

Ronald Reagan Presidential Library
Digital Library Collections

This is a PDF of a folder from our textual collections.

Collection: Turner, Carlton E.: Files

Folder Title: Entertainment Industry Council for a Drug-Free
Society (1 of 2)

Box: 25

To see more digitized collections visit:

<https://www.reaganlibrary.gov/archives/digitized-textual-material>

To see all Ronald Reagan Presidential Library inventories visit:

<https://www.reaganlibrary.gov/archives/white-house-inventories>

Contact a reference archivist at: **reagan.library@nara.gov**

Citation Guidelines: <https://reaganlibrary.gov/archives/research-support/citation-guide>

National Archives Catalogue: <https://catalog.archives.gov/>

THE WHITE HOUSE

WASHINGTON

December 16, 1986

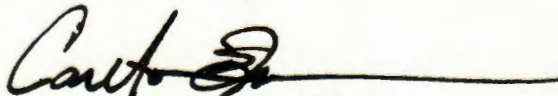
Dear Mr. Putnam:

You were recently contacted by Terry Maloney, Mattel Corporation, per his concept to produce a drug awareness trailer for theatres. We commend you for your interest in this project.

I suggest you contact the Entertainment Industries Council, Inc. The Council has been actively involving the entertainment industries in an effort to solve problems created by drug abuse in our nation. If my memory is correct your associate, Herman Rush, President, Columbia Pictures Television Group, serves on the Council's Board of Directors.

Thank you for your interest and willingness to inform movie-goers about the dangers of drug abuse.

Sincerely,



Carlton E. Turner, Ph.D.
Director, Drug Abuse Policy and
Deputy Assistant to the President

Mr. David Putnam
Columbia Pictures
Columbia Plaza East, Room 201
Burbank, California 91505

THE WHITE HOUSE
WASHINGTON

December 8, 1986

Dear Mr. Utz:

Dr. Turner has asked me to send this
to you for your review and suggestions.
Many thanks. Please call at your
convenience.

Dena Cruz
456-6554

Doc 2
Suggestion
Utz agree?
misspelled
wrong



MEMORANDUM

03 DEC 1969
3887

**Entertainment
Industries
Council, Inc.**

BOARD OF DIRECTORS

- Thomas H. Cole, Chairman
- Brian L. Dyak, President/CEO
- Tim Reid, Vice Chairman
- Larry Stewart, Secretary
- William N. Utz, Treasurer
- Ralph Andrews
- Nancy Dockry
- David Goldsmith
- Michele Lee
- Gerald McRaney
- Jay Rodriguez
- Herman Rush

BOARD OF TRUSTEES

- Merv Adelson
- Jack Anderson
- Lucille Ball
- Arthur Barron
- Mel Blumenthal
- Kathleen Carey
- Tim Conway
- Barbara Corday
- Robert A. Daly
- Suzanne dePasse
- Barry Diller
- Lew Erlicht
- Edward O. Fritts
- Richard Gallop
- Bud Grant
- Alan Horn
- Gene Jankowski
- Robert L. Johnson
- Alan Ladd, Jr.
- Sherry Lansing
- Guy McElwaine
- Mike Medavoy
- Burt Reynolds
- Lee Rich
- Arthur N. Ryan
- Terry Semel
- Sid Sheinberg
- John B. Sias
- Frank Sinatra
- Aaron Spelling
- Robert Stack
- Lea Stalmaster
- Brandon Stoddard
- Anthony Thomopoulos
- Grant Tinker
- Renee Valente
- Jack Valenti
- Frank G. Wells
- Tichi Wilkerson Kassel

TO: Dr. Carleton Turner
FROM: Brian Dyak
RE: Special Motion Picture Trailer

Per our conversation at the College Satellite Network luncheon, please find enclosed a draft of the letter to David Putnam, Chairman of Columbia Pictures, relating to your referral of Terry Maloney to Bill Utz. We would greatly appreciate your sending this letter to Mr. Putnam and copying Herman Rush and Bill.

As I explained to you at the luncheon, Mr. Putnam is extremely interested in paying for the trailer but wanted to associate the effort with the MPAA. This letter is intended to encourage that the project be pursued with the EIC. Herman Rush will also contact Mr. Putnam and encourage the EIC affiliation.

Have a pleasant holiday and look forward to seeing you soon.

VIA MESSENGER

✓ 11401 North Shore Drive
Reston, VA 22090
703-481-1414

4444 Riverside Drive
Suite 203
Burbank, CA 91505
818-505-8000



ROUTING SLIP

TO: *Mr. Turner*
FROM: *Brian*

DATE: *12/1/86*

- 1. _____ 5. _____
- 2. _____ 6. _____
- 3. _____ 7. _____
- 4. _____ 8. _____

- | | | |
|---------------------------------------|---|--|
| <input type="checkbox"/> Action | <input type="checkbox"/> Filing | <input type="checkbox"/> Recommendation |
| <input type="checkbox"/> Approval | <input type="checkbox"/> Full Report | <input type="checkbox"/> Call Me |
| <input type="checkbox"/> As Requested | <input type="checkbox"/> Handle Direct | <input type="checkbox"/> See Me |
| <input type="checkbox"/> Concurrence | <input type="checkbox"/> Initial | <input type="checkbox"/> Signature |
| <input type="checkbox"/> Correction | <input type="checkbox"/> Note & Return | <input type="checkbox"/> Your Comments |
| | <input type="checkbox"/> Per Conversation | <input checked="" type="checkbox"/> Your info. |

Answer or acknowledge on or before _____
 Prepare reply for signature _____

REMARKS: *Herman Rush's address:
Columbia Pictures TV
Columbia Plaza
Burbank, CA 91505*

DRAFT

Mr. David Putnam
Columbia Pictures
Columbia Plaza East, Room 201
Burbank, California 91505

Dear Mr. Putnam:

You were recently contacted by Terry Maloney, Mattel Corporation, per his concept to produce a drug awareness trailer for theatres. We commend you for your interest in this project.

you contact
I suggest this project be pursued in conjunction with the Entertainment Industries Council, Inc. The Council has been at the forefront of involving the entertainment industries in our nation's war on drugs. Your associate, Herman Rush, President, Columbia Pictures Television Group, serves on the Council's Board of Directors. *actively*

Thank you for your interest and willingness to inform movie-goers about the dangers of drug abuse.

Sincerely,

Dr. Carleton Turner
Special Assistant to the President

cc: Herman Rush
Bill Utz

*as effort to solve EA ~~user~~ problems created by
Nation's drug abuse in
our Nation.*

If my memory serves me correct

DRB yours If my memory is correct

Ent. Industry's
Gerald
McRaney

THE WHITE HOUSE

WASHINGTON

December 5, 1984

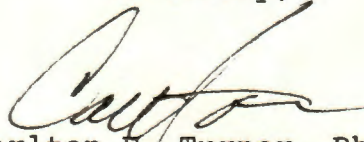
Dear Mr. Stephens:

Thank you for sharing a copy of the manuscript "Slither" with me scheduled for airing on an upcoming episode of Simon and Simon.

As I stated in our phone conversation, we will alert those parent groups to watch the program.

Regards to Gerald and the crew and best wishes for a happy holiday season.

Sincerely,



Carlton E. Turner, Ph.D.
Special Assistant to the President
for Drug Abuse Policy

Mr. John G. Stephens
MCA, Inc.
100 Universal City Plaza
Universal City, California 91608

14 NOV 1984

1933

MCA INC. 100 UNIVERSAL CITY PLAZA, UNIVERSAL CITY, CALIFORNIA 91608. 213-985-4321

Executive Offices

Dear Mr. Turner:

Enclosed is an upcoming SIMON & SIMON episode entitled "Slither" to be directed by Gerald McRaney.

