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Prevention Briefing: Presidential Advance  
**Box:** 3

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THE WHITE HOUSE

WASHINGTON

SCENARIO

ADDRESS MEDIA EXECUTIVES BRIEFING ON DRUG ABUSE

MONDAY, MARCH 7, 1988

INDIAN TREATY ROOM

- 11:30 a.m. Press lighting.
- 11:45 a.m. Press pre-set.
- 12:15 p.m. USSS Sweep.
- 1:00 p.m. Guests begin arriving Pennsylvania Avenue Entrance and area escorted via elevator to the Indian Treaty Room.
- 1:20 p.m. Dr. Ian MacDonald makes brief welcoming remarks and introduces the Attorney General.
- 1:25 p.m. Attorney General Meese makes remarks.
- Program pause for press set-up.
- 1:25 p.m. THE PRESIDENT departs The Oval Office en route the Indian Treaty Room.
- 1:30 p.m. THE PRESIDENT arrives Indian Treaty Room, Conference Room entrance.

Attorney General Meese introduces THE PRESIDENT.

THE PRESIDENT proceeds to podium and makes remarks.

Dais Participants

THE PRESIDENT  
The Hon. Edwin Meese III  
Sec. William Bennett  
Sec. Samuel Pierce  
Dr. Ian MacDonald, Special Assistant to  
the President for Drug Abuse Policy  
Mr. Richard Frank, President, Walt Disney  
Pictures

OPEN PHOTO/WRITING POOL

3/4/88 3:00 p.m.

1:40 p.m. THE PRESIDENT concludes remarks and departs Indian Treaty Room en route The Oval Office.

NOTE: Program continues.

1:45 p.m. THE PRESIDENT arrives The Oval Office and proceeds inside.

**DRAFT**

THE WHITE HOUSE

Office of Media Relations

For Immediate Release

March 7, 1988

The President and Mrs. Reagan hosted a White House briefing today on drug abuse prevention for newspaper publishers and executives in the film, advertising and broadcasting industries.

The briefing was held to thank the participants for their efforts in promoting drug abuse prevention, to inform them of progress made in this area, and to encourage them to expand their efforts. In his address, President Reagan said, "As citizens and individuals, we are realizing that, although government must do everything possible to help, a solution to the drug problem will only come when each of us directly confronts and rejects the cultural acceptances of illegal drug use in our daily lives."

The briefing also featured an address by Mrs. Reagan, as well as Attorney General Edwin Meese; Education Secretary William Bennett; HUD Secretary Samuel Pierce; Dr. Ian McDonald, Special Assistant to the President for Drug Abuse Policy; and Richard Frank, President of Walt Disney Pictures.

A panel discussion followed with Edward O. Fritts, President of the National Association of Broadcasters; Patrick Purcell, Publisher of the Boston Herald; Thomas Hedrick, Executive Director, Media-Advertising Partnership for a Drug-Free America and others involved in drug abuse prevention.

For more information, call (202) 456-6623.

David J. Steing  
National Basketball  
Assoc.

The photo enclosed shows . . . . .

(will mail photo to broadcast media list  
news list  
others?)



**WHITE HOUSE STAFFING MEMORANDUM**

DATE: 03/02/88

ACTION/CONCURRENCE/COMMENT DUE BY:

2:00 p.m. Thursday 03/03

SUBJECT: PRESIDENTIAL REMARKS: BRIEFING FOR NEWSPAPER PUBLISHERS ON ILLEGAL DRUG USE (03/02 4:30 p.m. draft)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	GRISCOM	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BAKER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HOBBS	<input type="checkbox"/>	<input type="checkbox"/>
DUBERSTEIN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HOOLEY	<input type="checkbox"/>	<input checked="" type="checkbox"/>
MILLER - OMB	<input type="checkbox"/>	<input type="checkbox"/>	KING	<input type="checkbox"/>	<input type="checkbox"/>
BALL	<input checked="" type="checkbox"/>	<input type="checkbox"/>	POWELL	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BAUER	<input checked="" type="checkbox"/>	<input type="checkbox"/>	RANGE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CRIBB	<input checked="" type="checkbox"/>	<input type="checkbox"/>	RISQUE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CRIPPEN	<input type="checkbox"/>	<input type="checkbox"/>	RYAN	<input type="checkbox"/>	<input type="checkbox"/>
CULVAHOUSE	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SPRINKEL	<input type="checkbox"/>	<input type="checkbox"/>
DAWSON	<input type="checkbox"/> P	<input checked="" type="checkbox"/> SS	TUTTLE	<input type="checkbox"/>	<input type="checkbox"/>
DONATELLI	<input checked="" type="checkbox"/>	<input type="checkbox"/>	DOLAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MACDONALD	<input checked="" type="checkbox"/>	<input type="checkbox"/>
			COURTEMANCHE	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**REMARKS:**

Please provide any comments/recommendations directly to Tony Dolan by 2:00 p.m. on Thursday, March 3rd, with an info copy to my office. Thanks.

