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Collection: Lumpkins, Sharyn A.: Files
Folder Title: Media Executives Drug Abuse
Prevention Briefing: Logistics (1)
Box: 3

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

DAPO IN ACTION

WHO WILL DO WHAT FOR MEDIA EXECUTIVES EVENT

8:30 am-
10:00am

Dick W. Nametags for:
Carolyn Blitz, NBA
Neil Romano, WHC
Pick-up nametag for Linker

Sharyn Get pens - *Deborah*
Arrange for gate-list
- Call Alden, 633-1429
Meet with Jean Lamb
Rope & stanchion
Stool
- Call Rory Benson, 429-5446

9:00am-
11:00am

Sharyn Room Set-up

ca. 10:00am

Fred Pick-up pens - *Deborah*
Pick-up gate list *10:00am*
Xerox copies for:
Jane
Leslie
Paul
Sue
Sharyn
(Include clearance sheet)

ca. 11:00am-
12:00noon

Set-up

Leslie Arrange nametags
Paul Set out folders
Dick M. Put pens in folders
Dick W. T-Shirts
Sue Agenda and Participants

Sharyn Dais & place cards

12:45pm-
1:20pm

Jane At gate to check off gate list
Fred 4th Floor guest movement
Dick M. Nametags*
Dick W. General guest greeting & crisis control
Sue Guest and staff seating
Sharyn Participants
Paul Office POC
Leslie Office Telephones

1:20pm

Fred Would you mind guarding the door, etc.:
until break at 2:30pm in case someone
arrives late?

Dick M. Leave any left-over nametags. At least one person may not arrive until break-time

4:45pm-
5:00pm

Dick Williams and clean up crew. Only need to pick up left-over papers, etc.

DAPO IN ACTION

WHO WILL DO WHAT FOR MEDIA EXECUTIVES EVENT

8:30 am- 10:00am	Dick W.	Nametags for: Carolyn Blitz, NBA Neil Romano, WHC Pick-up nametag for Linker
	Sharyn	Get pens Arrange for gate-list Call Alden, 633-1429 Meet with Jean Lamb Rope & stanchion Stool Call Rory Benson, 429-5446
9:00am- 11:00am	Sharyn	Room Set-up
ca.10:00am	Fred	Pick-up pens Pick-up gate list Xerox copies for: Jane Leslie Paul Sue Sharyn (Include clearance sheet)
ca. 11:00am- 12:00noon	Set-up	
	Leslie	Arrange nametags
	Paul	Set out folders
	Dick M.	Put pens in folders
	Dick W.	T-Shirts
	Sue	Agenda and Participants
	Sharyn	Dais & place cards
12:45pm- 1:20pm	Jane	At gate to check off gate list
	Fred	4th Floor guest movement
	Dick M.	Nametags*
	Dick W.	General guest greeting & crisis control
	Sue	Guest and staff seating
	Sharyn	Participants
	Paul	Office POC
	Leslie	Office Telephones
1:20pm	Fred	Would you mind guarding the door, etc. until break at 2:30pm in case someone arrives late?

Dick M. Leave any left-over nametags. At least one person may not arrive until break-time

4:45pm-
5:00pm

Dick Williams and clean up crew. Only need to pick up left-over papers, etc.

PUBLISHING BRANCH REQUISITION Executive Office of the President Office of Administration		1. Control No.	REQ. NO. 8- 1667				
2. For Reference Consult SHARYN LUMPKINS		3. Agency 11	4. Telephone No. (extension) 2761 or 7777				
5. Appropriation Number (If Reimbursable)		6. Title listed below is: (<input checked="" type="checkbox"/> in the appropriate box) <input type="checkbox"/> Draft <input type="checkbox"/> 1st Revision <input type="checkbox"/> 2nd Revision <input type="checkbox"/> 3rd Revision					
7. Title: Media Executives Drug Abuse Briefing							
8. Date of Request		9. Requested Delivery Date		10. Scheduled Completion Date			
GRAPHICS							
11. Artwork							
Item	No. of Pieces	Item	No. of Pieces	Item	No. of Pieces	Item	No. of Pieces
a. Charts/Graphs		b. Posters/Signs		c. Tent Cards		d. Covers	
e. Viewgraphs		f. Certificates		g. Diagrams		h. Stationery	
i. Layout/Paste-up		j. Scrolls		k. Other (Describe below)			
COMPOSITION/DOCUMENT PREPARATION							
12. Word Processing				13. Photocomposition			
Item	No. of Pages	Item	No. of Pages	Item	No. of Pages	Item	No. of Pages
a. Labels		b. Form Letters		a. Typesetting		b. Forms	
c. Text editing		d. Tables		c. Calendars		d. Tables	
e. Other (Describe below)				e. Other (Describe below)			
ADDITIONAL INFORMATION							
Add to 8-1645							
PRINTING SPECIFICATIONS							
14. Pages of Copy	15. No. Copies	16. Finished Size X	17. Paper:	Grade	Color	Weight	
			a. Cover				
			b. Text				
18. Print: (<input checked="" type="checkbox"/> in the appropriate box) <input type="checkbox"/> Head to Head <input type="checkbox"/> One Side <input type="checkbox"/> Head to Foot			19. Punch/Drill: ___ No. Holes ___ Diameter ___ Cntr - Cntr		20. Padding: No. Sheets to Pad ___		
21. Staple: (<input checked="" type="checkbox"/> in the appropriate box) <input type="checkbox"/> Side <input type="checkbox"/> UL <input type="checkbox"/> Other			22. Collate: (<input checked="" type="checkbox"/> in the appropriate box) <input type="checkbox"/> Yes <input type="checkbox"/> No		23. Other: (specify)		
24. Deliver To: call for pick up			25. Call When Ready? (<input checked="" type="checkbox"/> in the appropriate box) <input type="checkbox"/> Yes <input type="checkbox"/> No				
26. Authorizing Signature: Sharyn Lumpkins		27. Date 3-2-88	28. Received by:		29. Date		

ADDITIONAL NAME TAGS

Cathleen Black
U.S.A. Today

David Gerber
MGM/UA

Donald Graham
The Washington Post

Howard D. Gutin
Corporation for Public Broadcasting

William Lee Hanley, Jr.
Corporation for Public Broadcasting

DeWitt F. Helm, Jr.
Association of National Advertisers

Lois Herrington
White House Conference for a Drug Free America

Kay Koplovitz
USA Network

Donald Ledwig
Corporation for Public Broadcasting

Kim LeMasters
CBS

David Maddalon
Tristar Pictures

John C. Malone
Tele-Communications Inc.

Robert G. Miller
The Idaho Statesman

Preston Padden
Association of Independent Television Stations

E.W. Scripps
Scripps League Newspapers

Fred W. Smith
Donrey Media Group

K.R. Thomson
Thomson Newspapers

Thomas Vail
Cleveland Plain Dealer

PUBLISHING BRANCH REQUISITION Executive Office of the President Office of Administration				1. Control No. 58	REQ. NO. 8- 1645		
2. For Reference Consult SHARYN LUMPKINS		3. Agency OPD		4. Telephone No. (extension) 2761 or 7777			
5. Appropriation Number (If Reimbursable)			6. Title listed below is: (<input checked="" type="checkbox"/> in the appropriate box) <input type="checkbox"/> Draft <input type="checkbox"/> 1st Revision <input type="checkbox"/> 2nd Revision <input type="checkbox"/> 3rd Revision				
7. Title: Media Executives Drug Abuse Briefing							
8. Date of Request 2-26-88		9. Requested Delivery Date COB 3-3-88		10. Scheduled Completion Date			
GRAPHICS							
11. Artwork							
Item	No. of Pieces	Item	No. of Pieces	Item	No. of Pieces	Item	No. of Pieces
a. Charts/Graphs		b. Posters/Signs		c. Tent Cards		d. Covers	
e. Viewgraphs		f. Certificates		g. Diagrams		h. Stationery	
i. Layout/Paste-up		j. Scrolls		k. Other (Describe below)			
COMPOSITION/DOCUMENT PREPARATION							
12. Word Processing				13. Photocomposition			
Item	No. of Pages	Item	No. of Pages	Item	No. of Pages	Item	No. of Pages
a. Labels		b. Form Letters		a. Typesetting		b. Forms	
c. Text editing		d. Tables		c. Calendars		d. Tables	
e. Other (Describe below)				e. Other (Describe below)			
ADDITIONAL INFORMATION							
<p>Tent cards and name cards for event with the PRESIDENT AND FIRST LADY. Additional names for name cards will be provided as available. EVENT is 3-7-88.</p>							
PRINTING SPECIFICATIONS							
14. Pages of Copy	15. No. Copies	16. Finished Size _____ X _____	17. Paper:	Grade	Color	Weight	
			a. Cover				
			b. Text				
18. Print: (<input checked="" type="checkbox"/> in the appropriate box) <input type="checkbox"/> Head to Head <input type="checkbox"/> One Side <input type="checkbox"/> Head to Foot			19. Punch/Drill: ___ No. Holes ___ Diameter ___ Cntr - Cntr		20. Padding: No. Sheets to Pad ___		
21. Staple: (<input checked="" type="checkbox"/> in the appropriate box) <input type="checkbox"/> Side <input type="checkbox"/> UL <input type="checkbox"/> Other			22. Collate: (<input checked="" type="checkbox"/> in the appropriate box) <input type="checkbox"/> Yes <input type="checkbox"/> No		23. Other: (specify)		
24. Deliver To: 			25. Call When Ready? (<input checked="" type="checkbox"/> in the appropriate box) <input type="checkbox"/> Yes <input type="checkbox"/> No				
26. Authorizing Signature: 		27. Date 2-26-88	28. Received by:		29. Date		