Mr. McRaney recommended I pass this on to you for any comments you may have regarding the nature of dealing with the drug problem. Please realize that this is a very rough draft.

Any comments you have will be greatly appreciated.

Sincerely,



John G. Stephens
Executive Producer
SIMON & SIMON

Mr. Carlton Turner
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

November 8, 1984

JGS:m
Enclosure

5/22 1004
Dyak ③ Brian Dyak
on letter

Bill Utz ②
1320 19th St. N.W. 4th Floor
DC 20036

Randy Anderson ①
7810 Kachina
Bethesda, MD 20817

Gerald McRaney (confidential) ④
6738 Fern Hill Drive
Malibu, Ca 90265

Larry Stewart ⑥
14032 Cantlay S
Anaheim, CA 91405

Sign + send: Keep up the good work fighting
drugs

Mailed 5/29/85

11 MAR 1985



MEMO TO: Dr. Carlton Turner
FROM: Brian Dyak
SUBJECT: Gerald McRaney's visit to Washington, D.C.
DATE: March 11, 1985

Carlton, as I mentioned on the telephone, Gerald McRaney will be in Washington, D.C. on March 20, 1985, to present testimony before the Senate Subcommittee on Investigations on behalf of the Entertainment Industries Council, Inc. The schedule is such that we will be free by 1:45pm. I would like to arrange for Macky and I to meet you for lunch that afternoon at The White House. It is important that this trip be very special for Macky. He is committed to the drug abuse issue, as you know, and wants to become more involved in our campaign as a positive role model for young people.

Also, if possible, I would like for Macky to meet Ken Barun while he is here. I will call you to confirm plans for the day. Thank you.

P.S. Bill Utz and Larry Stewart, Chairman of the Producers, Directors, Writers Caucus Drug Abuse Committee may want to join us.

Board of Directors

Ralph Andrews, Chairperson
Producer
Columbia Pictures Television

Tim Conway, Vice Chairperson
Actor

Brian L. Dyak, President
CEO, Entertainment
Industries Council, Inc.

Thomas F. Coibé, Secretary
Producer

William N. Utz, Treasurer
Attorney

Jack Anderson
Columnist

Nancy Dockry
Vice President,
Jay Bernstein Productions

David Goldsmith
Vice President/TV Series
Lorimar Productions

Michele Lee
Actress

Gerald McRaney
Actor

Tim Reid
Actor

Jay Rodriguez
Vice President, NBC

Herman Rush
President,
Columbia Pictures Television Group

Larry Stewart
Producer-Director

Heneé Valente
Producer, Twentieth Century Fox

■ 6715 Lowell Avenue
McLean, VA 22101
703-356-8611

■ 12720 Burbank Boulevard
Suite 328
North Hollywood, CA 91607
818-505-8000

N.I.
9:00
Tom
Ed

THE ENTERTAINMENT INDUSTRY COUNCIL, INC.

Early in the Administration, the President and Mrs. Reagan expressed their desire to have entertainers and other role models become involved in the Drug Awareness Campaign. In response, the Drug Abuse Policy Office worked with Mr. Stephen Jacobs, a government consultant, and Mr. Bill Utz who represents the Stattler Brothers, to develop an entertainment industry council to promote a drug free society.

Mr. Utz and Mr. Jacobs worked with various entertainment industry representatives to create the Entertainment Industries Council, Inc. (EIC). They also worked to insure that the Council President and Board of Directors were properly motivated. The Drug Abuse Policy Office has maintained a close liaison with the EIC throughout its development to present.

As the organization matured, it was the intention of all involved to have the EIC host an event in Los Angeles to honor the First Lady for her work against drug abuse. A possible event was discussed for October 1984, but the group, as is Mrs. Reagan, is very wary of politicizing the drug issue. Therefore, this event never materialized because of the appearance it would be only an election ploy.

The EIC is a fragile coalition of conservative and liberal volunteers representing various industry positions. As of May 29, 1985 the EIC:

- o has no financial resources;
- o has received no support money from the entertainment industry;
- o has no permanent staff or office in Los Angeles;
- o has taken several controversial positions in the entertainment industry, particularly on the subject of adding new ratings for motion pictures; and
- o only just begun to include others outside Hollywood who represent the entertainment industry.

Any event involving Mrs. Reagan and the EIC should be coordinated with Mr. Utz, Mr. Jacobs, and the EIC President. Since both Mr. Utz and Mr. Jacobs have been involved with the EIC from its inception, their input is essential to provide continuity and to insure that strong Hollywood personalities do not use the event to promote Hollywood rather than to honor Mrs. Reagan.

For your
information

BLD

11 AUG 1986

Entertainment
Industries
Council, Inc.



August 7, 1986

President Ronald Reagan
The White House
Washington, D.C. 20500

BOARD OF DIRECTORS

Thomas H. Cole, Chairman
Brian L. Dyak, President/CEO
Tim Reid, Vice President
Larry Stewart, Secretary
William N. Utz, Treasurer
Nancy Dockry
David Goldsmith
Michele Lee
Gerald McRaney
Jay Rodriguez
Herman Rush

BOARD OF TRUSTEES

Merv Adelson
Jack Anderson
Lucille Ball
Arthur Barron
Mei Blumenthal
Kathleen Carey
Tim Conway
Barbara Corday
Robert A. Daly
Suzanne dePasse
Barry Diller
Lew Ehrlich
Edward O. Fritts
Richard Gallop
Bud Grant
Alan Horn
Gene Jankowski
Robert L. Johnson
Alan Ladd, Jr.
Sherry Lansing
Guy McElwaine
Mike Medavoy
Burt Reynolds
Lee Rich
Arthur N. Ryan
Terry Semel
Sid Sheinberg
John Sias
Frank Sinatra
Aaron Spelling
Robert Stack
Lea Stalmaster
Brandon Stoddard
Anthony Thomopoulos
Grant Tinker
Renee Valente
Jack Valenti
Frank G. Wells
Tichi Wilkerson

X
 11401 North Shore Drive
Reston, VA 22090
703-481-1414

12720 Burbank Boulevard
Suite 328
North Hollywood, CA 91607
818-505-8000

Dear Mr. President:

The Entertainment Industries Council, Inc. is now on the cutting edge of demonstrating the dramatic ability of the combined entertainment industries to have a telling affect in our nation's war on drugs. We have been committed in the past, we are significantly committed for the future, to leading our nation's youth away from drug use.

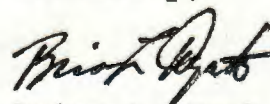
The Council's consistent activities, to create campaigns such as "Rap For Life", "Get It Straight", "Stop The Madness", our support of the "Just Say No" effort, and our on-going support of the Nancy Reagan Drug Abuse Fund, are but a small sampling of our willingness to support the call to establish a national crusade against drugs.

We have developed an action plan that will bring the communication powers and influences of our industry to bear on national and local initiatives. Our initial effort will reinforce our current programs which specifically relate to four of your six goals:

1. Creating a "drug-free workplace"
2. Creating "drug-free schools"
3. Enabling the "treatment of drug abusers", and;
4. Expanded "public awareness"

In behalf of the Board of Directors, Board of Trustees, and our Advisory Committee, we stress our willingness to be part of the solution to the irradiation of substance abuse. We look forward to the positive steps we will take together.

Sincerely,


Brian L. Dyak
President

BLD:h

cc: Board of Directors
Board of Trustees

DK

THE WHITE HOUSE

WASHINGTON

25 July 1986

Memorandum to Mrs. Reagan

Through : Jack Courtemanche

From : Ken Barun *B*

Subject : Entertainment Industries Council

In light of questions raised about the Entertainment Industries Council at our last staff meeting, I asked the Director of the organization to provide an update of their progress over the past nine months.