**RESPONSE:**

Excellent policy statement. Please see technical edits.

(Dolan)  
March 2, 1988  
4:30 p.m.

PRESIDENTIAL REMARKS: BRIEFING FOR NEWSPAPER PUBLISHERS  
ON ILLEGAL DRUG USE  
MONDAY, MARCH 7, 1988

Received  
1000 FEB 31 PM 4:52

I'm delighted all of you could come by today. The question before us is a simple one: What value do we place on human dignity, on human worth? I realize that's rather bluntly put. But you know one of the things I've been intrigued by while I've held this job is an attitude in Government that says every approach to public policy issues must be complicated and indirect. Come to think of it -- and I know this will come as a surprise -- it kind of reminds me of an anecdote from back in the days when I was also in the media business.

(Story about water on the board.)

That may seem a long way from the drug problem; it isn't. Trying water on the board is really what we've tried to do with America's problem. You see, so much has changed during the past few years that I'm not sure many of us remember the skepticism that greeted early anti-drug efforts -- there were even those who questioned whether drugs were that much a threat to society. Well we are wiser now and sadly so: we know the price our society and our children have paid for laxity about what is quite simply a public health menace of the first order.

Which is what brings us here today. I know most of you in the media are cautious about being part of joint efforts with any Government agency; as a general rule, I think this caution is well-advised. But on certain matters of life and death, on

questions of national survival, I think there's room for common purpose between us.

The fact that those of us here today and people from every walk of American life are now allied on this issue indicates a new public consensus, a consensus that has developed around what we just talked about, a very simple, very direct set of propositions: that drugs hurt, that drugs kill, that each of us must in our daily lives "Just Say No" to drug ~~use~~<sup>g</sup> and drug ~~users~~<sup>g</sup>. And "saying no" doesn't just mean a private refusal to use drugs; it also means taking active steps against drug use Good whenever it occurs, wherever we see it.

Now this set of very direct propositions has had impact; for the first time, we're seeing progress. Progress measured in statistics but also in something much more profound: a change in awareness across America, a change that puts the goal of a drug-free generation within our grasp. The most recent survey of the Nation's high school seniors is ~~is~~<sup>g</sup> indicative of the change. Even more revealing than the fact that one-third fewer seniors acknowledged current use of cocaine in 1987 than the year before, almost all the students said it was wrong even to try a drug like cocaine.

So America, and especially young people, are realizing that we have a drug abuse problem and that illegal drugs are deadly and wrong. It's ~~justifying~~<sup>gratifying</sup> to see in homes, schools, businesses, and communities across the United States the wall of denial is crashing down.



We are also recognizing that individual freedom does not include the right to self or social destruction. Drug use is not a "victimless" crime, it is not a private matter. While we must be concerned with the personal consequences for the individual, we must demonstrate equal, if not greater, concern for the millions of citizens who pay the high price for an individual's illegal drug use. These costs are measured by crime and terrorism -- one recent study suggests as much as 50 to 70 percent of crime is drug-related: in lost productivity, increased health care cost, continuing threats to worker and public safety, the transmission of AIDS, and an overall degradation of our society.

We are also overcoming an erroneous perception of the drug user as powerless to act against drug availability, peer pressure, or his or her general lot in life. In fact, our Nation's law enforcement officers, while hitting the pushers and suppliers with a force greater than ever before, acknowledge that the drug abuse problem will ultimately be solved by taking away the user from the drugs -- by preventing non-users from ever starting to use illegal drugs and getting current users to quit.

Finally, we are having to face squarely those things which we have built into our culture that enable illegal drugs to ~~exist~~<sup>g</sup> exist in our society. As citizens and individuals, we are realizing that, although Government must do everything possible to help, a solution to the drug problem will only come when each of us directly confronts <sup>and rejects</sup> these cultural acceptances of drug use as we encounter them in daily life.

In 1981, there were a lot of people who believed drug abuse was so rampant that we were defenseless to do anything about it. But as I said at the time, "We are taking down the surrender flag that has flown over so many drug ~~and~~ efforts. We are running up a battle flag, <sup>We can</sup> in ~~the~~ fight <sup>the</sup> against ~~drug abuse~~ <sup>problem,</sup> and we ~~intend to~~ <sup>can</sup> win." This call was answered by concerned citizens from around the country who were committed not only to fighting drug ~~use,~~ but to achieving that drug-free generation of young Americans that is now our goal.