TENT CARDS

Attorney General Meese

Secretary Bennett

Secretary Pierce

Dr. Macdonald

Mr. Frank

Mr. Fritts

Mr. Hedrick

Mr. Lawn

Mr. Parkel

Dr. Primm

Mr. Purcell

Mr. Stern

NAME TAGS

William Abrams
Capital Cities/ABC

Robert H. Alter
Cabletelevision Advertising Bureau

Herbert W. Baum
Campbell Soup U.S.A.

Howard H. Bell
American Advertising Federation

Louis D. Boccardi
The Associated Press

Rodney H. Brady
Bonnevill International Corporation

Eduardo Cabellero
Cabellero Spanish Media

Richard G. Capen, Jr.
The Miami Herald

William G. Castagnoli
Medicus Intercon

Alvah H. Chapman, Jr.
Knight-Ridder, Inc.

Bruce L. Christensen
Public Broadcasting Service

Virgil Fassio
Seattle Post-Intelligencer

Richard Frank
Walt Disney Pictures

Edward O. Fritts
National Association of Broadcasters

Austin Furst
Vestron Video

Richard Hall
Association of Independent Commercial Producers

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

Donald F. Hunt
Houston Post

Don Kummerfeld
Magazine Publishers of America

John C. Lawn
Drug Enforcement Administration

Jerry R. Lyman
RKO Radio

Leonard S. Matthews
American Association of Advertising Agencies

Richard F. McLoughlin
The Reader's Digest

Donald Ian Macdonald, M.D.
White House Drug Abuse Policy Office

Lynn Mapes
Media Advertising Partnership for a Drug-Free America

Charles S. Mechem, Jr.
Taft Broadcasting

William Moll
Television Bureau of Advertising

Robert E. Page
Chicago Sun-Times

James Parkel
IBM

Eugene Patterson
St. Petersburg Times

Beny Primm, M.D.
Addiction Research and Treatment Corporation

Patrick Purcell
The Boston Herald

Ernest Schultz
Radio and TV News Directors Association

William L. Stakelin
Radio Advertising Bureau

David Stern
National Basketball Association

Fred A. Stickel
The Oregonian

Nicholas Verbitsky
United Stations Radio Network

Ruth Wooden
The Advertising Council, Inc.

**Executive Office of the President
CONFERENCE ROOM RESERVATION REQUEST**

NAME OF INDIVIDUAL HOSTING/ATTENDING EVENT: Donald Ian Macdonald, Project Officer		EXTENSION: X6554	
OFFICE/AGENCY: OPD/Drug Abuse Policy Office		DATE OF MEETING: 3/7/88	
STAFF PERSON RESPONSIBLE FOR CLEARANCE: Sharyn Lumpkins, X2761		HOURS: From: 1:00pm To: 4:45pm	
TYPE OF EVENT: <input checked="" type="checkbox"/> Meeting <input type="checkbox"/> Reception Other _____		Official: XXX	Private:
PURPOSE OF MEETING: Drug abuse briefing for newspaper publishers and chief executive officers of television, radio and advertising organizations. There will be an estimated 50 guests and 12 speakers.			
NUMBER OF ATTENDEES: 50+	IN ATTENDANCE: <input checked="" type="checkbox"/> President <input checked="" type="checkbox"/> First Lady <input type="checkbox"/> Vice President		
ROOM(S) REQUESTED: <input type="checkbox"/> 22 OEOB <input type="checkbox"/> 274 OEOB <input type="checkbox"/> 450 OEOB <input checked="" type="checkbox"/> 474 OEOB <input type="checkbox"/> 476 OEOB <input type="checkbox"/> Roosevelt Room West Wing Other: <u>Indian Treaty Room</u>			
GSA REQUIREMENTS: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES (fill out TYPE OF SERVICE below)			
TYPE OF SERVICE:) <input checked="" type="checkbox"/> Elevator Service Time Reserved <u>12:45pm-1:20</u> Floors Reserved _____ <input checked="" type="checkbox"/> Podium <input checked="" type="checkbox"/> Coat Rack <input type="checkbox"/> Flags		SPECIAL ROOM ARRANGEMENTS (Rooms 22 and 474 OEOB Only) <input type="checkbox"/> Theatre: Number of Chairs _____ <input type="checkbox"/> Reception: Number of Table(s) _____ 6ft _____ 8ft _____ 10ft <input checked="" type="checkbox"/> Other <u>see comments</u>	
WHITE HOUSE STAFF MESS REQUIRED: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES Estimated Cost \$ _____ Funding to be Provided by: _____ Counsel's Approval: _____			
REMARKS: See attached comments.			
OFFICIAL USE ONLY			
DATE OF REQUEST:	APPROVED BY:		

**RETURN TO: White House Administrative Office
Room 1, OEOB**

CONFERENCE ROOM RESERVATION REQUEST

Room Set-Up:

We would like the same set up as was done for Mrs. Reagan's Drug Abuse Prevention Forum in July 1987. That set-up consisted of two head tables on each side of the podium and narrow tables set across the room for the guests. (See attached rough diagram.)

The program consists of speakers from 1:30pm to 2:30pm, at which time there will be a break. During the break, we will change the head table seating for a panel.

(Four individuals will be seated at the head table for 1:30-2:30 pm session. Six individuals will be seated at the head table for 3:00-4:30 pm session.)

The President addresses the group at 1:30-1:45 pm. Mrs. Reagan addresses the group at 3:00-3:15 pm.

Other Requirements:

1. Time before the event to set-up room.
2. Microphone for the speakers and panel.
3. 8 chairs on the side near dias for panel members during the first part of the program.
4. Table for name tags outside the door.
5. Press section at back of room.
6. Method of hanging six full-sized posters, which will be the backdrop for the event, on the wall. (Actual posters should be available by Thursday, March 3, 1988.)

GSA Requirements:

Purple felt table cloths for head tables.

Mess Requirements:

1. Water pitchers and glasses for head tables.
2. Water cooler and plastic glasses for guests.
3. Soft drinks for break (from 2:30-2:45 pm).