Attached is his response.

cc: *Carlton Turner*
Marty Coyne



TO: Ken Barun
FROM: Brian Dyak
RE: EIC Up-Date
DATE: July 24, 1986

BOARD OF DIRECTORS

Ralph Andrews, Chairman
Brian L. Dyak, President/CEO
Tim Reid, Vice Chairman
Thomas H. Cole, Secretary
William N. Utz, Treasurer
Jack Anderson
Nancy Dockry
David Goldsmith
Michele Lee
Gerald McRaney
Jay Rodriguez
Herman Rush
Larry Stewart

BOARD OF TRUSTEES

Merv Adelson
Lucille Ball
Arthur Barron
Mel Blumenthal
Kathleen Carey
Tim Conway
Barbara Corday
Robert A. Daly
Suzanne dePasse
Barry Diller
Lew Erlicht
Edward O. Fritz
Richard Gallop
Bud Grant
Alan Horn
Gene Jankowski
Robert L. Johnson
Alan Ladd, Jr.
Sherry Lansing
Guy McElwaine
Mike Medavoy
Burt Reynolds
Lee Rich
Arthur N. Ryan
Terry Semel
Sid Sheinberg
Frank Sinatra
Aaron Spelling
Robert Stack
Lea Stalmaster
Anthony Thomopoulos
Grant Tinker
Renee Valente
Jack Valenti
Frank G. Wells

The following is a nine month up-date of EIC's accomplishments since last year's Nancy Reagan Award event. As you are aware, all of these projects have been initiated by private funds (the Council, to date, does not receive Federal funds). The asterik indicates our activities currently under way.

Motion Pictures

1. Significantly influenced the MPAA and Ratings Board to modify their rating system so that drug depiction is now included in the criteria for rating films. Any film with drug use receives an automatic PG-13 with potential of receiving an "R" or "X" rating.
- *2. Developed a relationship with the National Association of Theatre Owners to potentially utilize movie houses as an outlet for public service, drug awareness promotions.
3. The EIC now includes executives from all major studios on its Board of Trustees.
- *4. Developed a relationship with Permanent Charities to pursue joint workshops to focus on drug awareness.

Television & Radio

- *1. EIC activities have been featured on network news shows including: NBC Nightly News with Tom Brokaw, CBS News Show, "West 57th Street", the "Today" Show, and the "Good Morning America" Show.
2. Provided public service spots to network, and independent stations.
3. Developed special television and radio promotions, in conjunction with the NAB for "Operation Prom/Graduation", a drunk/drugged driving awareness campaign.
- *4. In production are four-30 minute radio programs entitled, "Rap For Life", for distribution to NAB Radio Division members. The programs focus on positive peer pressure. (Project supported by the J.M. Foundation).

□ 6715 Lowell Avenue
McLean, VA 22101
703-356-8611

□ 12720 Burbank Boulevard
Suite 328
North Hollywood, CA 91607
818-505-8000

5. EIC representatives have participated in over 25 radio interview shows that focused on drug awareness.
6. Coordinated activities with the Producers, Directors & Writers Caucus to affect scripting of prime time television shows, encouraging writers and directors to curb the use of alcohol in their shows.
- *7. Coordinating a major drug awareness seminar with the Television Academy of Arts & Sciences to be held for television executives, October, 1986.
- *8. Recruited Grand Ole Opry executives and talent to participate in a special country music radio show on drug awareness. (This is an initiative to include the country music industry in our efforts - stems from the significant participation of the Statler Brothers.)
9. Provided drug awareness training for NBC, Standards & Practices, related to drug use in television shows.

Recording Industry

1. Distributed the "STOP THE MADNESS" record, nationally, through MCA Records.
2. Participated in special "STOP THE MADNESS" promotions in Houston, TX; Dallas, TX; Detroit, MI; Washington, DC metro area; San Francisco, CA; Oakland, CA; Richmond, VA; Memphis, TN; and Orlando, FL.
3. Promoted "STOP THE MADNESS" through Radio & Records Magazine with full page ads.
4. Released "STOP THE MADNESS", internationally, through WEA Distribution. Record was promoted through special events in Germany, Austria, England, France, Italy, and Canada.
- *5. Premiered "STOP THE MADNESS" music video on NBC's Friday Night Videos, and the music video was placed in rotation on MTV and significantly utilized by cable music video shows and the Armed Services.

Outreach

- *1. Industry-wide EIC membership campaign, HOLLYWOOD GOES TO WAR AGAINST DRUGS, KICK-OFF SLATED FOR LATE AUGUST, EARLY SEPTEMBER, 1986.
2. Cooperated with "Just Say No" rallies by providing copies of "STOP THE MADNESS" music video and complimentary records for use in various rally sites, as well as celebrity participants.

- *3. Initiated a direct mail campaign to promote the message inherent in "STOP THE MADNESS".
- 4. Contributed \$100,000 to Nancy Reagan Drug Abuse Fund.
- *5. EIC Speakers Bureau representatives continue to participate in national forums stressing the willingness of our industry to be a part of the solution; not the problem.
- 6. Produced 30-minute presentation entitled, "The New Star Wars", for use in conferences and symposia.
- *7. Enrolled the Hollywood Reporter, through participation of the Publisher, Tichi Wilkerson, as a member of the Board of Trustees, to promote drug awareness information within the industry.
- 8. Have provided over 12 national and local drug awareness campaigns with celebrity speakers. (Including the Federated Parents for Drug-Free Youth, CA Prevention Network, and DEA Boy Scout Conference.)
- *9. Developed a merchandising program to reinforce the "STOP THE MADNESS" campaign (sweatshirts, tee shirts, caps).
- 10. Have organized a group of top-name health professionals to serve as consultants for EIC projects.
- 11. Continue to publish a quarterly newsletter informing the industry about drug awareness initiatives.
- 12. Supported the New Jersey Narcotic Enforcement Officers Association to create drug awareness programs in elementary schools.
- 13. Coordinated programs with a variety of state and local government agencies.
- 14. Extensive media coverage has occurred on EIC activities in newspaper and magazines, including Parade Magazine.

Employee Assistance Program

- *1. Conducted survey and assessment of Employee Assistance Programs within entertainment industry corporations. To be published, September, 1986.
- *2. Developed a management consultation program to end executive, employee, and family substance abuse. Founded on prevention as a key element of corporate policy.
- 3. Co-hosted an industry based conference on cocaine in conjunction with NIDA, the MPAA, The National Council for Families & Television, and The Pacific Institute.

[Handwritten signature]

*NIDA
May*

Government Relations

1. Continue to respond to White House referrals of people from the entertainment industry interested in supporting the First Lady's drug awareness program.
2. Produced, "The Hundreth Monkey", a film on cocaine abuse for NIDA.
3. Cooperated with Action, NIDA, HHS, Justic Department, and ADAMHA on a variety of government initiatives.
4. Responded to Congressional requests to provide witnesses, oral and written testimony for hearings related to substance abuse issues.
5. Developed a group of over 35 Congressional Associates that support the "STOP THE MADNESS" campaign.

Money?



24 JUL 1986

3697

TO: Dr. Carleton E. Turner
Dick Williams,
Policy Analyst

FROM: Brian Dyak

RE: EIC Up-Date

DATE: July 24, 1986

BOARD OF DIRECTORS

Thomas H. Cole, Chairman
Brian L. Dyak, President/CEO
Tim Reid, Vice Chairman
Larry Stewart, Secretary
William N. Utz, Treasurer
Ralph Andrews
Nancy Dockry
David Goldsmith
Michele Lee
Gerald McRaney
Jay Rodriguez
Herman Rush

The following is a nine month up-date of EIC's accomplishments since last year's Nancy Reagan Award event. As you are aware, all of these projects have been initiated by private funds (the Council, to date, does not receive Federal funds). The asterik indicates our activities currently under way.

