



FRONTIER AIRLINES

# Frontier News

Published for Frontier Airlines Employees

January 1981



**RENO, NEV.,** located at the base of the Sierra Nevada mountains, boasts a metropolitan population of over 190,000.

## Reno flights begin March 1

Non stop service between Denver and Reno, Nev., will be inaugurated March 1 by Frontier.

Flights will be scheduled twice daily in each direction on a Denver-Reno-Stockton routing, also marking the introduction of Reno-Stockton non stop service.

"Reno combines the best of both discretionary and business markets," says Glen Ryland, "with entertainment, gaming and easy access to California ski areas, as well as a growing climate for agricultural and aerospace industries."

Also operating non stop between Denver and Reno are United Airlines, with two daily flights, and Delta Air Lines, with one daily flight.

### President's message

## Productivity: Challenge of the decade

After two years of deregulation, I'm proud to be able to say that Frontier is surviving the competitive battles. While many in our industry have been seriously hurt by competitive attacks and by their own mistakes, we are closing the books on another year of record revenues and profits. So far, we've met the dual challenges of new competition and higher costs. And the credit goes to employees at every level of the organization.

Deregulation has spawned another challenge, however, that we haven't yet had to face — but we will. This is the emergence of the so-called "low-cost carrier" — the former intra-states, like PSA, Southwest and Air Florida, who have moved into interstate and international markets, and the new airlines like Midway, New York Air, People Express and others that are in the formative stages.

We risk being caught in an accordion-like squeeze — pressured from the top by the industry giants who can use their greater leverage to bully their way in to our most lucrative markets—like United's announcement last week that they're moving into six of our key routes—and pressured from the bottom up by the new entrants who can use their lower labor and overhead costs to buy their way into our territory with cut-rate prices.

Even if we diminished our service to a cattle-car operation, competitors with lower operating costs could eat our lunch. Our primary defense against the "accordion effect" is to improve our productivity so that we can continue to fly the kind of airline we're proud of, and to expand our attack on market segments we haven't been able to serve because of unfavorable economics. Whether it comes from the application of new

technology, such as more fuel-efficient engines, more effective use of computers, or from better use of our employee resources through more flexible work rules, we simply must make our dollars work harder.

Our program to capture the Rocky Mountain Arsenal property for a phased expansion of Stapleton Airport is illustrative of our efforts to improve productivity by reducing costly delays in and out of our hub city. And we're willing to make substantial investments, like the ten million dollars this year to expand our passenger- and baggage-handling capabilities at Denver.

Contrary to what one union leader has claimed, increased employee productivity does not have to mean "more work for less pay." What it should mean is a willingness among employees to recognize and accept their responsibilities for the prosperity of their company, which will ultimately lead to their own economic well-being. What we need in this new environment is a new spirit of cooperation between management and labor; the old "negotiation through confrontation" approaches won't work anymore — unless we want to go the way of the dinosaurs.

A leading airline industry observer from Wall Street summed it up recently when he said, "A lot of workers with rigid contracts will be collecting unemployment insurance while their counterparts with flexible contracts will have their financial opportunities and job security enhanced."

Victor Herbert, the president of the Airline Employees Association International, aptly described our lot when he recently wrote in the ALEA magazine, "Lest you forget, airline employees are among the most fortunate in the country. . . (they) are higher paid and enjoy many more



# 1980: Reviewing the year's events

1980—a year filled with news in the airline industry—was an eventful year for Frontier Airlines. A review of the year's top stories:

## JANUARY

- Frontier President Glen Ryland talks with approximately 2,500 employees in informal meetings in 12 cities during January, February and March.
- 36 Boeing 737 jets are in Frontier's fleet, along with 22 Convair 580s and three DeHavilland Twin Otters.
- The airline serves 91 airports in 26 states, Canada and Mexico.

## FEBRUARY

- Legislation spearheaded by Frontier and the Air Line Employees Association (ALEA) to protect airline employees from loaded guns in passenger luggage is signed into law by President Carter. The new law makes it a federal crime to ship loaded weapons in airline luggage.
- New service to Lexington marks Frontier's first flights to the state of Kentucky.
- A new flight numbering system is introduced, designed to improve consistency in numbering flights and accommodate Frontier's growth.