Posters →

Pratt Hedind Prima Pined Steyn Fritz

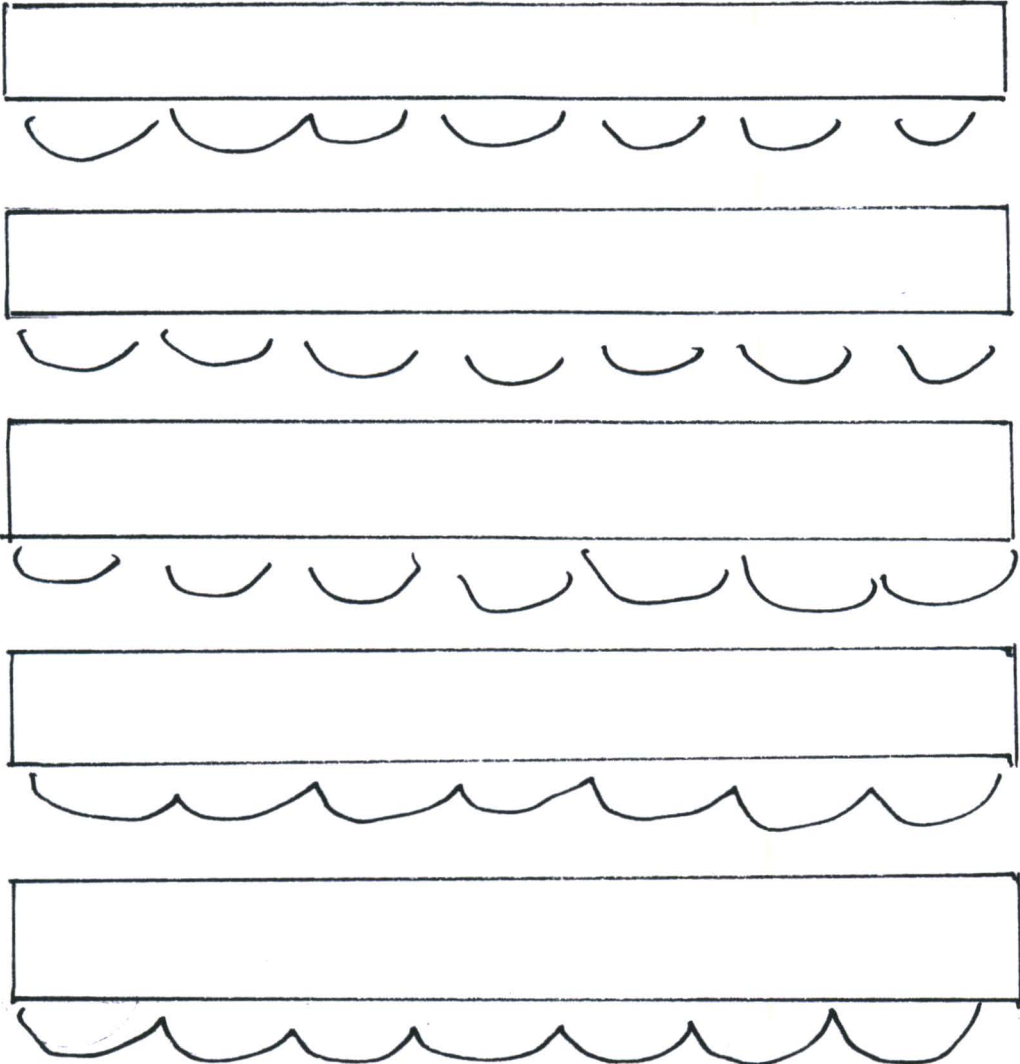
MR. FRANK
MR. NEESE

Wm. P.

Sec. Pience
Secr. Bennett

JACK LAMM
DR. MACDONALD

WINDOWS



WALK
COSTER

Door

Staff Seating (if space avail)

Press
Area

THE WHITE HOUSE

WASHINGTON

February 25, 1988

Dear Mr. Parkel:

On behalf of the President and Mrs. Reagan, thank you for agreeing to participate on our panel at the Media Executives Drug Abuse Prevention Briefing on March 7, 1988.

The audience will consist of approximately 50 media chief executives, including newspaper publishers and heads of radio, television and film organizations. The drug abuse issue has been the subject of major industry initiatives and in-depth specials on the nightly news, in daily newspapers, and in weekly magazines during the past several years. This coverage has been invaluable in influencing the attitudes and awareness of the American people and is very much a part of the national crusade for a drug-free America.

The briefing provides an opportunity to share your insight regarding the proper direction for the crusade against illegal drugs into the next decade. I am especially looking forward to your presentation on "Drug-Free Workplaces."

As indicated on the enclosed preliminary agenda, the panel is scheduled for 3:15-4:30 p.m. in the Indian Treaty Room, Old Executive Office Building, Room 474. We would like for you to attend as much of the program as your schedule will allow, and especially the reception which the President and Mrs. Reagan will host in the White House at 5:00 p.m.

I look forward to an exciting and informative afternoon. If you or your staff have any questions, please do not hesitate to contact me at 202-456-6554 or Sharyn Lumpkins at 202-456-2761.

Sincerely,



Donald Ian Macdonald, M.D.
Director, Drug Abuse Policy Office, and
Special Assistant to the President

Mr. James Parkel
Director of Personnel
International Business Machines Corporation
3D-48 Old Orchard Road
Armonk, NY 10504

Enclosure

THE WHITE HOUSE

WASHINGTON

February 18, 1988

Dear Mr. ~~Hedrick~~:

On behalf of the President and Mrs. Reagan, thank you for agreeing to participate on our panel at the Media Executives Drug Abuse Prevention Briefing on March 7, 1988.

The audience will consist of approximately 50 media chief executives, including newspaper publishers and heads of radio, television and film organizations. The drug abuse issue has been the subject of major industry initiatives and in-depth specials on the nightly news, in daily newspapers, and in weekly magazines during the past several years. This coverage -- particularly initiatives such as yours -- has been invaluable in influencing the attitudes and awareness of the American people and is very much a part of the national crusade for a drug-free America.

The briefing provides an opportunity to share your insight regarding the proper direction for the crusade against illegal drugs into the next decade. I am looking forward to your presentation on "Unselling Illegal Drugs."

As indicated on the enclosed preliminary agenda, the panel is scheduled for 3:15-4:30 p.m. in the Indian Treaty Room, Old Executive Office Building, Room 474. A final agenda will be forwarded to you before the event. We would like for you to attend as much of the program as your schedule will allow, and especially the reception which the President and Mrs. Reagan will host in the White House at 5:00 p.m.

I look forward to an exciting and informative afternoon. If you or your staff have any questions, please do not hesitate to contact me at 202-456-6554 or Sharyn Lumpkins at 202-456-2761.

Sincerely,



Donald Ian Macdonald, M.D.
Director, Drug Abuse Policy Office, and
Special Assistant to the President

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, New York 10017

Enclosure

THE WHITE HOUSE

WASHINGTON

February 18, 1988

Dear Mr. Attorney General:

On behalf of the President and Mrs. Reagan, thank you for agreeing to make a presentation on "The Federal Role in the National Crusade" at the Media Executives Drug Abuse Prevention Briefing on March 7, 1988.

The audience will consist of approximately 50 media chief executives, including newspaper publishers and heads of radio, television and film organizations. The drug abuse issue has been the subject of major industry initiatives and in-depth specials on the nightly news, in daily newspapers, and in weekly magazines during the past several years. This coverage has been invaluable in influencing the attitudes and awareness of the American people and is very much a part of the national crusade for a drug-free America.

The briefing provides an opportunity to share your insight regarding the proper direction for the crusade against illegal drugs into the next decade. I am especially looking forward to your presentation because it will set the stage for the presentations which follow.

As indicated on the enclosed preliminary agenda, your presentation is scheduled for 1:50-2:00 p.m. in the Indian Treaty Room, Old Executive Office Building, Room 474. A final agenda will be forwarded to you before the event. We would like for you to attend as much of the program as your schedule will allow, and especially the reception which the President and Mrs. Reagan will host in the White House at 5:00 p.m.

I look forward to an exciting and informative afternoon. If you or your staff have any questions, please do not hesitate to contact me at 456-6554 or Sharyn Lumpkins at 456-2761.

Sincerely,



Donald Ian Macdonald, M.D.
Director, Drug Abuse Policy Office, and
Special Assistant to the President

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

Enclosure

THE WHITE HOUSE

WASHINGTON

February 18, 1988

Dear Mr. Stern:

On behalf of the President and Mrs. Reagan, thank you for agreeing to participate on our panel at the Media Executives Drug Abuse Prevention Briefing on March 7, 1988.

The audience will consist of approximately 50 media chief executives, including newspaper publishers and heads of radio, television and film organizations. The drug abuse issue has been the subject of major industry initiatives and in-depth specials on the nightly news, in daily newspapers, and in weekly magazines during the past several years. This coverage has been invaluable in influencing the attitudes and awareness of the American people and is very much a part of the national crusade for a drug-free America.

The briefing provides an opportunity to share your insight regarding the proper direction for the crusade against illegal drugs into the next decade. I am especially looking forward to your presentation on "Drug-Free Sports" because it includes some of the most pressing issues.

As indicated on the enclosed preliminary agenda, the panel is scheduled for 3:15-4:30 p.m. in the Indian Treaty Room, Old Executive Office Building, Room 474. A final agenda will be forwarded to you before the event. We would like for you to attend as much of the program as your schedule will allow, and especially the reception which the President and Mrs. Reagan will host in the White House at 5:00 p.m.