Motion Pictures

1. Significantly influenced the MPAA and Ratings Board to modify their rating system so that drug depiction is now included in the criteria for rating films. Any film with drug use receives an automatic PG-13 with potential of receiving an "R" or "X" rating.
- *2. Developed a relationship with the National Association of Theatre Owners to potentially utilize movie houses as an outlet for public service, drug awareness promotions.
3. The EIC now includes executives from all major studios on its Board of Trustees.
- *4. Developed a relationship with Permanent Charities to pursue joint workshops to focus on drug awareness.

Television & Radio

- *1. EIC activities have been featured on network news shows including: NBC Nightly News with Tom Brokaw, CBS News Show, "West 57th Street", the "Today" Show, and the "Good Morning America" Show.
2. Provided public service spots to network, and independent stations.
3. Developed special television and radio promotions, in conjunction with the NAB for "Operation Prom/Graduation", a drunk/drugged driving awareness campaign.
- *4. In production are four-30 minute radio programs entitled, "Rap For Life", for distribution to NAB Radio Division members. The programs focus on positive peer pressure. (Project supported by the J.M. Foundation).

BOARD OF TRUSTEES

Merv Adelson
Jack Anderson
Lucille Ball
Arthur Barron
Mel Blumenthal
Kathleen Carey
Tim Conway
Barbara Corday
Robert A. Daly
Suzanne dePasse
Barry Diller
Lew Erlicht
Edward O. Fritts
Richard Gallop
Bud Grant
Alan Horn
Gene Jankowski
Robert L. Johnson
Alan Ladd, Jr.
Sherry Lansing
Guy McElwaine
Mike Medavoy
Burt Reynolds
Lee Rich
Arthur N. Ryan
Terry Semel
Sid Sheinberg
John B. Sias
Frank Sinatra
Aaron Spelling
Robert Stack
Lea Stalmaster
Brandon Stoddard
Anthony Thomopoulos
Grant Tinker
Renee Valente
Jack Valent
Frank G. Wells

6715 Lowell Avenue
McLean, VA 22101
703-356-8611

12720 Burbank Boulevard
Suite 328
North Hollywood, CA 91607
818-505-8000

5. EIC representatives have participated in over 25 radio interview shows that focused on drug awareness.
6. Coordinated activities with the Producers, Directors & Writers Caucus to affect scripting of prime time television shows, encouraging writers and directors to curb the use of alcohol in their shows.
- *7. Coordinating a major drug awareness seminar with the Television Academy of Arts & Sciences to be held for television executives, October, 1986.
- *8. Recruited Grand Ole Opry executives and talent to participate in a special country music radio show on drug awareness. (This is an initiative to include the country music industry in our efforts - stems from the significant participation of the Statler Brothers.)
9. Provided drug awareness training for NBC, Standards & Practices, related to drug use in television shows.

Recording Industry

1. Distributed the "STOP THE MADNESS" record, nationally, through MCA Records.
2. Participated in special "STOP THE MADNESS" promotions in Houston, TX; Dallas, TX; Detroit, MI; Washington, DC metro area; San Francisco, CA; Oakland, CA; Richmond, VA; Memphis, TN; and Orlando, FL.
3. Promoted "STOP THE MADNESS" through Radio & Records Magazine with full page ads.
4. Released "STOP THE MADNESS", internationally, through WEA Distribution. Record was promoted through special events in Germany, Austria, England, France, Italy, and Canada.
- *5. Premiered "STOP THE MADNESS" music video on NBC's Friday Night Videos, and the music video was placed in rotation on MTV and significantly utilized by cable music video shows and the Armed Services.

Outreach

- *1. Industry-wide EIC membership campaign, HOLLYWOOD GOES TO WAR AGAINST DRUGS, KICK-OFF SLATED FOR LATE AUGUST, EARLY SEPTEMBER, 1986.
2. Cooperated with "Just Say No" rallies by providing copies of "STOP THE MADNESS" music video and complimentary records for use in various rally sites, as well as celebrity participants.

- *3. Initiated a direct mail campaign to promote the message inherent in "STOP THE MADNESS".
4. Contributed \$100,000 to Nancy Reagan Drug Abuse Fund.
- *5. EIC Speakers Bureau representatives continue to participate in national forums stressing the willingness of our industry to be a part of the solution; not the problem.
6. Produced 30-minute presentation entitled, "The New Star Wars", for use in conferences and symposia.
- *7. Enrolled the Hollywood Reporter, through participation of the Publisher, Tichi Wilkerson, as a member of the Board of Trustees, to promote drug awareness information within the industry.
8. Have provided over 12 national and local drug awareness campaigns with celebrity speakers. (Including the Federated Parents for Drug-Free Youth, CA Prevention Network, and DEA Boy Scout Conference.)
- *9. Developed a merchandising program to reinforce the "STOP THE MADNESS" campaign (sweatshirts, tee shirts, caps).
10. Have organized a group of top-name health professionals to serve as consultants for EIC projects.
11. Continue to publish a quarterly newsletter informing the industry about drug awareness initiatives.
12. Supported the New Jersey Narcotic Enforcement Officers Association to create drug awareness programs in elementary schools.
13. Coordinated programs with a variety of state and local government agencies.
14. Extensive media coverage has occurred on EIC activities in newspaper and magazines, including Parade Magazine.

Employee Assistance Program

- *1. Conducted survey and assessment of Employee Assistance Programs within entertainment industry corporations. To be published, September, 1986.
- *2. Developed a management consultation program to end executive, employee, and family substance abuse. Founded on prevention as a key element of corporate policy.
3. Co-hosted an industry based conference on cocaine in conjunction with NIDA, the MPAA, The National Council for Families & Television, and The Pacific Institute.

Government Relations

1. Continue to respond to White House referrals of people from the entertainment industry interested in supporting the First Lady's drug awareness program.
2. Produced, "The Hundreth Monkey", a film on cocaine abuse for NIDA.
3. Cooperated with Action, NIDA, HHS, Justice Department, and ADAMHA on a variety of government initiatives.
4. Responded to Congressional requests to provide witnesses, oral and written testimony for hearings related to substance abuse issues.
5. Developed a group of over 35 Congressional Associates that support the "STOP THE MADNESS" campaign.

Entertainment
Industries
Council, Inc.



June 25, 1986

Dr. Carleton E. Turner
Deputy Assistant to the President
for Drug Abuse Policy
The White House
Washington, D.C. 20500

BOARD OF DIRECTORS

Thomas H. Cole, Chairman
Brian L. Dyak, President/CEO
Tim Reid, Vice Chairman
Larry Stewart, Secretary
William N. Utz, Treasurer
Ralph Andrews
Nancy Dockry
David Goldsmith
Michele Lee
Gerald McRaney
Jay Rodriguez
Herman Rush

BOARD OF TRUSTEES

Merv Adelson
Jack Anderson
Lucille Ball
Arthur Barron
Mel Blumenthal
Kathleen Carey
Tim Conway
Barbara Corday
Robert A. Daly
Suzanne dePasse
Barry Diller
Lew Erlitch
Edward O. Fritts
Richard Gallop
Bud Grant
Alan Horn
Gene Jankowski
Robert L. Johnson
Alan Ladd, Jr.
Sherry Lansing
Guy McElwaine
Mike Medavoy
Burt Reynolds
Lee Rich
Arthur N. Ryan
Terry Semel
Sid Sheinberg
John B. Sias
Frank Sinatra
Aaron Spelling
Robert Stack
Lea Stalmaster
Brandon Stoddard
Anthony Thomopoulos
Grant Tinker
Renee Valente
Jack Valenti
Frank G. Wells

Dear Carleton:

As you are probably aware, through Bill and Steve, the Entertainment Industries Council has grown from the seed planted in your office three years ago, August, to a viable entertainment industry based organization supporting Mrs. Reagan's exceptional efforts. The demand on the Council, from other organizations, has been significant. Attached is a partial list of accomplishments over the past nine months.

