

DC

February 25, 1988

MEMORANDUM

TO: Samuel D. Chilcote, Jr.
FROM: Peter G. Sparber

revised 3/10/88

Attached for your review is a two-year plan to deal with the pending federal airline smoking restrictions.

This plan is the product of meetings of representatives of the federal relations, state activities and public affairs divisions and selected consultants. At this stage, we are moving forward with our preparation for activities surrounding the April 22 implementation of the two-hour smoking ban. Once the policy questions outlined below are resolved, this plan is ready for presentation to appropriate Institute committees.

The plan has two objectives: The first is to persuade decisionmakers in Congress and the Department of Transportation that the broader issues of cabin air quality and ventilation should be addressed, not smoking. The other is to persuade airlines, Congress and DOT that smokers expect to be accommodated and that all parties should fight for restoration of a more reasonable system.

In the short run, our strategies and tactics will take advantage of the high level of media interest in the issue and focus on smokers' discontent with the ban. In the longer run, our strategies and tactics will emphasize the complex problems of cabin air quality and ventilation.

Members of senior staff have reviewed the plan, and their comments and suggestions have been incorporated to the extent possible. A few substantive policy issues remain:

1. Legislative program. The plan emphasizes public relations activities, especially during the short run, to provide a context for legislative change. There are but a few specific legislative goals or tactics. (One such goal, the introduction of a bill to repeal the two-hour ban, is considered to be important to the success of our grassroots efforts but may at the same time precipitate the introduction of many more ban-extension or total ban bills.) There is some concern that any broad Institute plan that goes to the Executive Committee for approval must contain a more detailed long-term legislative plan.

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2. Ambitious public relations activities. The plan proposes numerous creative public relations activities designed primarily to encourage smokers to be outraged about the ban and to express their outrage to the airlines, DOT and Members of Congress. Without such grassroots activity, there will be little impetus for the airlines or Congress to restore the "separate sections" rule. Concerns have been expressed, however, that some of these activities, once underway, will be difficult for TI to control and may result in a backlash of resentment against smokers.

3. Allocation of resources. The plan requires substantial new resources. Concern has been expressed that resources slated for public relations activities might be better spent on more direct legislative activities.

We are prepared to discuss this with you at your convenience.

Attachment

cc: TI Senior Staff

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