I look forward to an exciting and informative afternoon. If you or your staff have any questions, please do not hesitate to contact me at 202-456-6554 or Sharyn Lumpkins at 202-456-2761.

Sincerely,



Donald Ian Macdonald, M.D.
Director, Drug Abuse Policy Office, and
Special Assistant to the President

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

Enclosure

THE WHITE HOUSE

WASHINGTON

February 18, 1988

Dear Dr. *Benny* Primm:

On behalf of the President and Mrs. Reagan, thank you for agreeing to participate on our panel at the Media Executives Drug Abuse Prevention Briefing on March 7, 1988.

The audience will consist of approximately 50 media chief executives, including newspaper publishers and heads of radio, television and film organizations. The drug abuse issue has been the subject of major industry initiatives and in-depth specials on the nightly news, in daily newspapers, and in weekly magazines during the past several years. This coverage has been invaluable in influencing the attitudes and awareness of the American people and is very much a part of the national crusade for a drug-free America.

The briefing provides an opportunity to share your insight regarding the proper direction for the crusade against illegal drugs into the next decade. I am especially looking forward to your presentation on "Treatment and AIDS" because it includes some of the most pressing issues.

As indicated on the enclosed preliminary agenda, the panel is scheduled for 3:15-4:30 p.m. in the Indian Treaty Room, Old Executive Office Building, Room 474. A final agenda will be forwarded to you before the event. We would like for you to attend as much of the program as your schedule will allow, and especially the reception which the President and Mrs. Reagan will host in the White House at 5:00 p.m.

I look forward to an exciting and informative afternoon. If you or your staff have any questions, please do not hesitate to contact me at 202-456-6554 or Sharyn Lumpkins at 202-456-2761.

Sincerely,



Donald Ian Macdonald, M.D.
Director, Drug Abuse Policy Office, and
Special Assistant to the President

Benny Primm, M.D.
Executive Director
Addiction Research and Treatment Corporation
22 Chapel Street
Brooklyn, New York 11201

Enclosure

THE WHITE HOUSE

WASHINGTON

February 18, 1988

Dear Mr. *Fritts*:

On behalf of the President and Mrs. Reagan, thank you for agreeing to moderate on our panel at the Media Executives Drug Abuse Prevention Briefing on March 7, 1988.

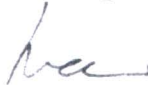
The audience will consist of approximately 50 media chief executives, including newspaper publishers and heads of radio, television and film organizations. The drug abuse issue has been the subject of major industry initiatives and in-depth specials on the nightly news, in daily newspapers, and in weekly magazines during the past several years. This coverage -- particularly initiatives such as yours -- has been invaluable in influencing the attitudes and awareness of the American people and is very much a part of the national crusade for a drug-free America.

The briefing provides an opportunity to share your insight regarding the proper direction for the crusade against illegal drugs into the next decade. The composition of the panel looks exciting and I am especially looking forward to your presentation on "The Challenge for the 1990s."

As indicated on the enclosed preliminary agenda, the panel is scheduled for 3:15-4:30 p.m. in the Indian Treaty Room, Old Executive Office Building, Room 474. A final agenda will be forwarded to you before the event. We would like for you to attend as much of the program as your schedule will allow, and especially the reception which the President and Mrs. Reagan will host in the White House at 5:00 p.m.

I look forward to an exciting and informative afternoon. If you or your staff have any questions, please do not hesitate to contact me at 202-456-6554 or Sharyn Lumpkins at 202-456-2761.

Sincerely,



Donald Ian Macdonald, M.D.
Director, Drug Abuse Policy Office, and
Special Assistant to the President

Mr. Edward O. Fritts
President
National Association
of Broadcasters
1771 N Street, N.W., Room 612
Washington, D.C. 20036

Enclosure

THE WHITE HOUSE

WASHINGTON

February 18, 1988

Dear Mr. ^{Lawn}Lawn:

On behalf of the President and Mrs. Reagan, thank you for agreeing to participate on our panel at the Media Executives Drug Abuse Prevention Briefing on March 7, 1988.

The audience will consist of approximately 50 media chief executives, including newspaper publishers and heads of radio, television and film organizations. The drug abuse issue has been the subject of major industry initiatives and in-depth specials on the nightly news, in daily newspapers, and in weekly magazines during the past several years. This coverage has been invaluable in influencing the attitudes and awareness of the American people and is very much a part of the national crusade for a drug-free America.

The briefing provides an opportunity to share your insight regarding the proper direction for the crusade against illegal drugs into the next decade. I am especially looking forward to your presentation on "The Changing Focus" because it includes some of the most pressing issues.

As indicated on the enclosed preliminary agenda, the panel is scheduled for 3:15-4:30 p.m. in the Indian Treaty Room, Old Executive Office Building, Room 474. A final agenda will be forwarded to you before the event. We would like for you to attend as much of the program as your schedule will allow, and especially the reception which the President and Mrs. Reagan will host in the White House at 5:00 p.m.

I look forward to an exciting and informative afternoon. If you or your staff have any questions, please do not hesitate to contact me at 456-6554 or Sharyn Lumpkins at 456-2761.

Sincerely,



Donald Ian Macdonald, M.D.
Director, Drug Abuse Policy Office, and
Special Assistant to the President

The Honorable John C. Lawn
Administrator
Drug Enforcement Administration
1405 I Street, N.W., Room 1110
Washington, D.C. 20537

Enclosure

THE WHITE HOUSE

WASHINGTON

February 18, 1988

Dear Mr. *PJ* Purcell:

On behalf of the President and Mrs. Reagan, thank you for agreeing to participate on our panel at the Media Executives Drug Abuse Prevention Briefing on March 7, 1988.

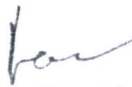
The audience will consist of approximately 50 media chief executives, including newspaper publishers and heads of radio, television and film organizations. The drug abuse issue has been the subject of major industry initiatives and in-depth specials on the nightly news, in daily newspapers, and in weekly magazines during the past several years. This coverage -- particularly initiatives such as yours -- has been invaluable in influencing the attitudes and awareness of the American people and is very much a part of the national crusade for a drug-free America.

The briefing provides an opportunity to share your insight regarding the proper direction for the crusade against illegal drugs into the next decade. I am especially looking forward to your presentation on "Private-Public Partnerships."

As indicated on the enclosed preliminary agenda, the panel is scheduled for 3:15-4:30 p.m. in the Indian Treaty Room, Old Executive Office Building, Room 474. A final agenda will be forwarded to you before the event. We would like for you to attend as much of the program as your schedule will allow, and especially the reception which the President and Mrs. Reagan will host in the White House at 5:00 p.m.

I look forward to an exciting and informative afternoon. If you or your staff have any questions, please do not hesitate to contact me at 202-456-6554 or Sharyn Lumpkins at 202-456-2761.

Sincerely,



Donald Ian Macdonald, M.D.
Director, Drug Abuse Policy Office, and
Special Assistant to the President

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

Enclosure

THE WHITE HOUSE

WASHINGTON

February 18, 1988

Dear Mr. Secretary:

On behalf of the President and Mrs. Reagan, thank you for agreeing to make a presentation on "Drug-Free Public Housing" at the Media Executives Drug Abuse Prevention Briefing on March 7, 1988.

The audience will consist of approximately 50 media chief executives, including newspaper publishers and heads of radio, television and film organizations. The drug abuse issue has been the subject of major industry initiatives and in-depth specials on the nightly news, in daily newspapers, and in weekly magazines during the past several years. This coverage has been invaluable in influencing the attitudes and awareness of the American people and is very much a part of the national crusade for a drug-free America.

The briefing provides an opportunity to share your insight regarding the proper direction for the crusade against illegal drugs into the next decade. I am especially looking forward to your presentation on "Drug-Free Public Housing" because it includes some of the most pressing issues.

As indicated on the enclosed preliminary agenda, your presentation is scheduled for 2:10-2:20 p.m. in the Indian Treaty Room, Old Executive Office Building, Room 474. A final agenda will be forwarded to you before the event. We would like for you to attend as much of the program as your schedule will allow, and especially the reception which the President and Mrs. Reagan will host in the White House at 5:00 p.m.

I look forward to an exciting and informative afternoon. If you or your staff have any questions, please do not hesitate to contact me at 456-6554 or Sharyn Lumpkins at 456-2761.