Please find enclosed a video tape which captures much of our activity over the past year. I believe you will find it informative and entertaining.

Carleton, though the Council has accomplished a lot, there is still so very much that we can do. I have always felt that your continued commitment, and support of the Council's work, has been a primary motivator in helping me make the EIC a viable contributor to the White House effort. I would like your help in taking another step to solidify the entertainment industries role.

I have polled over 40 prime leaders, within the industry, as to their willingness to attend a special briefing, which would describe the state of the art of our country's war on drugs. I believe that once these entertainment leaders are more informed about the problem and potential solutions, they would become a more dynamic source to aid Mrs. Reagan in her efforts. A White House briefing could very well prompt a giant step in the direction we would like to see the industry pursue.

Ideally, you would lead this briefing, along with assistance from Dr. McDonald and representatives from Customs and DEA. Possibly, Vice President Bush, Mrs. Reagan, and the President would help to encourage the industries initiative to bring the power and influence of the entertainment industry to bear

6715 Lowell Avenue
McLean, VA 22101
703-356-8611

12720 Burbank Boulevard
Suite 328
North Hollywood, CA 91607
818-505-8000

Dr. Carleton E. Turner
Page 2

June 25, 1986

on the problem of drug abuse. The best example of when the entertainment industries truly rallied, in behalf of a national effort, would be during World War II and the sale of war bonds.

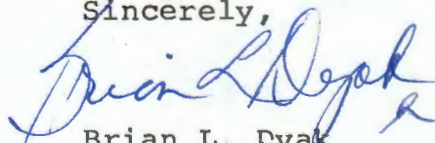
Please also find enclosed a preliminary list of invitees to a White House briefing. The names with check marks represent people who have already made a commitment to participate in such a forum. As you will note by the list, I primarily focused on executives as opposed to celebrities. However, there are a number of celebrities who would also be willing to learn more about the problem and how they can help. This would also be an excellent national media event.

I am also beginning to plan our second dinner honoring Mrs. Reagan and to present the Nancy Reagan Drug Prevention Award. The recipient of the award will be Grant Tinker, Chairman of the Board, NBC. Grant has been personally committed to the drug abuse issue and has involved NBC in a variety of drug awareness activities over the years. Proceeds from this year's event will, again, go to the Nancy Reagan Drug Abuse Fund, the EIC Education Program, and at Grant's request, to Phoenix House.

I missed you at last year's tribute. I know you would have been pleased to see how far the Council had come since the days of thinking it was a good idea and including the concept in the Federal strategy. I am looking forward to seeing you and Mary Ann at this year's event.

Your continued support is appreciated.

Sincerely,



Brian L. Dyak
President

Enclosures
BLD:h

**"RAP FOR LIFE" . . . A four program series for radio
Created by the Entertainment Industries Council, Inc.
in cooperation with the National Association of
Broadcasters**

Made possible by a grant from the J.M. Foundation



"The Entertainment Industries
can be so helpful. . . ."
Nancy Reagan

THE STARS SAY. . .

"I'm delighted that we're reaching young people in such an effective way—music is the communication medium of the moment. . . ."
Gerald McRaney/"Simon and Simon"

"We have to love kids. . . show them a better way to go. . . . I believe
'STOP THE MADNESS' carries a wonderful message. . . ."
Michele Lee/"Knots Landing"

"We got involved with **'STOP THE MADNESS'** because drugs are not the way. We have seen friends back home get into trouble because of drugs and alcohol. . . ."
Ralph Tresvant/New Edition

"It's important that young people get the message from others their own age that drug abuse has got to stop. . . ."
Kim Fields/"Facts of Life"

"The best way to reach young people today is through music. I am pleased to deliver the message **'STOP THE MADNESS'** . . ."
Casey Kasem/"America's Top Ten"

"The power of radio to reach youth with a strong, drug-free message is enormous. Together we can **'STOP THE MADNESS'**"
Tim Reid/(Formerly Venus Fly Trap)"WKRP in Cincinnati"

**Stop
THE
MADNESS**

**"RAP
FOR
LIFE"**

A FOUR PART RADIO PROGRAM SERIES IN SUPPORT OF:
POSITIVE PEER PRESSURE



ENTERTAINMENT INDUSTRIES COUNCIL, INC.
6715 Lowell, Ave., McLean, VA 22101
703/356-8611
A Non-Profit Organization

YES. . . Our Station Would Like to Broadcast "RAP FOR LIFE"!!

NAME: _____

TITLE: _____

PROGRAM DIRECTOR: _____

ADDRESS: _____

City/State/Zip

PHONE: _____

(Detach on Dotted Line)

- Two hours of programming, excellent for community service
- Plus top name celebrities from film, television, music, and sports
- Hosted by well-known radio personalities

More than another anti-drug and alcohol abuse pitch. . .

"RAP FOR LIFE" is a program series produced in the idiom of today's youth with drug-free celebrities discussing questions young people are asking about drugs and alcohol. . .and music.

ENTERTAINMENT INDUSTRIES COUNCIL. . .

- Executive Producers of the recently premiered **"STOP THE MADNESS"**, the first drug awareness rock video to hit the charts.
- Created the **"STOP THE MADNESS"** single record on the MCA label.
- Produced "Get It Straight", a national anti-drug/alcohol abuse campaign for the McDonald's Corporation.
- Produced among the first anti-drug/alcohol PSA's featuring film and TV celebrities.
- **The voice of the combined entertainment industries.**
- Produced "The Hundreth Monkey"



Casey Kasem



Tim Reid



Arnold Schwarzenegger

"RAP FOR LIFE" is more than just a talk show... the music features, plus the identification with the new MCA single **"STOP THE MADNESS"**, make it an exciting experience for youth and parent listeners.

Backed by **EIC's** track record of success.

Exclusive participation of top name celebrities. . . talking about positive peer pressure.

Up-dates anti-drug and alcohol dialogue.

Showcases **"STOP THE MADNESS"** MCA single.

Eight to ten minutes of the best in upbeat music per show.

Bringing the nation's youth something unique in anti-drug and alcohol abuse programming experience.

Perfect programming for back-to-school promotions.

A unique program opportunity to recruit new sponsors for your station.



Herb Alpert



Whitney Houston



Gatlin Brothers



New Edition



Michele Lee



Gerald McRaney

ENTERTAINMENT INDUSTRIES COUNCIL, INC.

HIGHLIGHTS OF EIC'S ACCOMPLISHMENTS

1. Influenced the Motion Picture Association of America to modify their rating system so that drug depiction would be included in the criteria for rating films.
2. Provided celebrity speakers to an array of national and local drug prevention groups.
3. Produced the "Stop The Madness" music video and record, which has virtually reached millions of youth with a stay-free drug message.
4. Produced a film on cocaine abuse for NIDA, titled "The Hundreth Monkey".
5. Conducting an Employee Assistance Program survey, within entertainment industry corporations, to facilitate the development of greater assistance to employees with drug or alcohol problems.
6. Established the Nancy Reagan Drug Prevention Award with the entertainment industry.
7. Producing four-30 minute radio programs about drug and alcohol abuse in conjunction with the J.M. Foundation.
8. Continue to participate in national forums stressing the willingness of our industry to be a part of the solution - not the problem...