## MARCH

- First quarter earnings: \$2,773,000, on total revenues of \$108,921,000, both increases from the first quarter of 1979.

## APRIL

- The CAB announces that Frontier received the second lowest number of passenger complaints among U.S. airlines during the first quarter of 1980.

## MAY

- Flight attendants throughout the airline

industry celebrate the 50th anniversary of their profession.

- Eruption of Mount St. Helens in Washington state disrupts air service to the Northwest for several days.
- Houston, Texas, and Stockton, Calif., join Frontier's route system.

## JUNE

- Second quarter earnings: \$4,093,000, on total revenues of \$114,074,000.
- Frontier reservations agents are the only airline reservations personnel to pass a CAB Bureau of Consumer Protections test given throughout the industry on the accuracy of discount fare information conveyed to customers.
- Flights are terminated to the Montana cities of Havre, Glendive, Lewistown, Wolf Point, Miles City, Glasgow and Sidney, and Williston in North Dakota. Known as the "Hi-Line" cities, these areas were served by DeHavilland Twin Otter aircraft based in Billings, Mont.

## JULY

- Non stop flights are inaugurated between Denver and Atlanta.

## AUGUST

- Service to McAlester, Okla., the last of Frontier's "one man" stations, is terminated.
- Frontier announces the inaugural date of June 1, 1981, for new service from Regina and Saskatoon in Saskatchewan, Canada, to Minot, N.D., with continuing service to Denver.
- Jackson Hole Ski Corporation and Frontier sign an agreement to operate jet charters to Jackson, Wyo., from Denver and Salt Lake City on Saturdays for 15 weeks starting Dec. 20. Charter service will be scheduled in addition to regular Convair 580 service, utilizing charter authority held by Frontier since the mid-sixties.

Continued on page 2

benefits than employees in most other industries. . ."

I, for one, want to keep it that way. That's why I told the ALEA leadership at their convention in Chicago last November that innovative ideas for productivity improvements must come from the employee groups. And when they do, we'll split the gains, 50/50.

I like working for Frontier, and I hope to be around for a long time. But, to paraphrase Winston Churchill, I don't intend to preside over the dissolution of our company. Productivity is the challenge of this decade. We have the right team, and I'm counting on your support to meet that challenge.

Glen L. Ryland



**MICKEY MOUSE** greets two fans awaiting the departure of Frontier's inaugural flight to Orange County, Calif., Dec. 15.



# Employees in the news



**FLIGHT ATTENDANT MARTINA REYNOLDS** recently received a Frontier Presidential Award from Glen Ryland for administering cardio-pulmonary resuscitation to a passenger who suffered a cardiac arrest on a flight in July 1980. According to Ryland, "Reynolds demonstrated an extraordinary degree of competence and professionalism. Her actions are acknowledged as having saved this woman's life."

## Appointments

**Janet Coe** — Analyst, ramp service, DEN  
**Bob Combs** — Mgr., system development  
**Carol Davenport** — Sup., interline pricing  
**Dick Gibson** — City manager, SHV  
**John Green** — Asst. mgr., air freight, DEN  
**Al Hepner** — City manager, SCK  
**Roger Huebner** — Asst. mgr., transportation services, SLC  
**John Kluge** — Coordinator, program admin., marketing distribution  
**Gerald Ledbury** — City manager, GUP  
**Jean Mosely** — Flight attendant supervisor, DEN  
**Mike Nissen** — Mgr., aircraft appearance, DEN  
**Leonard L. Peterson** — Asst. city manager, DFW  
**Art Ray** — Asst. mgr., aircraft appearance, DEN  
**Gordon Smith** — Asst. staff mgr., sales and service administration  
**Mike Warinner** — Asst. mgr., ramp service, DEN  
**Bob Woody** — Mgr., aircraft sales and service, DEN