Sincerely,



Donald Ian Macdonald, M.D.
Director, Drug Abuse Policy Office, and
Special Assistant to the President

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

Enclosure

THE WHITE HOUSE

WASHINGTON

February 18, 1988

Dear Mr. Secretary:

On behalf of the President and Mrs. Reagan, thank you for agreeing to make a presentation on "Drug-Free Schools" at the Media Executives Drug Abuse Prevention Briefing on March 7, 1988.

The audience will consist of approximately 50 media chief executives, including newspaper publishers and heads of radio, television and film organizations. The drug abuse issue has been the subject of major industry initiatives and in-depth specials on the nightly news, in daily newspapers, and in weekly magazines during the past several years. This coverage has been invaluable in influencing the attitudes and awareness of the American people and is very much a part of the national crusade for a drug-free America.

The briefing provides an opportunity to share your insight regarding the proper direction for the crusade against illegal drugs into the next decade. I am especially looking forward to your presentation on "Drug-Free Schools" because it includes some of the most pressing issues.

As indicated on the enclosed preliminary agenda, your presentation is scheduled for 2:00-2:10 p.m. in the Indian Treaty Room, Old Executive Office Building, Room 474. A final agenda will be forwarded to you before the event. We would like for you to attend as much of the program as your schedule will allow, and especially the reception which the President and Mrs. Reagan will host in the White House at 5:00 p.m.

I look forward to an exciting and informative afternoon. If you or your staff have any questions, please do not hesitate to contact me at 456-6554 or Sharyn Lumpkins at 456-2761.

Sincerely,



Donald Ian Macdonald, M.D.
Director, Drug Abuse Policy Office, and
Special Assistant to the President

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

Enclosure

Senior Vice President
Assistant to the President
National Campaign Coordinator
1771 N Street, N.W.
Washington, D.C. 20036
(202) 429-5446
Telex: 350-085

February 11, 1988

Sharon --

After looking through your list of invitees, I think you're in pretty good shape. I would like to make three additions if possible. These reflect major groups, as well as NAB's top elected leadership.

Wallace Jorgenson (NAB's Joint Board Chairman)
President
Jefferson-Pilot Communications Co.
One Julian Price Place
Charlotte, NC 28208
(704) 374-3761

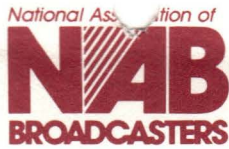
Jerry R. Lyman (NAB's Radio Board Chairman)
President
RKO Radio
1440 Broadway
20th Floor
New York, NY 10018
(212) 642-4585

Benjamin McKeel (NAB's Television Board Chairman)
Vice President/Television
Nationwide Communications
One Nationwide Plaza
34th Floor
Columbus, OH 43216
(614) 249-7680

Let me know what else we can help with.

Thanks.





Rory Benson

Senior Vice President
Assistant to the President
National Campaign Coordinator
1771 N Street, N.W.
Washington, D.C. 20036
(202) 429-5446
Telex: 350-085

February 4, 1988

Sharon--

Enclosed are copies of NAB's Alcohol and Drug Abuse program.

If you need more information, please do not hesitate to give me a call.

Rory

ALCOHOL, DRUG ABUSE, AND MENTAL HEALTH

factsheet

Office of Corporate and Public Liaison
Alcohol, Drug Abuse, and Mental Health Administration (ADAMHA)
Department of Health and Human Services (DHHS)

First Lady Nancy Reagan has led a major national campaign to prevent the use of illegal drugs and alcohol by our Nation's young people. As a result of her work and that of thousands of concerned Americans, we are seeing a significant change in attitudes. In the fall of 1986, the President and Mrs. Reagan, issued a general call to the country to share responsibility for implementing a national strategy to fight drug abuse. Many within the corporate community have rallied to the cause and have contributed funds, manpower or "in-kind" services in support of specific causes or programs. Some Government agencies have entered into "public/private partnerships" in cooperation with private industry in an effort to expand or create new programs.

In April, 1987, the Alcohol, Drug Abuse, and Mental Health Administration (ADAMHA) established the Office of Corporate and Public Liaison (CPL) to encourage and support corporate interest in drug and alcohol prevention programs and public/private sector partnerships. CPL will offer technical assistance to business and industry in an effort to launch a coordinated prevention education effort across the nation.

CPL will offer assistance to:

- Identify model programs, accurate and effective resource materials, and consultants for the design and implementation of corporate programs.

CPL will launch a major initiative to encourage the private sector to utilize its resources and distribution channels to help meet the demand for materials.

(over)

- Establish linkages with effective programs.

CPL will act as a catalyst to bring corporate America together with those programs which have proven effective in the private sector, thus assuring effectiveness of a company's resources.

CPL's plans include both a general and a targeted strategy. The General Strategy will serve to respond to inquiries from the private sector for technical assistance in the design and implementation of new projects and the identification of effective private programs in need of further support. This general approach will also encourage cooperative efforts between different industries or corporations which would increase outreach and effectiveness. The Targeted Strategy will strive to identify targeted industries (such as banking, medical, etc.). Taking each major industry as a whole and concentrating on the networking of efforts will assure maximum coverage and effectiveness of programs.

Angie Hammock, Director
Office of Corporate and Public Liaison
Alcohol, Drug Abuse, and Mental Health Administration
Parklawn Building, Room 12C-05
5600 Fishers Lane
Rockville, Maryland 20857
(301) 443-0606

CPL

Angie 1-28-88

Media Conference

public service announcements

Documentary

CPL

Public

display table 125

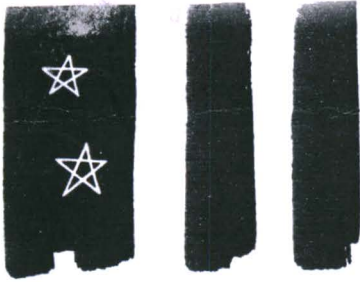
AAAA - Tom Hedrick

National Trade Assoc'n

bid → * Bobby Heard College

Lisa Claworth PRIDE 23

Kevin Wanzel JUST SAY NO College



The Media-Advertising Partnership for a Drug-Free America

In Cooperation with the Ad Council

6568

January 26, 1988

1988

BOARD OF DIRECTORS

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USA Network

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Association of Independent
Television Stations

Roger D. Rice
Television Bureau
of Advertising

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JHR Productions

Allen G. Rosenshine
The Omnicom Group

William L. Stakelin
Radio Advertising Bureau

Craig C. Standen
Newspaper Advertising Bureau

George F. Tyrrell
Johnson and Johnson

Stuart B. Upton
DFS/Dorland

Donald Ian Macdonald, M.D.
Director
White House Drug Abuse Policy Office
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Dr. Macdonald:

It was good to see you, albeit briefly, at the New York regional conference in December. I hope the national recommendations transcend all the separate agendas. Minimally, it establishes the absolute necessity of multi-disciplinary solutions to this multi-faceted problem.

I am writing to ask for your help, following my meetings last week at NIDA and with Winnie Austermann at ADAMHA. We would like to have a White House dinner, to acknowledge and build the support with key media, creative, research and advertiser resources.

We have achieved critical mass; more than 100 advertising messages, over \$150 million in media time and space, NIDA's and Dr. Johnston's input with our Base Wave research and new creative approaches. But it must be only the beginning. We can help reshape attitudes over time.

Momentum is now critical. The level and quality of volunteerism has been overwhelming. We don't need the government's money, but we do need extra firepower to double or triple what we've accomplished to date. After participating in the Private Sector Initiatives ceremony last summer, I believe that a White House event could be of immeasurable assistance in that motivation.

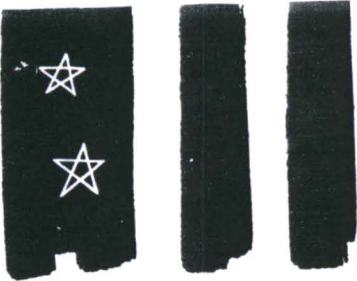
We are so close to really breaking through. And I would like to think that this is most relevant to the President and Mrs. Reagan's interests.

May we discuss this event at your convenience, either in Washington or at least by phone. The ideal timing for us would be sometime early this Spring.

We are totally committed to bringing Dick O'Reilly's dream into reality.

Best regards,
Tom Hedrick
Thomas A. Hedrick, Jr.
Executive Director

*Executive Committee



The Media-Advertising Partnership for a Drug-Free America

In Cooperation with the Ad Council

INTRODUCTION

BOARD OF DIRECTORS

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CHAIRMAN

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Radio Advertising Bureau

Craig C. Standen

Newspaper Advertising Bureau

George F. Tyrrell

Johnson and Johnson

Stuart B. Upson

DFS/Dortland

*Executive Committee

The Media-Advertising Partnership for a Drug-Free America, a volunteer, private-sector coalition, aims fundamentally to reshape social attitudes about illegal drug use. This advertising program is only one element of the long-term solution to the problem of drug abuse in America.