And a host of other activities.

PRELIMINARY LIST OF INVITEES - WHITE HOUSE BRIEFING

<u>Name</u>	<u>Title</u>	<u>Affiliation</u>
<u>Board of Trustees</u>		
Merv Adelson	Chairman	Lorimar Prod.
✓ Jack Anderson	Columnist	Syndicated
✓ Lucille Ball	Actress	
✓ Arthur Barron	President	Gulf & Western
✓ Mel Blumenthal	Exec. VP	MTM Enterprises
✓ Kathleen Carey	President	Unicity Music
Tim Conway	Actor	
✓ Barbara Corday - <i>call</i>	President	Columbia TV
✓ Robert A. Daly	Chairman of Board	Warner Bros.
✓ Suzanne de Passe	President	Motown
Barry Diller	Chief Exec. Off.	20th Century Fox
✓ Lew Erlicht	Vice President	ABC Television
✓ Edward O. Fritts	President	NAB
✓ Richard Gallop	President	Columbia Pictures
✓ Bud Grant	President	CBS Enter.
Alan Horn	President/Prod.	Embassy
✓ Gene Jankowski	President	CBS
✓ Robert L. Johnson	President	Black Enter. Corp.
✓ Alan Ladd, Jr.	President/CEO	MGM/UA
✓ Sherry Lansing	President	✓ Jaffe/Lansing Prod.
✓ Guy McElwaine	Chairman/CEO	Columbia
Mike Medavoy	Exec. VP	Orion Pictures
Burt Reynolds	Actor	
Lee Rich	President	Lorimar Prod.
✓ Arthur N. Ryan	President	Technicolor Inc.
Terry Semel	President	Warner Bros.
Sid Sheinberg	President/COO	MCA Inc.
✓ John B. Sias	Exec. VP <i>1/2</i>	✓ Capital Cities
<i>bound</i> ✓ Frank Sinatra <i>out of country</i>	Actor	
Aaron Spelling	Chairman/CEO	Aaron Spelling Prod.
✓ Robert Stack	Actor	
✓ Lea Stalmaster	Producer	
Brandon Stoddard	President	ABC
✓ Anthony Thomopoulos	Vice President	United Artists
✓ Grant Tinker	Chairman/CEO	NBC
✓ Renee Valente	Chairman	Prod. Guild of Am.
Jack Valenti	President	MPAA
✓ Frank G. Wells	President/COO	Walt Disney Prod.
<u>Board of Directors</u>		
✓ Ralph Andrews	Producer	Columbia Pictures TV
✓ Tim Reid	Actor	
✓ Thomas Cole	Producer	
✓ William N. Utz	Lawyer	
✓ Nancy Dockry	Producer	Windancer Prod.
✓ Michele Lee	Actress	
✓ Gerald McRaney	Actor	
✓ Jay Rodriguez	Vice President	NBC Communications
✓ Larry Stewart	TV Director/Writer	

✓ Norman Rush
David Goldsmith
Brian L. Dyak
Tichi Wilkerson

Title
President
Vice President
President
Publisher

Affiliation
Columbia Pictures TV
Lorimar TV Prod.
EIC
Hollywood Reporter

*Others

✓ Andy Heywood
Jerry Weintraub
Herb Alpert
Irving Azoff
Lou Wasserman
Paul Matheson
Thomas Pryor
Paul Wilmer
Dwight Case
Jerry Strobel
✓ Janet Cole

President
President
President
President
Chairman of Board
President
Editor
Editor
Publisher
President
President

DIC Enterprises
United Artists
A&M Records
MCA Records
MCA Records
Permanent Charities
Daily Variety
Hollywood Reporter
Radio & Records
Grand Ole Opry
Musicians Against Drug
Use
Entertainment Industry
Referral & Asst. Ctr.
Producers, Directors,
Writers Caucus
NBC

Dae Medman

Exec. Director

Chuck Fries

Chairman

Betty Hudson

Vice President

B. F. Hudson U.P.

*Others - Not contacted as yet

Entertainment
Industries
Council, Inc.

RECEIVED
JUL 16 1986



April 24, 1986

BOARD OF DIRECTORS

Thomas H. Cole, Chairman
Brian L. Dyak, President/CEO
Tim Reid, Vice Chairman
Larry Stewart, Secretary
William N. Utz, Treasurer
Ralph Andrews
Nancy Dockry
David Goldsmith
Michele Lee
Gerald McRaney
Jay Rodriguez
Herman Rush

BOARD OF TRUSTEES

Merv Adelson
Jack Anderson
Lucille Ball
Arthur Barron
Mel Blumenthal
Kathleen Carey
Tin Conway
Barbara Corday
Robert A. Daly
Suzanne dePasse
Barry Diller
Lew Erlich
Edward O. Fritz
Richard Gellop
Bud Grant
Alan Horn
Gene Jankowski
Robert L. Johnson
Aled Ladd, Jr.
Sherry Lansing
Guy McElwaine
Mike Medevoy
Burt Reynolds
Lee Rich
Arthur N. Ryan
Terry Semel
Sid Sheinberg
John B. Sias
Frank Sinatra
Aron Spelling
Robert Stack
Lea Stalmaster
Brandon Stoddard
Anthony Thomopoulos
Grant Tinker
Renee Valente
Jack Valenti
Frank G. Wells

Mr. Kenneth Barun
Director/Special Projects
Office of First Lady
East Wing/The White House
Washington, D.C. 20500

Dear Ken:

Pursuant to our meeting of April 10th, this letter serves to capture our discussion.

One: We discussed the possibility of providing a White House briefing on drug abuse to the leaders of the entertainment industry. Attached please find my preliminary list of potential invitees. The briefing ideally would describe the state of the art of our country's war on drugs. It would be most beneficial if Carleton Turner, Dr. McDonald, Vice President Bush, a representative from Customs and DEA would participate in such a forum.

I believe that once the entertainment industry leadership (representatives from television, motion pictures, and the recording industry) were more informed about the problem and potential solutions that they would become a more viable force to aid Mrs. Reagan in her efforts. Ideally, late June would be a good time to invite the executives to Washington.

Two: We discussed that after May 15th, we would take a look at the calendar to coordinate a date for Mrs. Reagan's participation in the Entertainment Industries Council's Second Annual "Nancy Reagan Drug Prevention Award" Recognition Dinner. We are already exploring various themes for this event. At this time, we are leaning toward a theme that would "ACCENTUATE THE POSITIVE" contribution of the entertainment industries efforts, which would highlight alternatives to becoming involved with drug use.

6715 Lowell Avenue
McLean, VA 22101
703-356-8611

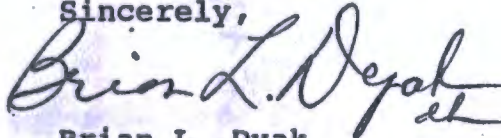
12720 Burbank Boulevard
Suite 328
North Hollywood, CA 91607
618-505-8000

Mr. Kenneth Barun
Page 2

I will be in Los Angeles until May 20th. However, I will contact you around the 15th to set our meetings to discuss the above two items. As you are aware, you do have a previous memorandum that goes into greater detail about the briefing meetings.

I look forward to working closely with you again and feel confident that the briefing session will expedite a greater involvement from the entertainment industry in our nation's war on drugs.

Sincerely,

A handwritten signature in cursive script that reads "Brian L. Dyak". The signature is written in dark ink and is positioned above the typed name and title.