Last week, Nancy and I spoke to over <sup>2,000</sup> ~~1,000~~ such individuals at the White House Conference for a Drug-Free America. Believe me, not so long ago, this conference would not have been possible. And while there are those who continue to say that, because we have not quickly solved a problem which took decades to develop, we should throw in the towel. Let's remember that our actions today are an investment in the future.

We know there are a large number of individuals, primarily those who acquired their drug use habits in the 1960's and 1970's, who persist in using illegal drugs, and this persistent demand for illegal drugs is met by a sometimes seemingly limitless supply. But a surge in drug-related crimes, deaths by overdose, births of drug-addicted and drug-impaired babies, and even the destabilization of national governments by traffickers should not be viewed as harbingers of defeat in our war on drugs; these events should strengthen instead our resolve to stop this insidious evil once and for all. No, America's awakening to its drug problem has not come easily. We remember a Nation stunned

First variation of this quote was 6/24/82 during administration's drug program ceremony - attached.

WHC Press. Office



after the death of Len Bias. The same rude awakening has occurred only recently in the Washington, D.C. area and nationally as to the stranglehold of drug criminals on foreign governments. But, believe me, with each jolt into reality, we strengthen our offenses and move closer to a drug-free America. Remember: the shock of recognition is not a sign of defeat, it is the beginning of victory.

Many important campaigns are now underway. Businesses are taking strong action against drug ~~use~~<sup>g</sup> use in the workplace. Several States, such as New Jersey and Missouri, have enacted stricter laws against illegal drug use and trafficking. A number of important initiatives are underway to achieve drug-free schools, drug-free public housing, and drug-free transportation. Our law enforcement officials have aggressive offenses underway. We are working to improve treatment -- and to increase the drug users' incentives for seeking help.

Here, your own work has been particularly important. Long gone are the days when rare drug coverage focused on what the Government was -- or too often, was not -- doing to solve the drug problem. Today, drug abuse is the subject of major industry initiatives and in-depth specials on the nightly news, daily newspapers, and weekly magazines. Also gone are the days when drug use was frequently glamorized in movies and television, on radio and in print. Today, the media is revealing the deadly truth about drugs and why each of us must take a stand.

So, in addition to your individual efforts, I hope you will keep up your tough reporting on this story. This means holding

Government officials accountable, of course, but it also means keeping a close eye on trends in drug ~~use~~ in America and reporting to your readers fully and fairly about those efforts. Let me assure you that when Nancy and I see stories about how far we have to go in this battle, we welcome them.

Relayed to Conrad Hayse 3:00 PM

John Shostky  
NAB Conference  
Media Committee

I also want to mention at least some of your individual programs. The Academy of Television Arts and Sciences is actively promoting an ongoing awareness of the drug abuse problem to be reflected in everything which is broadcast. The National

NOT YET CLEARED.  
PROGRAM WAS INITIATED IN 1987 - Status unknown

Association of Broadcasters<sup>S</sup> is now in its 5th year of the N.A.B. "On-Air Initiatives," which include a variety of major programs

NAB: OK for Rory Benson Sr. Vice Pres/NAB

against drug and alcohol abuse. The Media-Advertising Partnership for a Drug-Free America, the largest <sup>anti-drug use</sup> ~~drug abuse~~ awareness campaign <sup>ever attempted,</sup> <sup>working toward</sup> ~~in history,~~ is <sup>providing</sup> ~~an estimated~~ \$1.5 billion in <sup>volunteered</sup> ~~free~~ media time and space to "unsell" illegal drugs. The <sup>major</sup> 3 ~~A~~ T.V. networks, 13 cable networks, 13 radio networks, and the Nation's newspapers <sup>and magazines</sup> ~~are donating~~ <sup>and time</sup> space for the Media-Advertising partnership anti-drug use <sup>advertisements</sup> ~~public service~~ announcements.

Partnership Executive Director, Tom Hedrick

The Miami Herald has <sup>published more than 175 anti-drug</sup> ~~been donating space for five~~ <sup>use public service ads, many of them full-page, since joining the campaign</sup> ~~full page ads per week.~~ Capital Cities/A.B.C. broke with its <sup>last year.</sup>

Vicini Hill  
Coralie Carter  
Office of Publicity

tradition of local autonomy for its many print and broadcasting <sup>an-</sup> properties in 1984 after the death of ~~an~~ employee due to a drug overdose. The ~~communications~~ Corporation implemented a company-wide substance abuse policy which includes employee assistance, education, and possible use of drug tests, drug-sniffing dogs, and undercover operations. In addition, A.B.C. contributed <sup>482</sup> ~~322~~ commercials, half in prime time, to



*the past nine months.*

Media-Advertising Partnership spots in ~~1987~~. The Boston Herald

launched "Say No to Drugs," a major community-based drug

education campaign designed to help combat drug abuse among

*young people*

~~teenagers~~ in the greater Boston area. The Chicago Sun-Times has OK

teamed up with ~~WJ~~ TV Chicago in "Say No! To Drugs." All of

these initiatives literally represent billions of dollars in

expertise and coverage which has been invaluable in moving

towards a drug-free America. And this is just to mention just a

few examples of the excellent work all of you are doing.