THE DRUG CRISIS

Drug abuse is a crisis for everyone in America - it is now the number 1 social/economic problem facing our nation. The statistics are staggering:

- o Americans spend \$110 billion annually to purchase illegal drugs.
- o Organized crime and terrorism depend on drug money.
- o 37 million Americans have tried illegal drugs in the past year.
- o 20 million Americans used marijuana in the past month.
- o 6 million Americans used cocaine in the past month.
- o 6 million Americans use marijuana every day.

America cannot succeed as a drug culture.

THE PARTNERSHIP'S GOAL AND STRATEGY

- o Key members of this coalition are: The American Association of Advertising Agencies, Association of National Advertisers, American Advertising Federation, Ad Council, Market Research Association, plus national and local media.
- o Our advertising objective is to unsell illegal drugs, to "de-normalize" drug usage in America, and to reinforce the positive factors of living life without drugs.
- o The program, launched in March 1987, will cover three years, and requires at least \$500 million annually of free media time and space to accomplish its objectives -- fewer people trying and using illegal drugs.
- o In the first year, more than 200 advertising agencies have joined the Partnership, developing, producing and distributing 116 different campaigns to the media.
- o These campaigns target pre-teens, teens, young adults, and influencers (peers, parents, healthcare professionals, teachers, opinion leaders).
- o Black and Hispanic advertising task forces are developing campaigns targeted to these minority audiences.

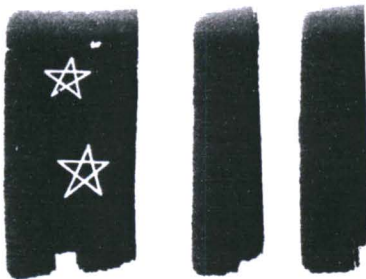
c/o American Association of Advertising Agencies
666 Third Avenue, New York, N.Y. 10017 (212) 682-2500

- o Related companies and organizations like Donovan Data Systems, Kodak, the Screen Actors Guild, Screen Extras Guild, American Federation of Television and Radio Artists, the Photoplatemakers Association of New York, the Association of Independent Commercial Producers have joined this effort, along with key experts in the field of drug abuse.
- o The advertising is being monitored and coordinated with a major base research study fielded in February. Tracking research will measure changes in attitudes and usages among all target audiences over the three years of the advertising.
- o The program is overseen by a management board of key advertising, marketing and media executives, and coordinated by a small staff at the American Association of Advertising Agencies.

MEDIA PARTICIPATION

- o The three TV networks and 13 cable networks have joined this effort, led by ABC, which contributed 332 commercials -- half in prime time -- since April.
- o 13 Radio Networks scheduled more than 1,400 in two months alone.
- o 152 national magazines are participating, including Reader's Digest, The New Yorker, Good Housekeeping, National Geographic, People, Time and Sports Illustrated.
- o Six business publishers representing 422 publications have agreed to run the advertising.
- o More than 1,200 full-page ads have appeared in U.S. newspapers, such as the Wall Street Journal and Miami Herald, including 37 full-page ads in the New York Times since March.
- o Media in all major U.S. markets have joined 28 local A.A.A.A. Councils to run Drug-Free America advertising in their areas.
- o Six healthcare advertising agencies have researched, developed and placed 37 ads in medical journals for psychiatrists, generalists, dentists, occupational health physicians, pediatricians and nurses.
- o Key media associations also support the Partnership: the Magazine Publishers Association, Newspaper Advertising Bureau, National Newspaper Association, the Station Representatives Association, Association of Independent Television Stations, National Association of Broadcasters, Radio Network Association, Television Bureau of Advertising, Radio Advertising Bureau, Outdoor Advertising Association of America, Institute of Outdoor Advertising and Bus Shelter Association.
- o Gannett has given paper and space for a national billboard showing.

For this historic three-year campaign to succeed, full participation by the entire advertising and media community is crucial. We need your help to make a difference.



The Media-Advertising Partnership for a Drug-Free America

In Cooperation with the Ad Council

DRUG-FREE AMERICA

SUMMARY OF PROGRESS

Fall, 1987

The objective of this \$1.5 billion (in volunteered media time and space), three-year, private sector advertising program is to fundamentally re-shape social attitudes about illegal drugs. To accomplish that, we're relying on extraordinary volunteer participation by advertising agencies, the media, the production industry, market research, and everyone in public communication on a scale never seen before.

BACKGROUND

- I. A comprehensive strategy has been developed by a volunteer task force. Led by N W Ayer, the task force includes major advertising and marketing research experts along with government and independent drug and drug research experts. These include the National Institute on Drug Abuse (NIDA), the Institute for Social Research at the University of Michigan, New York State Division of Substance Abuse Services, and the Phoenix House Foundation. Creative against specific drugs has been developed to address multiple targets, including Pre-Teens, Teens, Adults 18-34, Parents, Healthcare Professionals, Business/Opinion Leaders, Blacks and Hispanics.
- II. A management board made up of representatives from the American Association of Advertising Agencies, Association of National Advertisers, The American Advertising Federation, the Ad Council, the Media and major Media Associations, oversees the entire program. The Management Board Chairman is Herbert Baum, President of Campbell Soup.
- III. A volunteer review committee, chaired by Omnicom President and CEO Allen Rosenshine and consisting of top creative executives from 24 agencies, advertising executives, and drug and drug research experts, was formed to evaluate all advertising for the program. Advertising is reviewed both in rough and finished form.

- IV. A national press conference and satellite teleconference to over 80 receiving locations across the country was held on March 5, 1987 to formally announce and launch the Partnership's program.

PROGRESS TO DATE

More than 200 ad agencies, and literally thousands of people, are directly involved in creative development, media planning, media solicitation, production, organization systems planning, research, trafficking, distribution of materials and public relations.

CREATIVE DEVELOPMENT

- Thirty television executions, sixty-four print (magazine and newspaper) ads and fourteen radio commercials have already been completed by twelve agencies from the first round of development. Sixteen additional agencies have developed advertising for the second round. Finished television, radio, and print advertising from the second round began running in September.
- A Healthcare Professional task force comprised of six specialized agencies, headed by Bill Castagnoli of Medicus, has developed print advertising targeted to general and sub-specialty segments of physicians, nurses and dentists. This advertising began to appear broadly in July journals following a major press and media announcement.
- A Black specific plan and advertising are currently being developed by a task force, headed by Lockhart & Pettus and Mingo-Jones. Advertising for this effort began to appear in September.
- An Hispanic task force has been formed and is led by Eduardo Caballero of Caballero Spanish Media. Initial advertising for this effort is expected by later this fall.

COMMERCIAL PRODUCTION

- Agencies are paying for their own production. However, unprecedented involvement by the production industry has resulted in broadcast production costs for this effort

being reduced by more than 85%. Included in this coalition are: American Federation of Television and Radio Artists, Screen Actors Guild, Screen Extras Guild, Association of Independent Commercial Producers, Association of Independent Commercial Editors, International Teleproduction Society, Society for Professional Audio Recording Studios, Directors' Guild, Craft Unions like IATSE Local 52, Local 644, NABET Local 15, IBAT and IBTC. This cooperation is essential in making possible the volume of production that is needed over three years.

- Kodak has generously donated all film and video tape necessary for production, editing, and reproduction. Audio tape has been donated by AGFA-GEVAERT.
- The Photo Platemakers Association of New York (PANY) and other area associations have fully cooperated in developing arrangements to significantly reduce print production costs by more than 50%.

MEDIA PLANNING

- On a volunteer basis, Ted Bates Advertising developed a master national media plan, by target group and by media type, totalling over \$500 million annually, to guide time and space solicitation efforts. A local media plan has also been developed to establish goals for each medium for every area (DMA) of the country.

MEDIA SOLICITATION & COMMITMENTS

- Sixteen agencies have voluntarily solicited commitments from virtually all major national media: television networks, cable, radio, newspapers, magazines and out-of-home.
- Locally throughout America, hundreds of A.A.A.A. agencies, led by "Council Coordinators" in each of the 28 councils, are personally soliciting time and space from local television and radio stations, magazines and

newspapers for the Partnership's advertising. Videotape and audio cassette copies, photoboards and scripts, and reprints of the print advertising have been distributed to local Councils for use in soliciting media commitments. Local activities have been launched by press conferences in more than 80 U.S. cities.

