

THE TOBACCO INSTITUTE

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PUBLIC RELATIONS DIVISION

September 30, 1983

MEMORANDUM

TO: MEMBERS OF THE EXECUTIVE COMMITTEE
MEMBERS OF THE COMMITTEE OF COUNSEL
MEMBERS OF THE COMMUNICATIONS COMMITTEE
MEMBERS OF THE STATE ACTIVITIES POLICY COMMITTEE

FROM: WILLIAM KLOEPFER, JR.

SUBJECT: RESPONSE TO CAB'S SMOKING RULE PROPOSALS

The Civil Aeronautics Board has invited public comment between now and November 7 on its proposal to prohibit smoking on shorter flights (an hour or less, or two hours or less) and on smaller commercial aircraft (60 or fewer seats), to prohibit pipe and cigar smoking on any commercial aircraft, and to require special seating provisions for passengers who may show written medical evidence of a substantial susceptibility to physical ill effects from breathing tobacco smoke, or a smoking prohibition in the presence of passengers with illness or symptoms that airline personnel may think are the result of smoking exposure.

This is an outline of The Institute project to respond to these proposals. It has the concurrence of counsel and The Institute's senior staff. While I believe we are prepared to cover the major bases, your comments and further suggestions are earnestly desired.

Our objective is to maximize public opportunity to urge the Board to maintain the status quo. We will achieve our objective with these steps:

1. Publish the result of our poll, in which we sampled 1,000 frequent fliers in a random telephone survey and found 83 percent satisfied with current regulations.
2. Contract for passenger intercepts at air terminals to obtain signatures on a petition to CAB to refrain from further rulemaking. Petition signers would specifically object to proposed prohibitions. (R.H. Donnelly was our contractor in an earlier similar effort, obtaining 130,000 signatures in one week in 1976).

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3. Obtain member company comments on a draft statement to be filed with CAB on November 7.

4. Issue a TAN Alert to evoke a new round of personal comments addressed to the docket.

5. Provide our members with material on which to base appeals for comments to the docket from employees, shareholders, suppliers and subsidiaries.

6. Provide Members of Congress with information on which they may wish to address comments to the docket.

7. Send a personal letter from The Institute president to each outside director of each airline, seeking his or her personal comment addressed to the docket.

8. Visit executives of the Air Transport Association, the American Association of Airport Executives, the Airport Operators Council International, the International Airline Employees Association, and, with the assistance of the Tobacco Workers' Union, the Brotherhood of Railway, Airline and Steamship Clerks. Purposes will be 1) to learn the position and any action to be taken by the organization; 2) to obtain further information regarding impact on operations and passengers of the proposals, and 3) to explore cooperative activity.

9. Begin a steady rollout of personalized computer letters to executives at all levels of the tobacco industry to urge their comments to the docket.

INFORMATIONAL REQUIREMENTS

1. Our contractor, Tarrance, will immediately supply our public opinion survey report which will be the basis for publicity. Susan Stuntz and Bill Toohy will prepare required publicity materials.

2. I will obtain a proposed airport interception contract and, with C&B, prepare petition language.

3. Covington & Burling will submit our draft formal statement to members of the Committee of Counsel for their comments.

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4. Walter Woodson will prepare documents required by the TAN director to prepare, clear and issue a TAN Alert. These will include an "all-purpose," single page issue summary.

5. Walter Woodson will draft materials and appropriate transmittals to aid member company participation.

6. Howard Liebengood will be furnished by my division with any materials he needs for Congressional information purposes.

7. I will draft the Chilcote letter for airline directors.

ADDITIONAL PROJECTS

1. We contemplate preparation and clearance, after November 7, of Institute "reply comments" to the CAB.

2. Anticipating CAB's conducting later an oral argument, we will cooperate with Counsel and Federal Activities in identifying potential witnesses including possible outsiders. (For example, I feel the Board should hear from Ellie Kapuski, the stewardess in "Common Sense" who speaks persuasively from years of experience against federal intervention in airline management).

3. Recommendations will be forthcoming regarding possible cooperative efforts between TI and other interested organizations.

4. We expect to issue several news releases (our poll at the outset, our formal statements to CAB at the end, and other news "pegs" such as impact data and other measures of public response as they become available).

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