**Patterson, J.O.** — Station agent, DFW  
**Sanders, B.** — Stock clerk, DFW  
**Sissons, B.G.** — Senior agent, DEN  
**Stone, V.D.** — Senior agent, DEN  
**Vess, T.D.** — Ticket counter agent, DFW

## 10 Years

**Benton, P.** — Flight attendant, DEN  
**Bogges, S.M.** — Flight attendant, DEN  
**Cummins, T.H.** — Staff analyst, DEN  
**Delaurier, L.** — Flight attendant, MCI  
**Hatzky, L.M.** — Flight attendant, DFW  
**Hexum, C.E.** — Air freight clerk, DEN  
**Murphy, J.T.** — Vice Pres., Controller  
**Quick, J.C.** — Secretary, DEN  
**Soliz, E.** — Cleaner, DEN  
**Warner, M.** — City manager, COS  
**Weisiger, K.** — Flight attendant, DEN

## Retirements

**Edward L. Acker** — Stock clerk, DEN  
 October 31, 1980 — 12 years  
**Warren Heckman** — Captain, DEN  
 December 9, 1980 — 30 Years  
**Chester Poell** — Lead aircraft technician, DEN  
 February 1, 1980 — 23 years  
**John Schade** — Captain, DEN  
 January 6, 1981 — 33 years.

## In Memoriam

**Christine McCleery Denning**, marketing representative in St. Louis, December 13, 1980.  
**Murray Parker**, security guard at Frontier's general office in Denver, November 21, 1980.

## Suggestion winners

More than \$4,900 has recently been awarded to Frontier employees for suggestions to save company time, money or increase efficiency. Winners include:  
**Oliver Frigon** - Lead aircraft tech., DEN, \$2,023  
**Dwight Allen** - Aircraft technician, DEN, \$555  
**Merle Russell** - Aircraft technician, DEN, \$555  
**Eric Griffiths** - Foreman, DEN, \$390  
**John Robinson** - Aircraft technician, DEN, \$326.28  
**Shirley Thompson** - Accounting clerk, DEN, \$305  
**Thomas Harris** - Station agent, DEN, \$200  
**Elvin Moss** - Aircraft technician, DEN, \$91  
**Samuel Silver** - Aircraft technician, DEN, \$91



**SANTA CLAUS** (also known as Jack Mericle, aircraft technician in Denver) and Flight Attendant **Carmen Munns** greet children at the Christmas party held December 13 at the Frontier hanger in Denver.

## 1980 Fly In

Nine patients at Denver's National Jewish Hospital/National Asthma Center, ages 9 to 18, were joined by their families for the Christmas holidays as a result of donations by Frontier employees to the 14th annual Christmas Fly-In.

More than \$10,500 was collected by employees to provide air fare for 30 parents, brothers, sisters and grandparents who flew to Denver from six states on Dec. 23 for a five-day visit with the asthma center patients.

Along with airline transportation, the reunited families received complimentary accommodations donated by Writers' Manor and rental cars donated by American International Rental Car.

Individual donations from employees were joined by special donations from the Frontier Employees Club, I.A.M. Local Lodge No. 237, the Frontier Pilots' Wives' Club, flight control and the maintenance department.

Art Davis, manager of labor relations, coordinated the event for Frontier.



## Nov./Dec. Service Awards

### 30 Years

**Albany, W.C.** — Station agent, ABQ  
**Crawley, V.R.** — Senior agent, PHX  
**Fechner, C.A.** — Captain, DEN  
**Fulscher, D.T.** — Reservations agent, DEN  
**Hurd, B.J.** — Captain, DEN  
**Smith, F.H.** — Captain, DEN

