSE PASSENGERS.

- o WE ARE WORKING WITH MEMBER COMPANIES TO COORDINATE MESSAGES USED IN MAILINGS URGING CONSTITUENTS TO WRITE TO AIRLINES, DOT AND MEMBERS OF CONGRESS. RJR FEATURED THE ISSUE IN ITS MOST RECENT EDITION OF CHOICE AND REGULATORY WATCH. PM FEATURED THE ISSUE IN ITS RECENT COMMUNICATIONS, AND RECENTLY LAUNCHED A BROAD-BASED DIRECT MAIL CAMPAIGN IN RESPONSE TO NORTHWEST'S BAN. TO DATE, WE TRYING TO DIRECT MAIL TO THE AIRLINES AND THE DOT. WE ARE PREPARED TO DIRECT MAIL TO MEMBERS OF CONGRESS. WE AWAIT INSTRUCTIONS FROM THE FEDERAL RELATIONS DIVISION REGARDING WHICH MEMBERS TO TARGET.

- o WE HAVE COMPLETED ONE MAILING -- FOCUSED ON CALIFORNIA -- TO MEMBERS OF OUR TOBACCO ACTION NETWORK. THAT EFFORT HAS PRODUCED ~~A FLOOD OF~~ ^{QUALITY} MORE THAN 500 LETTERS TO THE AIRLINES AND 360 LETTERS TO DOT. WE ARE PREPARING A TAN ALERT BASED ON NORTHWEST'S DECISION AND THE IMPLEMENTATION OF THE FEDERAL TWO-HOUR BAN. WE EXPECT TO ISSUE IT NEXT WEEK.

- o WE ARE WORKING CLOSELY WITH DAVE BRENTON, PRESIDENT OF ARIZONA-BASED SMOKER'S RIGHTS ALLIANCE, ON THE ISSUE. BRENTON'S RECENT CHALLENGE TO DEBATE NORTHWEST RECEIVED WIDESPREAD MEDIA ATTENTION; HE MADE SEVERAL TV APPEARANCES, PARTICIPATED IN NUMEROUS TALK-RADIO FORMATS, AND GAVE INTERVIEWS TO SEVERAL MAJOR NEWSPAPERS.

BRENTON WILL CONDUCT MEDIA TOURS TO COINCIDE WITH SRA-SPONSORED DEMONSTRATIONS AGAINST THE TWO-HOUR BAN AT MAJOR AIRPORTS, BEGINNING APRIL 23 AT NATIONAL AIRPORT IN WASHINGTON, D.C. SRA WILL ALSO SPONSOR SMOKER INFORMATION CENTERS AT THESE AIRPORTS. THESE "MANNED" CENTERS WILL GATHER SIGNATURES ON PETITIONS TO REVERSE THE TWO-HOUR BAN, AND WILL DISTRIBUTE INFORMATION KITS TO HELP SMOKERS COMMUNICATE TO THE AIRLINES, CONGRESS AND DOT.

- o WE ARE PRODUCING OUR OWN INFORMATION KITS ON THE ISSUE.

- o WE ARE EXPLORING THE FEASIBILITY OF SPONSORING, DIRECTLY OR VIA SRA, A TRAVEL AGENCY TO OFFER A TOLL-FREE HOTLINE FOR SMOKERS WHO WANT TO FLY AND SMOKE. WE WOULD ADVERTISE THE HOTLINE THROUGH APPROPRIATE VEHICLES.

- o WE HAVE BEGUN WORK WITH OTHER THIRD-PARTY ORGANIZATIONS TO RAISE CABIN AIR QUALITY AND CUSTOMER SERVICE ISSUES TO HELP POSITION SMOKING AS A RELATIVELY UNIMPORTANT ISSUE.