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WITHDRAWAL SHEET

Ronald Reagan Library

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 Briefing: Briefing Agenda

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FOIA ID: F97-053, Korsmeyer
Date: 11/12/99

DOCUMENT NO. & TYPE	SUBJECT/TITLE	DATE	RESTRICTION
1. agenda	Preliminary for Media Executive Drug Abuse Prevention Briefing on March 7, 1988, (SSN), partial of page 1	2/17/88	P6/F6 B6 03/14/01

RESTRICTIONS

P-1 National security classified information [(a)(1) of the PRA].
 P-2 Relating to appointment to Federal office [(a)(2) of the PRA].

P-3 Release would violate a Federal statute [(a)(3) of the PRA].
 P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA].
 P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA].
 P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA].

C. Closed in accordance with restrictions contained in donor's deed of gift.

F-1 National security classified information [(b)(1) of the FOIA].
 F-2 Release could disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA].
 F-3 Release would violate a Federal statute [(b)(3) of the FOIA].
 F-4 Release would disclose trade secrets or confidential commercial or financial information [(b)(4) of the FOIA].
 F-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA].
 F-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA].
 F-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA].
 F-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA].

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THE WHITE HOUSE

WASHINGTON

Agenda

Media Executives Drug Abuse Prevention Briefing

"TOWARD A DRUG-FREE AMERICA -- THE CHALLENGE FOR THE NINETIES"

March 7, 1988

1:15pm Guests are seated.

1:25pm The Honorable Donald Ian Macdonald, M.D.
Special Assistant to the President for
Drug Abuse Policy
 "Welcoming Remarks"

1:30-1:45pm THE PRESIDENT OF THE UNITED STATES

1:45-1:55pm The Honorable Edwin Meese III
The Attorney General
 "The Federal Role in the National Crusade"

1:55-2:05pm The Honorable William Bennett
Secretary of Education
 "Drug-Free Schools"

2:05-2:15pm The Honorable Samuel Pierce
Secretary of Housing and Urban Development
 "Drug-Free Public Housing"

2:15-2:25pm Mr. Richard Frank
President, Walt Disney Pictures
 "Drug Abuse and the Media"

2:25-2:45pm Break

2:45pm Guests are seated.

3:00-3:15pm MRS. REAGAN

3:15-4:20pm Panel: "The National Crusade for a Drug-Free
America"

Moderator:

Mr. Edward O. Fritts
President, National Association of Broadcasters
 "The Challenge for the 1990's"

Panelists:

Mr. Thomas A. Hedrick
Executive Director, Media-Advertising Partnership
for a Drug-Free America
"Unselling Illegal Drugs"

The Honorable John C. Lawn
Administrator, Drug Enforcement Administration
"The Changing Focus"

Mr. James Parkel
Chairman, American Society of
Personnel Administrators, and
IBM Director of Personnel, Plans & Programs
"Drug-Free Workplaces"

Dr. Beny Primm, M.D.
Executive Director
Addiction Research and Treatment Corporation
"Treatment and AIDS"

Mr. Patrick J. Purcell
Publisher, The Boston Herald
"Private-Public Partnerships"

Mr. David J. Stern
Commissioner, National Basketball Association
"Drug-Free Sports"

4:20-4:35pm Break

4:35pm Reception guests assemble outside Indian Treaty
Room to be escorted to The Residence

4:45pm Reception guests arrive at The Residence
(coat check in China Room)

5:00-6:00pm RECEPTION IN THE BLUE ROOM

THE WHITE HOUSE

WASHINGTON

MEDIA EXECUTIVES DRUG ABUSE PREVENTION BRIEFING

March 7, 1988

Presentations

The Honorable Edwin Meese III
Attorney General
U.S. Department of Justice
10th and Constitution Avenue, N.W., Room 5111
Washington, D.C. 20530

The Honorable Samuel R. Pierce, Jr.
Secretary of Housing and Urban Development
U.S. Department of Housing and Urban Development
451 7th Street, S.W., Room 10000
Washington, D.C. 20410

The Honorable William Bennett
Secretary of Education
U.S. Department of Education
400 Maryland Avenue, S.W., Room 4181
Washington, D.C. 20202

The Honorable Donald Ian Macdonald, M.D.
Special Assistant to the President and
Director, Drug Abuse Policy Office
The White House
Washington, D.C. 20500