Initial media commitments have been very strong. Drug-Free America advertising is currently running in virtually all major national media: all three tv networks, eleven cable networks, ten radio networks, syndicated television programs, three national newspapers (New York Times, Wall Street Journal, USA Today) major magazine publishers (Hearst, Time, Inc., Reader's Digest, ABC Publishing, etc.). A full summary of media commitments to date is available separately.

- Out-of-Home space commitments have been volunteered by members of the four out-of-home media associations. However, we have yet to solve the significant problem of the high cost of paper for these media. Gannett Outdoor has helped us start this effort by donating paper for a national showing this Fall.

ADVERTISING DISTRIBUTION

- All television, radio, and print advertising for the Partnership is coded (starting with the ISCI letters DE) to identify media type, target audience, and drug. Codes will facilitate in program/publication placement, and monitoring of actual media results.
- ABC, NBC, CBS, and the National Association of Broadcasters have been transmitting the Partnership's television commercials to all their O&O's and Affiliates by satellite at regular intervals.
- All members of the Radio Network Association are also transmitting our radio commercials to their stations by satellite, for local time use beyond the time our commercials will have in network programming.

- Newspaper advertising is being transmitted by AD/SAT to participating papers, which will cover the top 100 markets by this Fall. Additionally, the Newspaper Advertising Bureau has distributed all the ads to their 1,750 member dailies at regular intervals beginning in May. In September the National Newspaper Association trafficked quarter-page ads to the 5,000 weekly papers around the country.
- Magazine advertising, both black and white and color, is being distributed by the producing agencies and the Drug-Free America staff. Reprints of all ads have already been sent to more than 80 national publications.

MONITORING ACTUAL MEDIA RESULTS

- With the generous offer by Donovan Data Systems for a specialized software system and organization, both national and local media participation can be tracked and reported similar to classic "post-buy" analyses. Summaries by media type, both nationally and locally, will be prepared every six months and used for future solicitation and, importantly, compared with attitudinal research results to provide guidance for future plans. Supplementary monitoring data will be provided through agreements with Broadcast Advertisers Reports, The Advertising Checking Bureau, Publishers Information Bureau/Leading National Advertisers and Advertising Information Services.

RESEARCH EVALUATION

- With the volunteer assistance of an outstanding task force of advertising agency and corporate research experts and eminent drug researchers in both the public and private sector, we have developed a 3+ year Attitudinal Tracking Research Program. One of the largest research efforts of its kind ever undertaken in the United States, its primary objectives are:
 1. To measure and track changes in the beliefs and attitudes of all target groups towards illegal drugs and their use/abuse.

2. To evaluate those attitudinal elements that might be most important and effective in the impact of the advertising messages.
3. To measure the awareness and impact of the advertising and media effort, to provide guidance in refining the messages we target for particular drugs against particular groups.

- The Gordon S. Black Corporation helped develop and is carrying out the Research Program. Mr. Black has volunteered his time and the time of his professional staff, organized field service members of the Marketing Research Association to donate their time and facilities, and gained Federal Express' free shipments of all research data, resulting in significantly reduced costs for the Research Program.
- The Base Wave of the study was completed in late February, and includes over 7,500 respondents to the self-administered questionnaire. The design of the questionnaire and the large number of respondents facilitate a wide variety of multi-variate analyses on the data. This is critical to provide the research depth and clarity with which we can develop very specific messages and plans.
- Full analyses of the Base Wave will be available in September, which will be followed by tracking waves over the next three years.

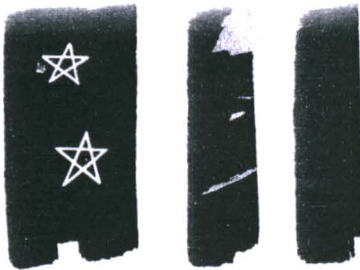
OTHER AREAS

- William Schreyer, CEO of Merrill Lynch, is spearheading a corporate direct mail and telephone solicitation effort (Fortune 500 and Business Round-Table). We need to raise \$2.5 million over the next three years to cover research and administrative costs that are above the A.A.A.A. \$1 million commitment.
- We have completed Not-For-Profit Incorporation with New York State, and received our final 501(c)(3) status with the IRS in July.

- We hope to make arrangements to have the Partnership's print and broadcast advertising made available to the nation's junior and senior high schools. A major step was taken towards this goal when Reader's Digest agreed to publish a 2-page spread offering selected Drug-Free America ads as posters for schools.
- We provide regular updates on the Program's status and plans via Bulletins, and a regular Newsletter.

KEY ISSUES

- Our most important task is to continue the momentum with national and local media generated from the first round of advertising and sustain it over the three-year period of the program.
- Our most critical need is for more radio advertising, directed primarily towards teens 12-17.



The Media-Advertising Partnership for a Drug-Free America

In Cooperation with the Ad Council

MEDIA COMMITMENT SUMMARY

November, 1987

With few exceptions, media support of Drug-Free America has been very encouraging. The April launch began to build into a wave in mid-July. Because our monitoring mechanisms are still being finalized, the quantitative information provided is limited in scope -- particularly for "local" media. It does not, as yet, accurately reflect the overall impact on the viewer/reader. Total media weight varies significantly by geographic area, but we do believe that these figures are indicative of the general levels of commitment from each medium.

NETWORK TELEVISION

ABC

- o Over a six month period (4/4-9/30), 332 spots have aired. Most of the spots have been :30 executions appearing in the following dayparts:
 - 50% in Primetime
 - 37% in Daytime
 - 13% in Latenight

- o We estimate the dollar value of ABC's commitment thus far to be \$7.5 MM. Total value of year I commitment is estimated to be \$25-26MM.

CBS

- o All Drug-Free America spots have been part of CBS' regular "PSA availabilities" sent by the network to its affiliates. It is the decision of the individual affiliate to either run the PSA spot or "cover" the allotted time with local commercials. CBS does not have figures on which local stations decide to air Drug-Free America spots.

For a six month period (4/1-9/30), CBS has "made available" 1,046 Drug-Free America spots. The estimated dollar value of this is \$6.0 MM.

NBC

- o NBC airs PSAs only when they have an open commercial slot in a program. Selection is on a rotating basis between the 130 public service groups NBC has on file. The network says that Drug-Free America advertising was given preference at the start of the campaign. However, the network says it has no way of reporting which PSA's were selected for airing, or even the number of open slots that are available.

NATIONAL CABLE TELEVISION

- o The following recaps cable network activity for the four month period from May 1 to September 30:

	<u># of Spots</u>
CNN	660
CBN	252
WTBS	180
ESPN	119
ARTS & ENTERTAINMENT	194
USA	168
LIFETIME	176
VH-1	83
MTV	34
NICKELODEON	41
BET	<u>39</u>
	1,946

NETWORK RADIO

- o The following recaps network radio activity for May - August (only months for which information is available).

Mutual/Westwood One	257
Transtar	296
Sheridan	284
National Black Network	130

Wall Street Journal Network	60
Satellite Music Network	84
United Stations Radio Network	37
ABC Entertainment Network	53
ABC Information Network	30
ABC Direction Network	25
NBC Entertainment Network	15
NBC Talknet	70
NBC Network	7
CBS Radio Network	<u>10</u>

1,422

NEWSPAPERS

- o In May, the Newspaper Advertising Bureau sent all Drug-Free America newspaper ads to its 1750 dailies. Another mailing is planned for January.
- o The National Newspaper Association is sending Drug-Free America ads to its 8,500 member weeklies through a repro-proof insert in Publishers' Auxiliary newspaper.
- o The following recaps the number of full-page ads that have run in "national" newspapers:

- <u>Wall Street Journal</u>	9 national/1 regional
- <u>The New York Times</u>	40
- <u>USA Today</u>	3
- o Drug-Free America full-page ads have also been running in major dailies such as The Boston Herald, Houston Chronicle, Miami Herald, The Philadelphia Inquirer, Atlanta Constitution and New York Post.
- o The Wall Street Journal and The Seattle Times have revoked long standing policies against public service advertising to run full page Drug-Free America ads.
- o Top line monitoring information from the Advertising Checking Bureau reports that 1,858 insertions of Drug-Free America ads ran in daily newspapers for the 10 week period between 7/15-9/30.