Brian L. Dyak
President

Enclosure
BLD:dh

cc: Tom Cole

PRELIMINARY LIST OF INVITEES - WHITE HOUSE BRIEFING

<u>Name</u>	<u>Title</u>	<u>Affiliation</u>
<u>Board of Trustees</u>		
Merv Adelson	Chairman	Lorimar Prod.
Jack Anderson	Columnist	Syndicated
Lucille Ball	Actress	
Arthur Barron	President	Gulf & Western
Mel Blumenthal	Exec. VP	MTM Enterprises
Kathleen Carey	President	Unicity Music
Tim Conway	Actor	
Barbara Corday	President	Columbia TV
Robert A. Daly	Chairman of Board	Warner Bros.
Suzanne de Passe	President	Motown
Barry Diller	Chief Exec. Off.	20th Century Fox
Lew Erlicht	Vice President	ABC Television
Edward O. Fritts	President	NAB
Richard Gallop	President	Columbia Pictures
Bud Grant	President	CBS Enter.
Alan Horn	President/Prod.	Embassy
Gene Jankowski	President	CBS
Robert L. Johnson	President	Black Enter. Corp.
Alan Ladd, Jr.	President/CEO	MGM/UA
Sherry Lansing	President	Jaffe/Lansing Prod.
Guy McElwaine	Chairman/CEO	Columbia
Mike Medavoy	Exec. VP	Orion Pictures
Burt Reynolds	Actor	
Lee Rich	President	Lorimar Prod.
Arthur N. Ryan	President	Technicolor Inc.
Terry Semel	President	Warner Bros.
Sid Sheinberg	President/COO	MCA Inc.
John B. Sias	Exec. VP	Capital Cities
Frank Sinatra	Actor	
Aaron Spelling	Chairman/CEO	Aaron Spelling Prod.
Robert Stack	Actor	
Lea Stalmaster	Producer	
Brandon Stoddard	President	ABC
Anthony Thomopoulos	Vice President	United Artists
Grant Tinker	Chairman/CEO	NBC
Renee Valente	Chairman	Prod. Guild of Am.
Jack Valenti	President	MPAA
Frank G. Wells	President/COO	Walt Disney Prod.
<i>Sid Wilson</i>	<i>Publisher</i>	<i>Hollywood Reporter</i>
<u>Board of Directors</u>		
Ralph Andrews	Producer	Columbia Pictures TV
Tim Reid	Actor	
Thomas Cole	Producer	
William N. Utz	Lawyer	
Nancy Dockry	Producer	Windancer Prod.
Michele Lee	Actress	
Gerald McRaney	Actor	
Jay Rodriguez	Vice President	NBC Communications
Larry Stewart	TV Director/Writer	

Name
erman Rush
David Goldsmith
Brian L. Dyak

Title
President
Vice President
President

Affiliation
Columbia Pictures TV
Lorimar TV Prod.
EIC

Others

Andy Heywood
Jerry Weintraub
Herb Alpert
Irving Azoff
Lou Wasserman
Paul Matheson
Thomas Pryor
Paul Wilmer
Dwight Case
Jerry Strobel
Janet Cole

President
President
President
President
Chairman of Board
President
Editor
Editor
Publisher
President
President

DIC Enterprises
United Artists
A&M Records
MCA Records
MCA Records
Permanent Charities
Daily Variety
Hollywood Reporter
Radio & Records
Grand Ole Opry
Musicians Against Drug
Use
Entertainment Industry
Referral & Asst. Ctr.
Producers, Directors,
Writers Caucus
V.P.

Dae Medman

Exec. Director

Chuck Fries

Chairman

Betty Hudson

NBC



December 23, 1985

Mr. Kenneth Barun
Director/Special Projects
Office of The First Lady
East Wing
The White House
Washington, D.C. 20050

Dear Ken:

In regard to our recent discussion on the subject of maintaining the momentum of the entertainment industry in our nation's war on drugs, I would appreciate your help to arrange a White House briefing for the top leadership of the E.I.C. The enclosed list of our Board of Trustees and Board of Directors, as you know, represents the television and film industries. We plan to suggest that the above bring their chief executive management personnel to this event. We would also consider inviting top record company executives.

We are concerned with keeping up the great momentum established on the highly successful "Salute to The First Lady" in September. I know a White House briefing, on plans of the First Lady's activities, the work of HHS, DEA, drug policy office and other Federal efforts will go a long way toward reinforcing the commitment to the national effort of our leadership cadre. They need the education, so they can better determine effective ways to participate.

I would anticipate the response to be extremely positive. We would expect about 80-100 leaders to attend. If possible, I would like this event to take place late February.

Please let me know if there is anything we can do to help facilitate this exciting plan. I believe that 1986 can be a monumental year for the First Lady's drug prevention efforts. We stand ready to assist by continuing to bring the power and influence of the entertainment industries into the fold. Your assistance is appreciated.

Very truly yours,

A handwritten signature in cursive script that reads "Brian".

Brian L. Dyak
President

BOARD OF DIRECTORS

Ralph Andrews, Chairman
Brian L. Dyak, President/CEO
Tim Reid, Vice Chairman
Thomas H. Cole, Secretary
William N. Utz, Treasurer
Jack Anderson
Nancy Dockry
David Goldsmith
Michele Lee
Gerald McRaney
Jay Rodriguez
Herman Rush
Larry Stewart

BOARD OF TRUSTEES

Adelson
Willie Ball
Arthur Barron
Mel Blumenthal
Kathleen Carey
Tim Conway
Barbara Cordey
Robert A. Daly
Suzanne dePasse
Barry Diller
Lew Erlicht
Edward O. Fritz
Richard Gallop
Bud Grant
Alan Horn
Gene Jankowski
Robert L. Johnson
Alan Ladd, Jr.
Sherry Lansing
Guy McElwaine
Mike Medavoy
Burt Reynolds
Lee Rich
Arthur N. Ryan
Terry Semel
Sid Sheinberg
Frank Sinatra
Aaron Spelling
Robert Stack
Lee Steimaster
Anthony Thomopoulos
Grant Tinker
Renee Valente
Jack Valenti
Frank G. Wells

☑ 6715 Lowell Avenue
McLean, VA 22101
33-356-8611

☐ 12720 Burbank Boulevard
Suite 328
North Hollywood, CA 91607
818-505-8000

BLD:dh
Enclosure

TELETHON

CONGRESSIONAL FAMILIES FOR DRUG-FREE YOUTH

HART-320 • WASHINGTON, D.C. 20510

OFFICERS

April 13, 1984

President
Carolyn Mattingly, GA

Vice President
Lana Bethune, AR

Secretary, House
Luana Shumway, CA

Secretary, Senate
Jody Dixon, IL

Treasurer
Susan DeConcini, AZ

BOARD OF DIRECTORS

Dolores Beilenson, CA
B. A. Bentsen, TX

Patty Humphrey, NH
Joanne Kemp, NY

Tricia Lott, MS
Helene Matsunaga, HI

Emilie Shaw, FL
Bea Smith, IA

Rosemary Tribble, VA

Mr. Brian Dyak, President
Entertainment Industries Council, Inc.
140 Little Falls Street, Suite 14
Falls Church, Virginia 22046

Dear Brian:

It gives me great pleasure to endorse your organization's efforts to produce our nation's first national telethon for drug awareness. I am pleased to learn that the Entertainment Industries Council, Inc. is taking the initiative to bring the influence of the entertainment industry to the forefront of the war on drugs. All of us in public life know how important it is for prominent people to serve as trend-setters and role models. As we discussed, the partnership between corporate America, the entertainment industry and elected public officials could well be the leadership necessary to truly wake up America to the reality of drug abuse and alcohol misuse as it threatens to destroy our very future.