Mr. Richard H. Frank
President
Walt Disney Studios
500 South Buena Vista Street
Burbank, CA 91521

Panel

Mr. Edward O. Fritts, Panel Moderator
President and Chief Executive Officer
National Association of Broadcasters
1771 N Street, N.W., Room 612
Washington, D.C. 20036

Mr. Thomas A. Hedrick, Jr.
Executive Director
The Media Advertising Partnership for a Drug-Free America
c/o American Association of Advertising Agencies
666 Third Avenue
New York, NY 10017

The Honorable John C. Lawn
Administrator
Drug Enforcement Administration
1405 I Street, N.W., Room 1110
Washington, D.C. 20500

Mr. James Parkel
Chairman
American Society of Personnel Administrators
and IBM Director of Personnel, Plans & Programs
International Business Machines Corporation
3D-48 Old Orchard Road
Armonk, NY 10504

Beny Primm, M.D.
Executive Director
Addiction Research and Treatment Corporation
22 Chapel Street
Brooklyn, NY 11201

Mr. Patrick Purcell
Publisher
The Boston Herald
One Herald Square
Boston, MA 02106

Mr. David Stern
Commissioner
National Basketball Association
645 Fifth Avenue
New York, NY 10022

Guests

Mr. William Abrams
Director of Programming
ABC Network
Capital Cities/ABC, Inc.
24 East 51st Street
New York, NY 10022

Mr. Robert H. Alter
Chairman and CEO
Cabletelevision Advertising Bureau
757 Third Avenue
New York, NY 10017

Mr. Herbert W. Baum
President
Campbell Soup U.S.A.
Campbell Place
Camden, NJ 08103

Mr. Howard H. Bell
President
American Advertising Federation
1400 K Street, N.W.
Washington, D.C. 20005

Ms. Rory Benson
Senior Vice President
National Association of Broadcasters
1717 N Street, N.W.
Washington, D.C. 20036

Mr. Louis D. Boccardi
President and General Manager
The Associated Press
50 Rockefeller Plaza
New York, NY 10020

Mr. Rodney H. Brady
President
Bonneville International Corporation
Broadcast House
Salt Lake City, UT 84180

Mr. Eduardo Cabellero
President & CEO
Cabellero Spanish Media
18 East 53rd Street, 10th Floor
New York, NY 10022

Mr. Richard G. Capen, Jr.
Publisher
The Miami Herald
One Herald Plaza
Miami, FL 33132

Mr. William G. Castagnoli
President
Medicus Intercon
909 Third Avenue
New York, NY 10022

Mr. Alvah H. Chapman, Jr.
Chairman and CEO
Knight-Ridder, Inc.
One Herald Plaza
Miami, FL 33132

Mr. Bruce L. Christensen
President
Public Broadcasting Service
1320 Braddock Place
Alexandria, VA 22314

Mr. Virgil Fassio
Publisher
Seattle Post-Intelligencer
101 Elliott Avenue West
Seattle, WA 98119

Mr. Austin Furst
Chief Executive Officer
Vestron Video
60 Long Ridge Road
Stamford, CT 06907

Mr. Donald Graham
Publisher
The Washington Post
1150 15th Street, N.W.
Washington, D.C. 20071

Mr. Howard D. Gutin
Chairman
Corporation for Public Broadcasting
1983 Oakwell Farms Parkway, Apt. 2904
San Antonio, TX 78218

Mr. Richard D. Hall
President
Association of Independent Commercial Producers
Griner/Cuesta
720 Fifth Avenue
New York, NY 10019

The Honorable Lois Haight Herrington
Chairman
White House Conference for a Drug Free America
726 Jackson Place, N.W.
Washington, D.C. 20503

Mr. Donald F. Hunt
Publisher
Houston Post
4747 Southwest Freeway
Houston, TX 77210

Mr. Don Kummerfeld
President
Magazine Publishers of America
575 Lexington Avenue
New York, NY 10022

Mr. Donald Ledwig
President
Corporation for Public Broadcasting
1111 16th Street, N.W.
Washington, D.C. 20036

Mr. Jerry R. Lyman
President
RKO Radio
1440 Broadway, 20th Floor
New York, NY 10018