MAGAZINES

- o Space commitments for Year I have been received from 152 national consumer magazines.
- o Conservative estimates have 120 confirmed full-page insertions in 70 publications from June - November.
- o Corporate space commitments have been pledged by major publishers including:
 - Hearst: page to run in each publication from July-December.
 - Time, Inc.: 2 - 4 pages in each publication during July-December.
 - ABC Publishing: 15 publications ran ads in July issues. Commitment will continue on an on-going basis.
 - Reader's Digest: page to run in each issue September-January plus "significant" remnant space; a 2-page spread making selected ads available as posters will run in the February issue.
- o Space commitments have been secured from business-to-business publishers representing 422 publications. They include:
 - McGraw Hill
 - Penton
 - Harcourt Brace Jovanovich
 - Hearst Business Publications
 - Lakewood
 - Lebhar Friedman
- o The Fraternity Executives Association is running full-page ads in their 58 fraternity publications on a quarterly basis.
- o U. - The National College Newspaper will run Drug-Free America ads as part of their insert that is to appear in 200 of the largest college newspapers in America, reaching over 2 million students.

OUT-OF-HOME

- o Gannett Outdoor has donated space and paper for a #10 national showing.
- o Space commitments received from dozens of national and local out-of-home media companies and organizations including:
 - Winston Network
 - Outdoor Advertising Association of America
 - Shelter Advertising Association
 - Bus Shelters Interamerican
 - Odegard Outdoor Advertising

SYNDICATION

- o TPE is including one Drug-Free America spot in each episode of "Lifestyles of the Rich and Famous" from July 31 to November 27, and in "Runaway With The Rich and Famous" from October 2 to November 27. Spots are also scheduled to run in upcoming episodes of "Star Search."

HEALTHCARE PROFESSIONALS

Twenty-three full-page print ads have been developed targeting general and specialty groups amongst medical, nursing and dental professionals. This program began in July, with commitments of a page per issue from more than 134 professional journals including J.A.M.A. and THE NEW ENGLAND JOURNAL OF MEDICINE. The initial estimated media value is \$3 million, equivalent to one of the top 15 product launches in the medical/pharmaceutical field.

LOCAL MEDIA

- o Local media solicitation is being spearheaded by task forces in each of the 28 A.A.A.A. geographical areas across the nation. Drug-Free America messages are currently running on Spot television and radio in every one of these 28 local council areas. Monitoring information is being compiled by Donovan Data Systems for quarterly reports.

Key local commitments include:

- WMAZ-TV (Macon, GA.) pledged to air over 1,000 :30 spots in the first year of the program.
- WXYZ-TV (Detroit) ran 447 spots valued at \$233.7M during the months of September and October.
- KGAN-TV (Cedar Rapids, IA) began contributing 15 daily :30 and :60 announcements in multiple dayparts.
- WGIL-RADIO (Galesburg, IL.) has promised to air four spots per day over the next year.
- WDTX RADIO (Detroit) ran 130 spots during the month of September.
- Recent research in Amarillo/Dallas/Fort Worth showed that 88% of people were familiar with Partnership for a Drug-Free America advertising; 75% of those believed it effective.

"OTHER MEDIA"

The following is a small sampling of the wide range of support for the Drug-Free America campaign among local media, the government, corporations, and public service groups in the U.S.

- o The Armed Forces Radio and Television Service pledged to air Drug-Free America spots to the approximately one million military personnel serving at American bases in 57 countries for a length of two years.
- o The United States Information Agency built a display featuring Drug-Free America material exclusively at the United Nations' Drug Conference in Vienna. Additional poster exhibits are being assembled in American Embassies around the world.

- o Guidance Associates made available in September reels of Drug-Free America spots with teaching instructions to 25,000 junior high, high school and colleges across the country.
- o The Ford Motor Company is airing Drug-Free America spots on their in-house television network as part of their corporate substance abuse campaign.
- o Chevron is reproducing and distributing Drug-Free America print ads as direct mail inserts in gas bills.
- o Market Source Corporation has offered to contribute backlit display space on 140 military bases and select college campuses.
- o 500 movie theaters in Wisconsin have offered ad time for the Drug-Free America spots.
- o The Skytypers, an advertising skywriting company, adapted Drug-Free America messages to the sky at the Long Beach Grand Prix in California.
- o The Elks Lodge of Dubois, PA. printed and distributed 14,000 school book covers, featuring a Drug-Free America ad, to junior high school students in their area.

Revised: 11/24/87

DRUG-FREE AMERICA AGENCY PARTICIPATION

- o Over 200 Agencies have already joined the Partnership by lending the expertise and time of their people (and money) in Creative Development, Production, Media, Research, Account Management, Legal and Business Affairs, Trafficking.
 - o 19 of the top 20 agencies and 63 of the top 100 agencies are currently involved.
-

SUMMARY OF CREATIVE PRODUCTION

o Television Commercials

<u>FINISHED</u>	<u>IN PRODUCTION</u>	<u>TOTAL</u>	<u>ESTIMATED VALUE OF PRODUCTION</u>
29	20	49*	\$6,125,000

o Radio Commercials

<u>FINISHED</u>	<u>IN PRODUCTION</u>	<u>TOTAL</u>	<u>ESTIMATED VALUE OF PRODUCTION</u>
15	15	30*	\$ 260,000

o Magazine Ads

<u>FINISHED</u>	<u>IN PRODUCTION</u>	<u>TOTAL</u>	<u>ESTIMATED VALUE OF PRODUCTION</u>
38	17	55	\$ 375,000

o Newspaper Ads

<u>FINISHED</u>	<u>IN PRODUCTION</u>	<u>TOTAL</u>	<u>ESTIMATED VALUE OF PRODUCTION</u>
37 versions of 27 ads	17	54	\$ 137,000
			\$6,897,000

*Includes multiple lengths.

NOTE: Estimated Value of Production is very conservative. It is based on average of known DFA production values and does not consider many factors such as talent, agency, and director fees (which would increase the dollar value threefold).

OTHER DRUG-FREE AMERICA CONTRIBUTORS

Research

The Gordon S. Black Corporation and over 250 members of the Marketing Research Association have contributed over \$500,000 in services toward the Base and Tracking Research Studies. Federal Express delivered and returned the 9,000 questionnaires for free, valued at over \$45,000.

Production

SAG, SEG, and AFTRA have allowed their members to work in the commercials and ads for free. We have no accurate estimate of this significant contribution, but it would be hundreds of thousands of dollars. Television and radio finishing facilities have donated hundreds of cassette dupes and masters for distribution and satellite transmission. Kodak has contributed 200,000 feet of film and 200 hours of video tape for the first year of production.

Media Monitoring

Donovan Data Systems has developed a specialized software system to help track local media participation. It is valued at between \$500,000 and \$1,000,000. The Advertising Checking Bureau and PIB/LNA have agreed to monitor Drug-Free America ads in newspapers and magazines respectively.

DAPO IN ACTION

WHO WILL DO WHAT FOR MEDIA EXECUTIVES EVENT

8:30 am- 10:00am	Dick W.	Nametags for: Carolyn Blitz, NBA Neil Romano, WHC Pick-up nametag for Linker	Rory Benson, NAB
	Sharyn	Get pens Arrange for gate-list Call Alden, 633-1429 Meet with Jean Lamb Rope & stanchion Stool Call Rory Benson, 429-5446	
9:00am- 11:00am	Sharyn	Room Set-up	
ca.10:00am	Fred	Pick-up pens Pick-up gate list Xerox copies for: Jane Leslie Paul Sue Sharyn (Include clearance sheet)	
ca. 11:00am- 12:00noon	Set-up		
	Leslie	Arrange nametags	
	Paul	Set out folders	
	Dick M.	Put pens in folders	
	Dick W.	T-Shirts	
	Sue	Agenda and Participants	
	Sharyn	Dais & place cards	
12:45pm- 1:20pm	Jane	At gate to check off gate list	
	Fred	4th Floor guest movement	
	Dick M.	Nametags*	
	Dick W.	General guest greeting & crisis control	
	Sue	Guest and staff seating	
	Sharyn	Participants	
	Paul	Office POC	
	Leslie	Office Telephones	
1:20pm	Fred	Would you mind guarding the door, etc. until break at 2:30pm in case someone arrives late?	

Dick M. Leave any left-over nametags. At least one person may not arrive until break-time

4:45pm-
5:00pm

Dick Williams and clean up crew. Only need to pick up left-over papers, etc.

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