### 25 Years

**Huddleston, Jr., R.A.** — Captain, DEN  
**Lowe, H.P.** — Station agent, DEN  
**Mc Lain, E.G.** — Station agent, LAW

### 20 Years

**Clemons, W.E.** — Station agent, BFF  
**Fletcher, W.L.** — First officer, DEN  
**Hatfield, W.F.** — Station agent, PHX  
**Keefer, R.** — Aircraft technician, DEN  
**Marr, W.** — Aircraft technician, DEN  
**McCall, D.H.** — Station agent, LBF  
**Muske, R.W.** — Station agent, DEN  
**Ness, J.W.** — Station agent, SLC  
**Nessler Jr., O.M.** — Captain, DEN  
**Roorda, J.L.** — Captain, DEN  
**Ruiz, A.L.** — Senior agent, ABQ  
**Scheetz, D.D.** — Senior agent, CPR  
**Schenck, C.E.** — Mgr., quality control fuel  
**Sigwart, L.L.** — Senior agent, GJT  
**Sundquist, R.B.** — Captain, DEN  
**Harrick, R.L.** — Senior agent, RAP  
**Wright, D.E.** — Station agent, MOT

### 15 Years

**Aiken, F.W.** — Senior agent, ICT  
**Allman, L.J.** — Flight attendant, DEN  
**Atenhan, D.L.** — Station agent, DEN  
**Dawson, J.V.** — City manager, FMN  
**Evans, S.A.** — Flight attendant, MCI  
**Given, R.J.** — Lead inspector, DEN  
**Giantz, M.** — Planner, ground maintenance, DEN  
**Green Jr., P.M.** — Station agent, FSM  
**Knudsen, D.K.** — Station agent, MSO  
**Kramm, F.M.** — Station agent, TUS  
**Krout, J.E.** — Lead aircraft tech., DEN  
**Lail, C.A.** — Ticket counter agent, DFW  
**Matson, D.W.** — Station agent, LAS  
**McGuire, E.W.** — Aircraft technician, DEN  
**Niejadlik, R.H.** — Station agent, BOI

**Dorothy Ray** - Lead accounting clerk, DEN, \$62.50  
**Sharon Dietz** - Accounting Clerk, DEN, \$57.50  
**Gerald Anderson** - Aircraft technician, DEN, \$55  
**Ellen Jaynes** - Executive secretary, DEN, \$37.50  
**Lynda Lane** - Flight attendant, DEN, \$37.50  
**Paul Ruberg** - Aircraft technician, DEN, \$27.50  
**Allen Chamberlin** - Flight attendant, DEN, \$22.50  
**Jack Crawford** - Aircraft technician, DEN, \$20  
**Janet Gilliland** - Sup., reservations, KCK, \$20  
**L.K. Jones** - Ticket counter, ABQ, \$20  
**Hershel Lowe** - Station agent, DEN, \$18.75  
**Gordon Peterson** - Station agent, PHX, \$18.75  
**Nancy Heath** - Reservations agent, DEN, \$15  
**D.J. Vrooman** - Reservations agent, DEN, \$10



**"WE'RE GROWING"** was Frontier's message in November when colorful pepper plants were delivered to all reservations agents in Denver and Overland Park, Kan., to celebrate the inauguration of service to Orange County and Des Moines. Vice President of Sales and Service **Hank Lund**, right, conveyed his thanks to the agents for their support with a giant telegram delivered by a professional mime, left. On the receiving end of the thanks is Denver reservations agent **Pam Spano**.

## 1980 in review

Continued from page 1

### SEPTEMBER

- Third quarter earnings: \$5,924,000, on total revenues of \$122,609,000, both increases from the third quarter of 1979.

- Frontier announces a \$9 million program to increase its passenger boarding capacity at Denver's Stapleton International Airport, including six mobile passenger lounges, a new gate area, parking ramp and baggage facilities. Introduction is scheduled for July, 1981.

- Over 1,000 books are collected by Frontier flight attendants for donation to the public library in Zihuatanejo, Mexico.

### OCTOBER

- Frontier announces plans to terminate flights to Amarillo, Texas, and Liberal Kan. on June 1, 1981.

### NOVEMBER

- Frontier places orders for four additional Boeing 737-200s with dash-17 long range engines, for delivery in 1982, which will bring the jet fleet to a total of 49.

- The DeHavilland Twin Otter, popularly named "The Trail Master" by Frontier employees, ends its career with the airline when service ends to Chadron, Sidney and Alliance, Neb.

- Flights are terminated to Jackson, Miss.

### DECEMBER

- New service to Orange County, Calif., and Des Moines, Iowa, marks Frontier's first flights to Southern California and the state of Iowa.

