

Notes: Tobacco Institute

For Discussion:

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Goals:

- o Prevent other airlines from adopting NW policy; provide alternatives;
- o Activate and organize smokers.

Objectives:

- o Influence the environment in which airline presidents, the FAA and Congressmen discuss the issue;
- o Generate smoker awareness of issue/rights; organize and activate; positive steps (letters to airline presidents, travel agencies, editors);
- o Highten frequent flyer awareness of loss of rights/alternatives via media and direct mail blitz.

Target Audiences:

Smokers who are frequent fliers;
Airline presidents considering NW policy;
Mid-size travel agencies seeking business;
Libertarians who oppose government regulations; (we can obtain list)
(Where's ACLU on this issue?)

Strategies:

- o Immediate subscriber survey: Frequent Flyer magazine (OAG); can we buy list? 350k paid circ. Check out Business Traveler News 36x year 50k circ. Survey % who think back of the bus is adequate; of those who don't, % who would advocate banning alcohol and total smoking ban. etc. Use as fodder on talk shows, in direct mail, etc.

(MORE)

Strategies, Cont.:

- o Don't challenge premises which are perceived to be true.
Avoid health issue where possible.
Let's be fair.
Focus on reasonableness. Yes, smoking is a nuisance. Key is to accommodate all minorities; there is no perfect society. Smokers are already relegated to the back of the bus; smokers give up seats to non smokers (ck); already gave up pipes and cigars; banned cigarettes on less than 2 hr flites; 30% of Americans smoke (what % are frequent fliers?).
Does any other country totally ban smoking?
What's next: kick smokers off planes?
- o Are there workable solutions to recycled air inside commercial airlines? What tech. innovations can reduce the problem? Are the airlines just cheapskates for not filtering smoke out? Need info. Supply smoke eaters to those in smoking sections? Are airlines doing their part to clean up air, or getting government to do their work for them? Can we supply technology to filter air to other airlines?
- o Start fire in NW's backyard: Minneapolis/St. Paul:
 - o Targeted direct mail: inform frequent flyers how to get to cities all across U.S. on other than NW flights; include coupon - we'll send you a monthly schedule. Join Smokers Rights Alliance.
Add names to existing lists; keep refining lists.
Does a local prosmoker group exist there?

Determine other key NW cities; Detroit? consider doing same.
 - o Publish non-NW flight schedules.
 - o Seek out midsize travel agencies in Minn-St. Paul; offer to give them local lists of known frequent flyer smokers. Is this a platform for a newsletter?
 - o Use inflammatory direct mail. A series. Give recipients 1 specific thing to do in each DM piece e.g. write to NW president, attend rally at airport, sign/circulate petitions, letters to editor, letters to other airline presidents, FAA, Congressmen, etc. Provide members with non-NW flight skeds.

Information Needed:

- o Need existing smoker groups' membership lists.
- o What mailing lists are available from the individual tobacco companies?
- o How about merchandizing and coupon lists?
- o Need full list of support groups, locations of spokesmen; rating of spokesmen. Prefer several vs. one.
- o Any specific, current research available re air quality on commercial airlines? Any recommended solutions?

Re: Media talk shows:

- o Need schedule of target cities/dates ASAP.
- o Any tapes available?
- o How are call-ins going?
- o Percentage of supporters vs. detractors?
- o Any overall data available?
- o How do shows differ in format? What format is the most successful?
- o Any benchmarks re positive callers becoming Smoking Rights Alliance members? Other groups?
- o Need to see petition sample/format/content.
- o Book talk shows 2 wks out; call city desks 24 hrs prior to demo.

Query: What is criteria for target cities' media blitz?

Should we initially concentrate on key NW cities?

Should we focus on other airline hub cities?

AA - Dallas

NW - Minneapolis

TWA - St. Louis

DEL - Atlanta

PanAm - NYC

AW - Phoenix

Cont. - Denver

JR: 4/6/88

Random thoughts:

The primary objective of this short term program is not to sell more product.

The long term objective is to promote an environment in which more product can be sold.

- o Position third party experts and coalition groups to help influence the tone and nature of the debate. Debate needs to center on fairness and positive alternatives.
- o The essential character of the politics involved is pragmatism: What is the best method by which airlines and government can satisfy the social and emotional need to clean up the air? A pragmatic approach ignores political ideology and operates within government at all levels.
- o Thus, the debate which best responds to onerous policy proposals should be three-fold:
 - (1) the NW policy is flawed because it runs the risk of creating a hostile segment of frequent fliers which, when aroused, may simply boycott the airline;
 - (2) there is an alternative policy which will better achieve the desired result (what is it - status quo may not sell. Is there something better, more positive?),
 - (3) there is an alternative which can be supported by a broader consensus (see notes after #2).
- o This suggests:
 - o Admitting the social, emotional need for clean air;
 - o Building credible arguments against an undesirable policy;
 - o Effectively delivering those arguments to all who have input in the decision making process in words and on terms to which they will respond;
 - o Developing and selling a feasible and effective counter proposal which produces the desired result in a way that minimizes negative effects.
- o Following the survey of frequent fliers suggested in the attached (we need that info ASAP!), I'd like to see:
 - o Focus groups - in 4 or 5 different cities with (1) frequent flier smokers, (2) frequent flier non-smokers, and (3) a combo. Need to probe to determine what they consider reasonable, prudent, achievable.
- o We need to take the offensive vs. defensive on a very credible, fair, reasonable basis.
- o Media avoidance: I would tend to concentrate on broadcast vs. print for control purposes. I would avoid columnists, editorial, medical, maybe even airline writers. Spot city desk assignments may be ok. Point is that I wouldn't run the risk of creating negative publicity platforms for NW or opposition groups.

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- o This is a public issue campaign, not a publicity campaign. We are dealing with an emotional issue.
- o I think we need to supply prosmoker group members with usable information, tips, collateral, education, instructions. They need to advocate more than rights; I'm groping here...how to be a courteous non-offensive smoker...how to use a smoke eater...how to avoid insults, rudeness by others. Any thots, ideas?
- o My gut instinct tells me there are more closet smokers today than overt smokers. The overt, rude smoker is the one who causes emotional reaction. The closet smoker needs to be able to confidently come out of the closet. Somehow we have to activate both segments.

Tone and nature of debate is extremely important.