Radio and television are the media we must rely on to reach our nation's youth and adults with our mutual concerns about substance abuse. Given the effect drug abuse and alcoholism has already had on society, youth, parents, the work-force and communities, I believe the public is ready to participate in turning the situation around to create a healthier future for our nation and for generations to come.

I wish you success with the First National Telethon for Drug Awareness, and want to express our support for your efforts. I realize this undertaking will require significant corporate participation and cooperation from many individuals and organizations committed to win the battle against drug abuse. I want you to know you can count on us.

Mr. Brian Dyak, President
April 13, 1984
Page Two

Please be assured of our commitment to the success of a national telethon. I am quite sure that many members of Congress and members of the Congressional Families for Drug Free Youth will be willing to help in whatever way we can.

Again, I would like to offer you my best wishes and kindest regards.

Sincerely,


Carolyn Mattingly
President

NBC Television
Stations

A Division of
National Broadcasting Company, Inc.

3000 West Alameda Avenue
Burbank, CA 91523 213-840-4329

Warren Baker
Director, Programs

April 26, 1984

Mr. Brian L. Dyak
President
Entertainment Industries Council, Inc.
3575 Cahuenga Boulevard West
Los Angeles, California 90068

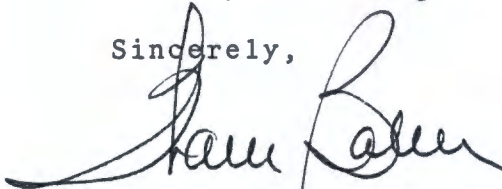
Dear Mr. Dyak:

Thank you for your kind letter concerning JUST
SAY NO.

I would be happy to help the Council in any
way that I can. With regard to the language
JUST SAY NO, that belongs to the National
Institute of Drug Abuse and the Ad Council
and while it's not a major issue, I'd suggest
you clear your usage of that theme with them.

Thank you once again for recognizing our efforts.

Sincerely,



Warren Baker

WB:rsr

cc: Messrs Albert Jerome, Weston J. Harris,
Jay Rodriguez

Community involvement vital to stations: Rule

Nets limited in local coverage

By ED HARRISON

LAS VEGAS — Although TV and radio networks are essential to the American system of broadcasting because of their coverage of world and national news and their presentation of entertainment and sports programming, "networks cannot involve themselves in the life of each community" and "community involvement is the lifeblood of broadcasting."

Those remarks were made by Elton Rule, former vice chairman and president of ABC Inc. upon accepting the National Assn. of Broadcasters' Distinguished Service Award, the broadcasting industry's highest honor, at yesterday's opening session of the NAB's 62nd annual conference.

What stations do best, noted Rule, is involve themselves in the life of each community. "If you look at the opinion polls, there seems to be a lot of apathy and cynicism toward events at the national level. But alongside it, there seems to also be a lot of enthusiasm and activity at the local level. If this is where people's attention has focused, this is where we as broadcasters should be focused as well."

Rule said that although the public thinks well of broadcasting and the quality of news, information and entertainment provided, when cynicism does appear, "There's one word that shows up frequently. The word is arrogance — the feeling that some broadcasters do just what they feel like without regard to the needs and interests of the public they serve."

"The perception of arrogance is strongest in places where broadcasters are passive in relation to their community. In places where broadcasters are active members of the community, the perception of arrogance fades, and sometimes disappears completely."

— continued on page 9

New TV banner

Suisse, Newland-Raynor form TV development joint venture

By ALAN L. GANSBERG

Suisse International and Newland-Raynor Prods. have established a joint venture to develop theatricals, TV series, telefeatures, miniseries and specials. Suisse will own half of the stock of the newly formed company, to be known as Newland-Raynor/Suisse Prods.

Officers will include Milton Raynor, president; Stephen Metz, executive vp; John Newland, vp, and Bob Reno, secretary-treasurer. As of June 1, all TV and film production projects of each of the partners will be under this banner.

Together, Newland and Raynor



Top 10: Nine stars help TV producer Chuck Fries celebrate the 10th anniversary of Fries Entertainment Inc. Holding birthday cakes are, from the left: Lorne Greene, Eddie Albert, Roddy McDowall, Harvey Kor-

man, Jackie Cooper, Valerie Harper, Dennis Weaver, Hal Linden and Red Buttons. Each has appeared in at least one of Fries' productions during the past 10 years.

— Reporter photo by Chris Hunter

Cannon opens fire on Cannes over film snubs

By CHRIS AUTY

CANNES — For the second year in a row, Cannon chief executive Menahem Golan seems to be facing a head-on conflict with the Cannes Film Festival authorities. The Cannon chief, who will be bringing 12 new titles (including "Bolero," "Breakdance," "Maria's Lovers" and "The Ultimate Solution of Grace Quigley") to the festival, is furious about the procedure for selection of Cannes competition films.

"Gilles Jacob showed no interest in our Cassavettes picture, 'Love Streams,' he asserts. "That film went on to win the Golden Bear in Berlin. But there were two other films which we felt would both have been possible competition entries if they had been seen by the selection committee — 'Maria's Lovers,' directed by Andrei Konchalovsky, and 'Grace Quigley,' starring Katharine Hepburn.

In fact, neither film was selected when Jacob screened them during his visit to the United States last month seeking competition titles. Golan feels Jacob has become "a dictator of Cannes, imposing his private tastes, when these pictures, should in fact be chosen by the whole selection committee and not just Jacob."

In addition, Golan feels the choice made by Jacob "may be a reflection of bad feeling on their part about what happened last year" — when Golan sued the Cannes Festival after it withdrew its invitation to him to take a place on the Cannes jury.

In response to what he feels to be bias by the Cannes organization, Golan says this year Cannon will be organizing its own festival at Cannes to compete with the festival itself. The

company has hired the Les Ambassadors cinema and will be holding gala evening screenings of its own new titles, attended by celebrities who may include Bo Derek and Katharine Hepburn. Says Golan: "I think you will find that any night we screen 'Bolero' at our cinema, the crowd will be enormous, and will be drawn away from the official Cannes entries they are screening that evening." Golan adds, he will invite other AFMA members and independents to join in his Cannon-at-Cannes festival event. ★

STP Mgmt. formed

Terry Powell and Steve Jones have formed STP Management Co., serving as both management and consultants. Firm is located at 5300 Laurel Canyon, Ste. T, Los Angeles, CA 91607.

Entertainment Industries Council lauds NBC re 'Say No' program

The Entertainment Industries Council has lauded NBC for developing its "Just Say No" antidrug campaign airing on all the five owned and operated stations.

Brian L. Dyak, president of the new industry organization created to fight drug and alcohol usage in various show business media, says the network's effort "will touch millions of youth who will say no."

In his letter to Warren Baker, director of programming for NBC's TV stations, Dyak says: "NBC's concentrated effort during prime time to bring an important antidrug message to teenagers was applauded at a recent Senate drug and alcoholism hearing.

"Your efforts are greatly appreciated by those of us involved in drug

awareness campaigns on a daily basis. Thank you for making a major contribution to our nation's battle against drugs." The month-long campaign is running on KNBC, Los Angeles; WNBC-TV, New York; WMAQ-TV, Chicago, and WKYC-TV, Cleveland.

Dyak says that after the recent Senate hearing on drug and alcohol abuse in Washington, he and Sen. Paula Hawkins (R-Fla.) discussed the possibility of all three networks initiating a "simultaneous campaign."

Dyak credits NBC's program as being "a model effort that should be duplicated not only by the other networks but by cable as well."

Dyak additionally has asked NBC to help in developing a promotion of the "Just Say No" theme "beyond its present intent."