So on behalf of the next generation of Americans -- the many lives that will be saved and the future bettered -- I want to extend heartfelt thanks to each of you.

*Boston Herald  
Dick Hawkey  
Office of Publisher*

THE WHITE HOUSE

Office of the Press Secretary

or Immediate Release

June 24, 1982

REMARKS OF THE PRESIDENT  
REGARDING THE DRUG ABUSE PROGRAM

The Rose Garden

11:16 A.M. EDT

THE PRESIDENT: I want to thank Carlton Turner, the Vice President and Nancy and these ladies and gentlemen who are gathered here in front today, because they're all very much a part of the effort in fighting drug abuse. And I know what they're up against. I'm also aware of the good job that they've all been doing recently. So one reason that they're here is so I can tip my hat to them.

All of us here know the situation is not hopeless. I was not present at the Battle of Verdun in World War I, but from that battle I learned of that horrendous time of an old French soldier who said something we could all heed. He said, "There are no impossible situations. There are only people who think they're impossible."

It's a matter in this drug abuse of getting out and doing something about a problem that for too long has been mainly discussed and debated. And I have heard from Nancy -- and I'm very proud of what she's been doing -- with regard to the various parent groups that have sprung up throughout the country, in visiting and learning their -- of their efforts and the success that they've had with regard to young people. And she's told me how effective education and prevention can be, and I know that she's going to continue in those efforts as all the others are.

On another front, the South Florida Task Force under the guidance of the Vice President, will keep the pressure on that part of the country most vulnerable to drug smuggling.

And while I'm at it, I'd like to commend the cooperative efforts of law enforcement and health agencies at all levels which have been fighting a long, hard battle against the drug problem. And I also heartily applaud the education and prevention efforts, as I said before, of the parents' movement.

So, I asked all these people to get together here today, as they probably haven't gathered in a group before, to deal with the drug problem facing this nation. As in other areas of this administration, I want to seek new approaches. I want to get away from the fatalistic attitude of the late '70's and assert a positive approach that involves as many elements of this society as possible -- state and local officials, volunteer groups, parents, teachers, students, independent agencies, and law enforcement officials.



I know that you who are here with me today have already laid the groundwork for this, and I'd like to ask you to report back to Dr. Turner within two weeks with what suggestions you may have for continuing and for our strategy.

Now, today I'm signing an Executive Order naming Carlton Turner Director of the Drug Abuse Policy Office, as the person responsible for overseeing all domestic and international drug functions. He will head the new campaign against drug abuse.

Drugs already reach deeply into our social structure, so we must mobilize all our forces to stop the flow of drugs into this country, to let kids know the truth, to erase the false glamour that surrounds drugs, and to brand drugs such as marijuana exactly for what they are -- dangerous, and particularly to school-age youth.

We can put drug abuse on the run through stronger law enforcement, through cooperation with other nations to stop the trafficking, and by calling on the tremendous volunteer resources of parents, teachers, civic and religious leaders, and state and local officials.

We're rejecting the helpless attitude that drug use is so rampant that we're defenseless to do anything about it. We're taking down the surrender flag that has flown over so many drug efforts; we're running up a battle flag. We can fight the drug problem, and we can win. And that is exactly what we intend to do. And I, therefore, am now going to sign the order. (Applause.)

Thank you all again.

END

11:20 A.M. EDT






THE WHITE HOUSE  
WASHINGTON

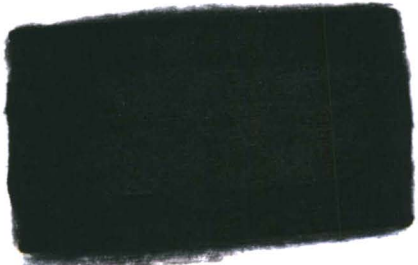
February 29, 1988

TO: CAROL HAYES *lh*  
FROM: SHARYN LUMPKINS



Attached are three sets of  
talking points to be used  
as background for the  
March 7th remarks to Media  
Executives.

Please call me at X2761 if  
you need additional information.



