

Civic Minds

Date: Friday, April 14, 2017

Print Replica Date: Wednesday, April 12, 2017

Article Title: **United CEO changes course, apologizes for mistreating flier**

Section: MAIN, A2

Learning Objectives

- ✓ Students will examine treatment of customers (humans) in a business setting.
- ✓ Students will discuss what penalties the airline should face and how their actions will impact their business in the future.

CCSS Standards

Social Studies EALR 1: Civics

The student understands and applies knowledge of government, law, politics, and the nation's fundamental documents to make decisions about local, national, and international issues and to demonstrate thoughtful, participatory citizenship.

Social Studies EALR 3: Geography

Understands the cultural universals of place, time, family life, economics, communication, arts, recreation, food, clothing, shelter, transportation, government, and education.

Social Studies EALR 4: History

- Analyzes the motives and interests behind an interpretation of a recent event.

Social Studies EALR 5: Social Studies

- Analyzes consequences of positions on an issue or event.
- Analyzes the short-term and long-term implications of decisions affecting the global community.

Vocabulary

Look up the definition for **horrific**. Please write the definition and create a new sentence, using your own words.

Oscar Munoz: "Passenger's removal "truly."

Horrific definition:

New Sentence:

Civic Minds Activity: Take a moment to review today's print replica of *The Seattle Times*. Can you find a story that stands out to you regarding a global issue or someone that was inspired to help others?

Pre-Reading Questions



- What do you see in this picture?
- What is happening?
- What are the feelings/emotions in this photo?
- What do you think the article will be about?
- Should people be treated like this if they aren't doing anything wrong?
- Have you heard about this story in the news recently?
- How have cell phones and videos changed how people can document mistreatment or abuse? Would there have been such a stir if there was no video or pictures? Why or why not?

Comprehension Questions:

1. Facing public outrage over the video of a passenger getting dragged off a full United Express flight by airport police, the head of United's parent company said the airline was reaching out to the man to do what?
2. Hours later Monday, his tone turned defensive. He described the man as being what?
3. By Tuesday afternoon, almost two days after the Sunday evening confrontation in Chicago, CEO Oscar Munoz issued his most contrite apology yet. Why?
4. What do the videos depict?
5. Munoz's latest statement described the removal as "truly horrific." What else did he say in this statement?
6. What did this event stem from?
7. What did the airline do first?

8. The U.S. Department of Transportation said Tuesday that it is reviewing Sunday's events to see if United violated rules on what?
9. Airlines can bump passengers from flights for a number of reasons. What reasons were cited in the article?

Class Discussion Questions or Journal/Essay Prompts:

- Has this single event ruined United forever? Why or why not?
- Would you want to fly United in the future? Why or why not?
- What penalties should United face?

Three Aviation Department police officers got on the plane. Two officers tried to reason with the man before a third came aboard and pointed at the man "basically saying, 'Sir, you have to get off the plane,' " said Tyler Bridges, a passenger whose wife, Audra D. Bridges, posted a video on Facebook.

One of the officers could be seen grabbing the screaming man from his window seat, across the armrest and dragging him down the aisle by his arms.

Other passengers on Flight 3411 are heard saying, "Please, my God," "What are you doing?" "This is wrong," "Look at what you did to him" and "Busted his lip."

- How does this make you feel?
- Did you see the video?
- What should happen to the individuals who treated the man this way?
- Did you find it surprising that more passengers didn't stand up for this man, while he was being dragged off the plane for no reason? Why or why not?

The reasons that four passengers in particular were bumped on the United flight on Sunday remain unclear. The airline said it needed seats to get its own employees to Louisville, Kentucky.

Experts say airlines routinely study data to see which flights are most likely to have no-shows. Then they sell more tickets than seats on the plane, expecting several people not to show up, a strategy that ensures a full plane and maximizes profit.

When there are not enough no-shows, airlines will begin offering rewards, usually in the form of travel vouchers, gift cards or even cash, in the hopes that flexible customers will take the reward and reschedule their flight.

Typically, airlines began bargaining with passengers at the gate, offering travel vouchers of \$400 to \$600, at first. In the United States, compensation maxes out at \$1,350, but experts say the reward offers rarely go that high.

If the airline cannot get enough volunteers, however, it will choose passengers on its own.

Each airline sets its own system for deciding whom to bump. Some choose the passengers who paid the lowest fares, while some choose the last passengers to check in, according to the DOT.

- Why do airlines overbook flights?
- Do you think all airlines will look at overbooking differently now?
- What would you have done differently if you were managing this flight and needed 4 seats?

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