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6/29/87

Airline -  
Haley

C O N F I D E N T I A L

June 26, 1987

MEMORANDUM

TO: Samuel D. Chilcote, Jr.

FR: Peter G. Sparber

We have reviewed Martin Haley's proposed airline program and, after consulting with Bob Lewis, have several observations.

- o As usual, Martin's approach is creative and unusual. We like his notion of creating a contest to motivate airline customers.
- o We disagree with the premise that this issue will be resolved by constituent mail. The Federal Aviation Administration seems intent upon either shelving the issue or dealing with the overall question of cabin air quality in a scientific fashion. To date, the FAA has managed to ignore efforts to deal with the politically-charged ETS issue by itself.

Bob makes the point that officials would likely question the credibility of mail generated through financial incentives.

Congress repeatedly looks at airline smoking bans but with Senator Ford's chairmanship of the Aviation Safety Subcommittee, action on a ban is certainly not imminent.

- o This issue involves many, quickly-fought battles. A major, one-shot mail campaign could not be directed at any one of these skirmishes.
- o Martin's plan does not rely on airline cooperation but implies that the plan will help our relationship. Again, we respectfully disagree. Relations with the airline industry range from neutral to hostile. The airlines are under siege to the point that they wish we and our issues would go away.
- o Finally, the proposed budget for this plan would constitute 20 to 40 percent of this division's annual budget. It is inappropriately expensive given the wide range of ETS, advertising and tax projects being handled as priorities.

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Martin's plan was designed to be large and aggressive. A scaled-down version would make little sense.

Our current approach includes careful coordination with Senator Ford, effective representation at DOT and the FAA by Judy Hope, good working relations with the Air Line Pilots Association and careful monitoring of the airlines. Our objective has been to avoid any further official examination of the ETS issue. Our strategy has been to rely on the airlines' and unions' respect for Senator Ford and, secondarily, to focus attention on the overall cabin air quality issue.

The approach conforms with Senator Ford's wishes and, to-date, has been reasonably effective. We do not think that Martin's plan would be an effective alternative at this time.

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