**The Next Step in the Crusade for a Drug-Free America**

The Nation stands today at a critical juncture in the struggle against the illegal use of drugs, one defined by the intersection of two highly visible and seemingly contradictory trends.

- o One trend signals an extraordinary success story -- the fundamental shift in **attitudes** toward drug use and drug users. Ten years ago, the majority of Americans could be divided into two camps: those who were resigned to the fact of illegal drug use and those who had accepted the myth that drug use was glamorous, harmless, or someone else's problem. Today, the majority knows the dangers and is intolerant of drug use.
- o Evidence of the gains in knowledge and changes in attitudes is most pronounced among young persons who have been the primary targets of the intensive education and prevention efforts mandated by President Reagan and energized by the moral leadership of Nancy Reagan.
- o Because **knowledge** and **attitudes** are the bedrock of behavior, we can be confident that the next generation of Americans will reject illegal drug to an extent unseen in the past 30 years.
- o The message embodied in and symbolized by three words -- **Just Say No** -- will prove to be one of the most significant investments ever made in the future of this country.
- o Today, however, a second, ominous trend appears to contradict the promise of recent gains and threatens to undermine the confidence of many Americans in our progress against illegal drugs. A surge in drug-related crimes, deaths by overdose, births of drug-addicted and drug-impaired babies, and even the destabilization of national governments by traffickers in drug-producing countries are viewed by some as harbingers of defeat in our struggle against drugs.
- o In fact, these problems reflect the long-term consequences of the myth that any level of illegal drug use is glamorous, harmless, or victimless.
- o Despite an unprecedented response by the Nation's law enforcement agencies to the trafficking and sale of illegal drugs, a persistent demand for drugs is met by seemingly limitless supplies. It is increasingly evident that, enforcement, while necessary, is at best a holding action.

# DRAFT

- o The major obstacle to the eradication of drugs from American society is the unwillingness or inability of **current drug users** to give up their habits.
  - o Much of contemporary demand for illegal drugs is driven by those persons, now 20 to 40 years old, who began using drugs in the 1960s and '70s. Their continued use today constitutes the underpinnings of a vast, expensive, and lethal market in illegal drugs.
  - o It is clear, also, that a segment of the youthful population has not heard or responded to the Just Say No message; school dropouts and others who have missed or rejected educational messages have placed themselves, their peers, and their communities at high risk for the adverse sequelae of illegal drug use.
  - o Unchecked, these users threaten to undercut the very real gains we have made.
- o As long as drug **use** continues with the tacit approval of our social institutions, progress toward reducing and eliminating drug use is jeopardized.
  - o The Nation can no longer afford to excuse the intransigent drug user. Misdirected compassion or understanding without intervention **enables** their continued drug use.
  - o We must employ clearly articulated, consistently applied measures to express active intolerance of illegal drug use.
  - o To be effective, interventions may necessarily be intrusive: Fines, seizure of property, forfeiture of driving and other privileges, drug screening, compulsory work within the community, mandatory education, or, as a last resort, restrictions of freedom, including imprisonment offer a range of interventions targeted on the user.

No single tactic will prove sufficient in the Nation's crusade against drugs. For seven years, this Administration has called for a comprehensive strategy to combat drug use: international programs, enforcement, treatment, education, prevention. Today, the Nation acknowledges the need for this comprehensive approach. Encouraged by the evidence that prevention and education are effective but not solely sufficient for the elimination of drug use, citizens across the country are increasingly supportive of the next, more difficult step -- to demand that users of illegal drug be held accountable.

Drug Abuse Policy Office, February 29, 1988, X6554

# DRAFT



## MEDIA TALKING POINTS

### MEDIA EXECUTIVES DRUG ABUSE BRIEFING

March 7, 1988

**The media has spearheaded the largest drug abuse awareness campaign in history.**

- o In a September 14, 1986 nationally-televised address, President Reagan called on the media to join the national crusade for a drug-free America. The President stated: "you have a special opportunity with your enormous influence to send alarm signals across the Nation."
- o The media coverage of the drug abuse issue has been exceptional. Long gone are the days when rare drug coverage focused on what the government was -- or too often, was not -- doing to solve the drug problem. Today, drug abuse is the subject of major industry initiatives and in-depth specials on the nightly news, in daily newspapers, and in weekly magazines. Also gone are the days when drug use was frequently glamorized in movies and television, on the radio and in print. Today, the media is revealing the deadly truth about drugs and why each of us must take a stand.