- Frontier announces plans to inaugurate non stop service between Denver and Reno, Nev., starting March 1, 1981.

- Glen Ryland announces that net earnings for Frontier in 1980 "will equal, or exceed, the all-time record that was established in 1979."

- The airline serves 83 cities in 26 states, Canada and Mexico.

- 43 Boeing 737 jets and 20 Convair 580s comprise Frontier's fleet.





FRONTIER AIRLINES

# Employee Communications Survey

January 1981

To All Frontier Employees:

We need your help to determine the effectiveness of our employee communications program. We are interested in your opinions on how you receive and transmit information about the company and your job, the effectiveness of Frontier News and your suggestions for its improvement.

Please respond to the following questions, then fold this questionnaire as you would a letter and drop it in the mail. Our mail code (DENG P) is already printed on the back side. All information will be kept strictly confidential.

Thank you for your interest and prompt response.

Larry A. Bishop  
Vice President  
Corporate Communications

1. Listed below are channels of communication through which you regularly receive information about Frontier. Please circle a number for each one which indicates its importance as your means of receiving information about the company.

	very important	important	somewhat important	not important	no opinion
A. Your Supervisor	1	2	3	4	5
B. Other employees	1	2	3	4	5
C. Frontier News	1	2	3	4	5
D. Departmental Publications	1	2	3	4	5
E. Management Bulletins	1	2	3	4	5
F. Bulletin boards	1	2	3	4	5

10. If you do not read Frontier News, what is the main reason?

11. How much of the news you read in Frontier News have you already heard from other sources?

A. \_\_\_\_\_ Less than  $\frac{1}{4}$  C. \_\_\_\_\_ Between  $\frac{1}{2}$  and  $\frac{3}{4}$   
B. \_\_\_\_\_ Between  $\frac{1}{4}$  and  $\frac{1}{2}$  D. \_\_\_\_\_ More than  $\frac{3}{4}$

12. If you have heard the news before, does Frontier News provide new information or a better understanding of the subject?

A. \_\_\_\_\_ Yes C. \_\_\_\_\_ No difference  
B. \_\_\_\_\_ No

- G. Teletype messages 1 2 3 4 5  
H. Public news media 1 2 3 4 5  
I. Your union, if any 1 2 3 4 5  
J. Other (specify) \_\_\_\_\_

2. Do you find the information you receive to be accurate?  
A. \_\_\_\_ Yes B. \_\_\_\_ No C. \_\_\_\_ No opinion
3. Do you see Management Bulletins posted on bulletin boards in your area?  
A. \_\_\_\_ Yes B. \_\_\_\_ No
4. Do you get enough information about the company to talk knowledgeably about Frontier to your family and friends?  
A. \_\_\_\_ Yes B. \_\_\_\_ No C. \_\_\_\_ No opinion
5. Listed below are channels of communication available to you to let management know about your ideas and opinions about Frontier. Please circle a number for each one which indicates its importance as your regular means of communicating information.
- |                          | very<br>important | important | somewhat<br>important | not<br>important | no<br>opinion |
|--------------------------|-------------------|-----------|-----------------------|------------------|---------------|
| A. Your supervisor       | 1                 | 2         | 3                     | 4                | 5             |
| B. Other employees       | 1                 | 2         | 3                     | 4                | 5             |
| C. Your union, if any    | 1                 | 2         | 3                     | 4                | 5             |
| D. Departmental meetings | 1                 | 2         | 3                     | 4                | 5             |
| E. Interoffice memos     | 1                 | 2         | 3                     | 4                | 5             |
| F. Suggestion program    | 1                 | 2         | 3                     | 4                | 5             |
| G. Other (specify) _____ |                   |           |                       |                  |               |
6. Do you regularly receive Frontier News?  
A. \_\_\_\_ Yes B. \_\_\_\_ I have never seen it C. \_\_\_\_ No, only if requested
7. Who besides you reads your copy of Frontier News?  
A. \_\_\_\_ Self B. \_\_\_\_ Spouse C. \_\_\_\_ Children D. \_\_\_\_ Friends E. \_\_\_\_ No one
8. If you read Frontier News, how much of it do you read?  
A. \_\_\_\_ Less than  $\frac{1}{4}$  B. \_\_\_\_ Between  $\frac{1}{4}$  and  $\frac{1}{2}$  C. \_\_\_\_ Between  $\frac{1}{2}$  and  $\frac{3}{4}$  D. \_\_\_\_ More than  $\frac{3}{4}$
9. What do you do when you first receive Frontier News?  
A. \_\_\_\_ Look at the photographs  
B. \_\_\_\_ Read a particular section  
C. \_\_\_\_ Read the entire newspaper  
D. \_\_\_\_ Throw the newspaper away  
E. Other (specify) \_\_\_\_\_