Mr. Lynn Mapes
Media Director
Media Advertising Partnership for a Drug-Free America
c/o American Association of Advertising Agencies
666 Third Avenue
New York, NY 10017

Mr. Leonard S. Matthews
President
American Association of Advertising Agencies
666 Third Avenue
New York, NY 10017

Mr. Richard F. McLoughlin
President
The Reader's Digest
Pleasantville, NY 10570

Mr. William Moll
President
Television Bureau of Advertising
477 Madison Avenue
New York, NY 10022

~~Mr. Preston R. Padden
President
Association of Independent TV Stations, Inc.
1200 18th Street, N.W., Suite 502
Washington, D.C. 20036~~

Mr. Robert E. Page
Publisher
Chicago Sun-Times
401 North Wabash
Chicago, IL 60611

Mr. Eugene Patterson
Chairman of the Board and CEO
St. Petersburg Times
P.O. Box 1121
St. Petersburg, FL 33731

Mr. Ernest Schultz
President
Radio and TV News Directors Association
1717 K Street, N.W.
Washington, D.C. 20006

Mr. Fred W. Smith
President
Donrey Media Group
Donrey House
920 Rogers Avenue
Fort Smith, AR 72901

Mr. William L. Stakelin
President and CEO
Radio Advertising Bureau
304 Park Avenue South
New York, NY 10010

Mr. Fred A. Stickel
Publisher
The Oregonian
1320 S.W. Broadway
Portland, OR 97201

Mr. Nicholas Verbitsky
President
United Stations Radio Network
1440 Broadway
New York, NY 10018

Ruth Wooden
President
The Advertising Council, Inc.
825 Third Avenue
New York, NY 10022

1:00 am
120-125 Mailin up
125-130 Press set up

Preliminary Agenda

Media Executive Drug Abuse Prevention Briefing

"TOWARD A DRUG-FREE AMERICA -- THE CHALLENGE FOR THE NINETIES"

March 7, 1988

1:00 pm

1:15pm Guests are in place.

1:30-1:45pm The President of the United States

→ 1:45-1:50pm Donald Ian Macdonald, M.D.
Special Assistant to the President
Brief introductory remarks and introductions

1:50-2:00pm The Honorable Edwin Meese III *Carol Hallene*
The Attorney General *633-5611 Rm 5118*
"The Federal Role in the National Crusade"

Ron Tomalis, Rm 1215, 633-2007
2:00-2:10pm The Honorable William Bennett *Deborah Corbin*
Secretary of Education *732-3043, Rm 4181*
"Drug-Free Schools"

2:10-2:20pm The Honorable Samuel Pierce
Secretary of Housing and Urban Development
"Drug-Free Public Housing"

2:20-2:30pm Media Representative *Richard Frank*
President

2:30-2:45pm Break
2:45pm Guests are in place *Walt Disney Pictures Studios*
500 S. Buena Vista Street
Burbank, CA 91521
818-840-5151

→ 3:00-3:15pm Mrs. Reagan
3:15-4:30pm Panel: "The National Crusade for a Drug-Free America" (5-6 minutes each with Q&A to follow)

Moderator:

✓ Mr. Edward O. Fritts
President, National Association of Broadcasters
"The Challenge for the 1990's" *Rory Bunson*
429-5446

Panelists:

✓ Mr. David J. Stern
Commissioner, National Basketball Association
"Drug-Free Sports" *212-826-7000*

Carolyn Jeannette
Beltz
5-21-52

Carolyn -

Cathy Tenton X-7069

✓ Mr. Patrick J. Purcell
Publisher, The Boston Herald
"Private-Public Partnerships"
617-426-3000 (general operator)

The Honorable John C. Lawn
Administrator, Drug Enforcement Administration
"The Changing Focus" Billy Alder
633-1249

✓ Dr. Benny Primm, M.D.
Executive Director
Addiction Research and Treatment Corporation
"Treatment and AIDS" 718-260-2950

✓ Mr. Thomas A. Hedrick
Executive Director, Media-Advertising Partnership
for a Drug-Free America
"Unselling Illegal Drugs" 212-682-2500

[To be determined.]
"Drug-Free Workplaces"

IBM
Phil Shellhaus
778-5069

5:00pm White House Reception

Winnie Lewis

Shirley - Social Office

to Mac →

5080
914-765-5212
Sally Brown

Phil Shellhaus
IBM
1801 K Street
Suite 1200
WDC 20006

James Parbel
~~President~~, American
Society of Personnel
Administrators and
IBM Director of
Personnel ^{Plan and Program}
301-481-0100
Old Orchard
Rel. NT
Armoak, NT

copy sign



No -

Benny Primm, M.D.?