Specific initiatives which could be mentioned:

- The Academy of Television Arts and Sciences is actively promoting an ongoing awareness of the drug abuse problem to be reflected in everything which is broadcast. Academy President Richard H. Frank (to be seated on the dias) has provided industry-wide leadership to the effort.
- The National Association of Broadcasters (NAB) is now in its fifth year of the NAB "On-Air Initiatives," which include a variety of major programs against drug and alcohol abuse. NAB President Eddie Fritts, who will chair the panel, has been a committed supporter of the national crusade for a drug-free America.
- The Media-Advertising Partnership for a Drug-Free America, the largest drug abuse awareness campaign in history, is providing an estimated \$1.5 billion in free media time and space to "unsell" illegal drugs. The Partnership will be represented by Executive Director Tom Hedrick, who will participate on the panel and has provided six of the Partnership's posters for display.
- The three TV networks, 13 cable networks, 13 radio networks, and the nation's newspapers are donating space for the Media-Advertising partnership anti-drug

use public service announcements. The Miami Herald, represented by publisher Richard Capen, has been donating space for five-full page ads per week.

- Capital Cities/ABC's, represented by Director of Programming William Abrams, broke with its tradition of local autonomy for its many print and broadcasting properties in 1984, after the death of employee due to a drug overdose. The communications corporation implemented a company-wide substance abuse policy which includes employee assistance, education, and possible use of drug tests, drug-sniffing dogs, and undercover operations. In addition, ABC contributed 332 commercials, half in prime time, to Media-Advertising Partnership spots in 1987.
  - The Boston Herald, represented by Publisher Pat Purcell, launched "Say No to Drugs," a major community-based drug education campaign designed to help combat drug abuse among teenagers in the Greater Boston area.
  - The Chicago Sun-Times, represented by Publisher Robert Page, has teamed up with WLS-TV Chicago (ABC) in "Say No! To Drugs." A highlight of the campaign was a major anti-drug parade.
- o Together, these initiatives literally represent billions of dollars in expertise and coverage which has been invaluable in revealing the deadly truth about drugs to the American people. This is responsible journalism at its best: It demonstrates a strong industry commitment to the future of the nation.



# DRAFT

## AMERICA'S ACCOMPLISHMENTS AGAINST ILLEGAL DRUGS

America has accomplished much in the past seven years. One of the nation's most substantial accomplishments is its progress in the national crusade for a drug-free America and the media has been a large part of this progress.

- o This progress is not measured in statistics, but in something much more profound: a change in awareness, attitude and activity across America which puts a drug-free generation within our grasp.
- o The most recent survey of the nation's high school seniors is indicative of the change. More revealing than the fact that one-third fewer seniors acknowledged current use of cocaine in 1987 than the year before, almost all the students said it was wrong even to try a drug like cocaine.
- o America is clearly realizing that it has a drug abuse problem and that illegal drugs are deadly and wrong. The wall of denial is crashing down in homes, schools, businesses and communities across the United States.
- o We are recognizing that individual freedom does not include the right to self and societal destruction. Drug use is not a "victimless" crime, nor is it a private matter. While we must be concerned with the personal consequences for the individual, we must demonstrate equal, if not greater concern for the millions of citizens who pay the high price for an individual's illegal drug use. These costs are measured in crime and terrorism, in lost productivity and increased health care costs, in a continuing threat to worker and public safety, in the transmission of AIDS, and in a general degradation of our society.
- o We are overcoming an erroneous perception of the drug user as powerless to act against drug availability, peer pressure, or his or her general lot in life. In fact, our nation's law enforcement officers, while hitting the pushers and suppliers with a force greater than ever before, acknowledge that the drug abuse problem will ultimately be solved by taking away the user away from the drugs -- by preventing non-users from every starting to use illegal drugs and getting current users to quit,
- o Finally, we are having to face squarely those things which we have built into our culture that enable illegal drugs to coexist in our society. As citizens and individuals, we are realizing that, although government must do everything possible to help, a solution to the drug problem will only come when each of us gets directly involved in stopping drug use.

# DRAFT



# DRAFT

- o In 1981, there were a lot of people who believed drug abuse was so rampant that we were defenseless to do anything about it. The President said: "We are taking down the surrender flag that has flown over so many drug abuse efforts. We are running up a battle flag in the fight against drug abuse and we intend to win." The President was joined by parents and concerned citizens from around the country who were committed not only to fighting drug abuse, but to achieving a drug-free generation of young Americans.
- o Today, many Americans share the vision of a drug-free America. Last week (2/29/88), the President and First Lady spoke to over 1,000 such individuals at the White House Conference for a Drug Free America. Not so long ago, this Conference would not have been possible.
- o Yes, there are those who continue to say that, because we have not quickly solved a problem which took decades to develop, we should throw in the towel. These doomsayers only strengthen our resolve.