13. How well does Frontier News keep you informed about the company?  
A. \_\_\_\_ Excellent B. \_\_\_\_ Good C. \_\_\_\_ Fair D. \_\_\_\_ Poor E. \_\_\_\_ No opinion
14. In conversations with others do you refer to information you read in Frontier News?  
A. \_\_\_\_ Always B. \_\_\_\_ Usually C. \_\_\_\_ Occasionally D. \_\_\_\_ Rarely E. \_\_\_\_ Never F. \_\_\_\_ No opinion
15. Which column or section of Frontier News do you read first? \_\_\_\_\_
16. Listed below are subjects treated in Frontier News. Please indicate your interest in these by circling the appropriate number.
- |  | Very<br>Interesting | Interesting | Somewhat<br>Interesting | Not<br>Interesting | No<br>Opinion |
|--|---------------------|-------------|-------------------------|--------------------|---------------|
| A. General news about Frontier                   | 1                   | 2           | 3                       | 4                  | 5             |
| B. Financial news                                | 1                   | 2           | 3                       | 4                  | 5             |
| C. "A Day At" various Frontier stations          | 1                   | 2           | 3                       | 4                  | 5             |
| D. "Space available" travel discount information | 1                   | 2           | 3                       | 4                  | 5             |
| E. Interlining                                   | 1                   | 2           | 3                       | 4                  | 5             |
| F. Personnel changes                             | 1                   | 2           | 3                       | 4                  | 5             |
| G. Suggestion awards                             | 1                   | 2           | 3                       | 4                  | 5             |
| H. Retirements                                   | 1                   | 2           | 3                       | 4                  | 5             |
| I. Employee awards                               | 1                   | 2           | 3                       | 4                  | 5             |
| J. New routes                                    | 1                   | 2           | 3                       | 4                  | 5             |
| K. Marketing programs                            | 1                   | 2           | 3                       | 4                  | 5             |
| L. Industry news                                 | 1                   | 2           | 3                       | 4                  | 5             |
| M. Frontier views of Industry news               | 1                   | 2           | 3                       | 4                  | 5             |
| N. Employee activities                           | 1                   | 2           | 3                       | 4                  | 5             |
| O. Features on Frontier departments              | 1                   | 2           | 3                       | 4                  | 5             |
| P. Compliment and complaint figures              | 1                   | 2           | 3                       | 4                  | 5             |
| Q. Customer letters                              | 1                   | 2           | 3                       | 4                  | 5             |
| R. Company history                               | 1                   | 2           | 3                       | 4                  | 5             |
| S. News briefs                                   | 1                   | 2           | 3                       | 4                  | 5             |
| T. Ryland viewpoint                              | 1                   | 2           | 3                       | 4                  | 5             |
| U. Fuel update                                   | 1                   | 2           | 3                       | 4                  | 5             |
| V. Fares   | 1                   | 2           | 3                       | 4                  | 5             |



17. Listed below are stories that have appeared in Frontier News. Please indicate your interest in these by circling the appropriate number.