Eye-Doc.

Addiction Res. + Treatment Corp

22 Chapel St

Brooklyn, NY 11201

718-260-2950

David Stern 212-826-7000

EVENT: MEDIA EXECUTIVES DRUG ABUSE PREVENTION BRIEFING
DATE: March 7, 1988
TIME: 1:30pm-4:30pm
PLACE: OEOB 474 (Indian Treaty Room)
THEME: Toward A Drug-Free America -- The Challenge for the
Nineties

PROPOSED SCHEDULE:

1:15pm Guests are in place.

1:25pm Marlin Fitzwater briefly welcomes guests and introduces the President.

ACTION:

- Provide packet to Mac on 2/²~~20~~/88 so Mac can invite

1:30-1:45pm The President enters and gives statement on national crusade and the tremendous response by individuals across the nation, including media representatives. Enlists continued support of publishers/broadcast executives in carrying the national crusade for a drug-free America into the next decade and departs.

1:45-1:50pm Donald Ian Macdonald, M.D. makes briefing introductory remarks and introduces the Attorney General (5 minutes).

1:50-2:00pm Attorney General Edwin Meese III on the federal effort -- progress and future directions. (10 minutes)

ACTION:

- Invited 2/9/87 via Cabinet Affairs, reply pending.

2:00-2:10pm Secretary Pierce on drug-free public housing initiative. (10 minutes)

ACTION:

- Invited 2/9/87 via Cabinet Affairs.

- Confirmed 2/9/87 for 2:00-2:20pm.

- Coordinate with:

Carol Flatley
Director of Scheduling
Office of the Secretary
Department of Housing and Urban Development
451 7th Street, S.W., Room 10130
Washington, D.C. 20410
Telephone: 755-6238

2:10-2:20pm Grant Tinker or David Hartman or Dan Burke on "how far we've come" vis-a-vis media and drugs. (10 minutes)

ACTION:

- Address:

GTG Entertainment
9336 West Washington Boulevard
Culver City, CA 90230
Telephone: 213, 202-3300

- Invited 9/5/88.

- Contact:

Robin McMillan, Publicist
213-202-3260

2:20-2:30pm William Raspberry on subject of his choice.

ACTION:

- Mac invited 2/9/88 - may not come

2:30-2:45pm Break

2:45pm Guests are in place

3:00-3:15pm Mrs. Reagan

o Jim Manning/Deborah Balfour, X7905

3:15-3:25pm Secretary Bennett on youth and drug-free schools. Importance of adults setting the example and special importance of the media. (10 minutes)

ACTION:

- Invited and confirmed for 2:00-2:10pm by Cabinet Affairs.

- Try to change time if appropriate based on results of Grant Tinker call/scheduling change.

- Contact:

Office of the Secretary
400 Maryland Avenue, S.W.
Washington, D.C. 20202
Telephone: (732-3000)

3:30-4:30pm

Panel consisting of moderator + 4-5 panelists, each speaking for 5-6 minutes before 30 minute Q & A period.

Moderator:

Edward O. Fritts on the challenge for the 1990's.

o Rory Benson notified 2/10/88. Participation confirmed

o Mr. Edward O. Fritts
President and Chief Executive Officer
National Association of Broadcasters
1717 N Street, N.W., Room 612
Washington, D.C. 20036

o Contact:

Ms. Rory Benson
Senior Vice President
Assistant to the President
National Campaign Coordinator
1771 N Street, N.W.
Washington, D.C. 20036
202, 429-5446

Suggested Panelists:

Thomas A. Hedrick on Media-Advertising Partnership for a Drug-Free America

ACTION:

o Mac contacted Tom Hedrick 2/10/88

- Participation: Confirmed

- Posters as possible backdrop?

o Address:

Thomas A. Hedrick, Jr.
Executive Director
The Media Advertising Partnership
for a Drug-Free America
c/o American Association of
Advertising Agencies
666 Third Avenue
New York, NY 10017
Telephone: 212-682-2500

Bob Stuttman on Drug-Free Cities, e.g.,
stockbrokers and drugs, Washington Heights, etc.