**We have built a great and powerful army. Now we must press on in battle if we are to win the war.**

- o Our actions today are an investment in the future. We are creating a generation which says "no" to drugs. If we look forward a decade, this generation will be entering the workplace and having children of their own. Just as we are now paying the price for a generation which grew up in the 1960s and 1970s, when drug use was accepted as inevitable, we will then be realizing the fruits of our current labors.
- o A large number of individuals, primarily those who acquired their drug use habits in the 1960s and 1970s, persist in using illegal drugs, and the persistent demand for illegal drugs is met by seemingly limitless supplies. A surge in drug-related crimes, deaths by overdose, births of drug-addicted and drug-impaired babies, and even the destabilization of national governments by traffickers should not be viewed as harbingers of defeat in our war on drugs, but rather should strengthen our resolve to stop this insidious evil.
- o We must not confuse the shock of recognition as the defeat of our efforts. America's awakening to its drug problem has not come easily. We remember a nation stunned after the death of Len Bias. The same rude awakening has occurred only recently in the Washington, D.C. area and nationally as to the stranglehold of drug criminals on foreign governments. With each jolt into reality, we strengthen our offenses and move closer to a drug-free America.
- o The outcome of many important campaigns is yet to be known. Businesses are taking strong action against drug abuse in

# DRAFT

the workplace. Several states, such as New Jersey and Missouri, have enacted strict laws against illegal drug use and trafficking. A number of important initiatives are underway to achieve drug-free schools, drug-free public housing and drug-free transportation. Our law enforcement officials have aggressive offenses underway. We are working to improve treatment -- and to increase the drug users' incentives for seeking help.

**We are in the heat of battle, and each of us must press on in our personal campaign against illegal drugs. We now know the enemy for what it is, and we are no longer alone in the trenches. These two achievements have been hard won: they are our most powerful weapons and they will bring us to victory.**

**DRAFT**

THE WHITE HOUSE

WASHINGTON

February 25, 1987

MEMORANDUM FOR ASHLEY PARKER

FROM: SHARYN LUMPKINS

SUBJECT: Media Executives Briefing, March 7, 1988

Attached are the following preliminary materials for the media executives drug abuse prevention briefing on March 7, 1988:

- A. Draft Briefing Paper
- B. Briefing Agenda
- C. Draft Room Set-Up
- D. Participants List (as of February 24, 1988)

Please call me at X2761 if you have any questions.

Attachments



THE WHITE HOUSE

WASHINGTON

TO: PROJECT OFFICERS  
FROM: FREDERICK J. RYAN, JR.  
SUBJECT: CHECKLIST FOR PRESIDENTIAL EVENTS

Handouts

Scheduling

General Responsibilities

ON Tuesday \*

- \_\_\_\_\_ The Presidential Advance Office has responsibility for all logistical arrangements for any event involving press coverage. Please coordinate with them from the time your event is approved in order to avoid the need for last-minute modification.
- \_\_\_\_\_ Notify and clear all participants. (Full name, social security number, date of birth and place of birth).
- \_\_\_\_\_ Prepare and submit briefing paper to Rhett Dawson's Office by 3:00 pm of the preceding day. (14 copies)
- \_\_\_\_\_ Coordinate with James Kuhn (x2168) on Presidential involvement.
- \_\_\_\_\_ Coordinate with Press Office (x2100) and Media Relations (x6623) regard. Press Coverage. Provide Media Relations with hometowns of participants. No organizational photographers will be admitted to any event unless other press is present. Clearance of such photographers should be coordinated through Media Relations.
- \_\_\_\_\_ If remarks are required, coordinate with the Speechwriters Office (x6266) well in advance.
- \_\_\_\_\_ For outdoor events at the White House, in case of inclement weather, clear and reserve the backup location indicated.
- \_\_\_\_\_ If participant plans to bring a gift, contact the White House Gift Unit (x7133), in advance, for review and proper procedure for handling.
- \_\_\_\_\_ If any foreign visitor or dignitary is to be involved, please coordinate with Grant Green of the NSC (2224).
- \_\_\_\_\_ If any Department of Defense or Military personnel are to be involved, please coordinate in advance with the White House Military Office (x2150).
- \_\_\_\_\_ If press coverage is expected, please provide all pertinent information concerning this event (guests, scenario, backdrop, etc.,) to the Presidential Advance Office at least 72 hours prior to the event.
- \_\_\_\_\_ Submit a complete, confirmed list of staff and attendees, identified by title, as well as the actual starting and completion times, to the President's Diarist, Office of Presidential Appointments and Scheduling (x7560) within five (5) days after the event.
- \_\_\_\_\_ If tent name cards are needed, send a list of names to Social Secretary's office (x7064) at least 48 hours in advance.
- \_\_\_\_\_ For West Wing Meetings all room arrangements (chairs, notepads, pencils, etc.) should be made through Carl Jones (x2275) or Dottie Dellinger (x2605).