	Very Interesting	Interesting	Somewhat Interesting	Not Interesting	Didn't Read
A. Pricing: perplexing but profitable (Aug. 1980)	1	2	3	4	5
B. Employee sports (Aug. 1980)	1	2	3	4	5
C. Fina Perez: FL's Ambassador in FSM (Aug. 1980)	1	2	3	4	5
D. Flight attendant anniversary ( June 1980)	1	2	3	4	5
E. Ryland: How 1980 looks for Frontier (April 1980)	1	2	3	4	5
F. Zihuatanejo Song Contest (Nov. 1979)	1	2	3	4	5
G. Books donated to ZIH library (Oct. 1980)	1	2	3	4	5
H. WYS: A day at the Summer Station (Aug. 1980)	1	2	3	4	5
I. ATL: Opening day at Midfield Terminal (Oct. 1980)	1	2	3	4	5

18. Listed below are possible subjects for Frontier News. Please indicate your interest in these by circling the appropriate number.

	Very Interesting	Interesting	Somewhat Interesting	Not Interesting	No Opinion
A. Airline industry	1	2	3	4	5
B. Management views	1	2	3	4	5
C. Letters to the editor	1	2	3	4	5
D. Management answers to employee questions	1	2	3	4	5
E. Employee safety	1	2	3	4	5
F. New equipment	1	2	3	4	5
G. Competition	1	2	3	4	5
H. Company objectives and plans	1	2	3	4	5
I. Other (specify) _____					

20. To what degree do you find the format of Frontier News:

	Very	Satisfactory	Somewhat	Not at all	No opinion
A. Attractive	1	2	3	4	5
B. Appealing	1	2	3	4	5
C. Readable	1	2	3	4	5
D. Appropriate for content	1	2	3	4	5
E. Appropriate for frequency	1	2	3	4	5

22. How would you rate the photographs used in Frontier News?

- A. \_\_\_\_\_ Excellent D. \_\_\_\_\_ Poor  
B. \_\_\_\_\_ Good E. \_\_\_\_\_ No opinion  
C. \_\_\_\_\_ Fair

23. Frontier News is presently delivered to employee homes. Do you

- A. \_\_\_\_\_ Prefer receiving the newspaper at home?  
B. \_\_\_\_\_ Suggest distributing the newspaper to employees at work  
C. \_\_\_\_\_ No opinion

24. How long have you been with Frontier?

- A. \_\_\_\_\_ Under 1 year D. \_\_\_\_\_ 15-24 years  
B. \_\_\_\_\_ 1-4 years E. \_\_\_\_\_ 25 years or over  
C. \_\_\_\_\_ 5-14 years

25. Are you

- A. \_\_\_\_\_ Management B. \_\_\_\_\_ Non-management

26. Are you

- A. \_\_\_\_\_ Non-contract employee  
B. \_\_\_\_\_ Contract employee  
To which contract group do you pay dues?  
C. \_\_\_\_\_ ALEA  
D. \_\_\_\_\_ ALPA  
E. \_\_\_\_\_ AFA  
F. \_\_\_\_\_ TWUA  
G. \_\_\_\_\_ IAM

27. Where are you based?

- A. \_\_\_\_\_ Denver - general office  
B. \_\_\_\_\_ Denver - other  
C. \_\_\_\_\_ Other Frontier city

28. What kind of information are you not getting from Frontier that you would like to have?

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19. Listed below are several descriptive statements. Please indicate the degree to which each statement agrees with your evaluation of Frontier News.

	Agree Enthusias- tically	Agree	Somewhat Agree	Do Not Agree	No Opinion
A. Useful information	1	2	3	4	5
B. Interesting	1	2	3	4	5
C. Well written articles	1	2	3	4	5
D. Entertaining	1	2	3	4	5
E. Enough photographs	1	2	3	4	5
F. Enough coverage of my city	1	2	3	4	5
G. Helps me know Frontier	1	2	3	4	5
H. Timely	1	2	3	4	5
I. Accurate	1	2	3	4	5
J. Believable	1	2	3	4	5

29. Comments or suggestions for improving the content, format, delivery or frequency of Frontier News:

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**RETURN  
TO:  
DENG P**



## FRONTIER AIRLINES

8250 SMITH ROAD DENVER, COLORADO 80207

Published for employees  
by Corporate Communications  
(DENG P) 303/398-4793

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Public Relations Representative

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Corporate Communications

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