ACTION:

- o Mac contacted 2/10/88, participation confirmed.

Beny Primm on treatment and AIDS.

ACTION:

- o Mac invited 2/10/88.

IBM Representative on Corporate Prevention Initiatives.

ACTION:

- o SL contacted 2/10/88. In scheduling process for Vice President?

- o Contact:

Mr. BRITTIC

- ✓ Phil Shellhaas, 778-5069
for Mr. William Stewart Johnson
Director of Government Programs
International Business Machines Corporation
1801 K Street, N.W., Suite 1200
Washington, D.C. 20006

David Stern on Drug-Free Sports.

ACTION:

- o Jim Manning invited, participation confirmed.

~~Jim Burke on Drug-Free Workplace~~

~~**ACTION:**~~

- ~~o Mac invited 2/10/88.~~

Others:

Pat Purcell on media initiatives.

ACTION:

5:00pm

White House Reception

o Cathy Fenton, Social Office, X7064

TREATMENT OF ILLEGAL DRUG USERS:
A SYSTEM WITH ACCOUNTABILITY

16-17 May 1988
Room 208 -- Old Executive Office Building

AGENDA

Monday, May 16
Morning

- 8:30 Participants arrive; Coffee/tea and pastries.
- 9:00 **WELCOME**
DONALD IAN MACDONALD, M.D.
Director, White House Drug Abuse Policy Office and
Special Assistant to the President
The White House
- 9:15 **LEGAL GROUND-RULES**
JOHN R. BOLTON
Assistant Attorney General, Civil Division
U.S. Department of Justice
- 9:45 **TREATMENT ALTERNATIVES TO STREET CRIME (TASC)**
L. FOSTER COOK
President
TASC Consortium
- PROBATION AND PAROLE PROGRAM**
JEROME J. GALLAGHER, PH.D.
Program Supervisor
Correctional Assessment and Treatment Services Program
Mason, Michigan
- 10:45 Break
- 11:00 **PRE-ARRAIGNMENT TESTING OF ARRESTEES**
JAY CARVER
Director, Pretrial Services Agency
Washington, D.C.
- TREATMENT EFFECTIVENESS**
JOHN BALL, PH.D.
Senior Scientist and Professor
Addiction Research Center
National Institute on Drug Abuse
- CONTINGENCY MANAGEMENT**
GEORGE BIGELOW, PH.D.
Department of Psychiatry and Behavioral Sciences
Francis Scott Key Medical Center

12:45 Recess, move to Roosevelt Room.
1:05 Reconvene, Welcome to West Wing.
DR. MACDONALD
1:15 President Reagan meets with participants.
1:30 Lunch (Open time)

Monday, May 16
Afternoon Session

2:45 **ZERO TOLERANCE PROGRAM**
PETER NUNEZ
U.S. Attorney, Southern District of California
San Diego, California

A SYSTEM WITH MODIFIERS/VARIABLES
C. DOUGLAS ANGLIN, PH.D.
Neuropsychiatric Institute
University of California, Los Angeles

3:45 General Discussion

4:45 **CLOSING REMARKS**
CHARLES SCHUSTER, PH.D.
Director, National Institute on Drug Abuse
Alcohol, Drug Abuse and Mental Health Administration
U.S. Department of Health and Human Services

5:00 Meeting Adjourns

Tuesday, May 17
Morning

- 8:30 Participants arrive; Coffee/tea and pastries.
- 9:00 **INTRODUCTION**
ROGER MEYER, M.D.
Chairman, Department of Psychiatry
University of Connecticut
- 9:15 **FINANCIAL IMPLICATIONS**
JAMES KAPLE, PH.D.
Office of Finance and Coverage Policy
National Institute on Drug Abuse
U.S. Department of Health and Human Services
- 10:00 General Discussion
- 11:00 **LEGAL IMPLICATIONS**
JOHN R. BOLTON
Assistant Attorney General, Civil Division
U.S. Department of Justice
- 11:45 **CONCLUSION**
DR. DONALD IAN MACDONALD
Director, White House Drug Abuse Policy Office and
Special Assistant to the President
The White House
- 12:00 Meeting Adjourns