Residence Events

- \_\_\_\_\_ Coordinate with the Social Secretary's office (x7064) for all arrangements.
- \_\_\_\_\_ Send guest list to Social Secretary's office, preferably three weeks prior to the event.
- \_\_\_\_\_ The President's attendance at this event should not be announced until official notification is given by the White House Press Office and any public announcement must be coordinated with that office. Also, prior to the distribution of any printed material, particularly details of the invitation, contact must be made with the White House Social Secretary, Linda Faulkner, at x7064.



THE WHITE HOUSE

WASHINGTON

TO: PROJECT OFFICERS  
FROM: FREDERICK J. RYAN, JR.  
SUBJECT: CHECKLIST FOR PRESIDENTIAL EVENTS

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TALKING POINTS

PUBLISHERS' DRUG ABUSE BRIEFING

March 7, 1988

- o Proud of crusade - media responsibility to the public -- see Sep 14. "...in the newsrooms and production rooms of our media centers -- you have a special opportunity with your enormous influence to send alarm signals across the Nation."
- o Changed -- past 7 years one of great changes in American society has been in awareness of the drug issue & media has helped -- sending message not only to America but to world.
  - Recognition that there is a drug problem - first time in 1986, media covering drug issue story very well.
  - Seeing big picture....pictured as a whole...as national issue.
  - Away from government to society.
- o Largest public awareness campaign in history...includes:
  - Media Partnership for a Drug Free America
  - New York Times donating full page
  - CBS Stop the Madness
  - NBC "Don't Be A Dope"
  - National Association of Broadcasters
  - Indepth specials on nightly news....part of regular coverage.
- o Every citizen responds to local story.

Tom -

2/4/88

Attached are two proposals (options)  
for your consideration.

#1 is the WH. reception option  
we discussed

#2 is built around a  
presidential luncheon. The advantages

to this proposal are 2 -

- 1 - Better hook to draw  
a crowd of high level people
- 2 - Avoids unnecessary  
expense of President's shift and  
comparative to WH. reception.

Please note these are. I  
will call for your judgment this  
afternoon.



**REVISED**

February 3, 1988

SCHEDULE PROPOSAL

TO: FREDERICK J. RYAN, JR.

FROM: DONALD IAN MACDONALD

REQUEST: White House reception for media chief executives to follow Presidential Address approved 1/4/88.

PURPOSE: To establish the groundwork for carrying the President and Mrs. Reagan's crusade for a drug-free America into the next decade.

BACKGROUND: In a televised address on September 14, 1986, the President called on all media to address this issue as they "have a special opportunity with [their] enormous influence to send alarm signals across the nation."

The media coverage of the drug abuse issue has been extraordinary since 1986. Major initiatives include the Media Partnership for a Drug Free America, CBS "Stop the Madness," NBC "Don't Be a Dope," the National Association of Broadcasters "On-Air Initiatives," and countless others. The drug issue has been the subject of indepth specials on the nightly news, in daily newspapers, and in weekly magazines. Together these initiatives represent hundreds of millions of dollars in expertise and coverage.

DATE: March 7, 1988

TIME: 1:30 pm - Presidential remarks (approved)  
3:45-4:30 pm - White House reception

DURATION: Presidential remarks - 15 minutes  
White House reception - 45 minutes

LOCATION: Presidential remarks - OEOB 474  
White House reception - to be determined

PARTICIPANTS: The President and Mrs. Reagan with 50 publishers and other media chief executive officers.

MEDIA COVERAGE: To be coordinated with Press Office

REMARKS: To be provided by speechwriters

OUTLINE OF EVENTS: 1:30-1:45 pm: The President to arrive, deliver remarks and depart. (Mrs. Reagan's participation to be coordinated with Jack Courtemanche.)

1:45-3:30 pm: Guests will be briefed by Cabinet Secretaries and other notables.

3:45-4:30 pm: White House reception

RECOMMENDED BY: Elizabeth Board  
Donald Ian Macdonald

OPPOSED BY: None known

PROJECT OFFICER: Donald Ian Macdonald

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Attachment A: Memorandum of Approved Presidential Activity dated 1/4/88

REVISED

THE WHITE HOUSE

WASHINGTON

February 3, 1988

SCHEDULE PROPOSAL

TO: FREDERICK J. RYAN, JR.

FROM: DONALD IAN MACDONALD

REQUEST: Presidential luncheon for media chief executives. (Expands Presidential Address approved 1/4/88).

PURPOSE: To establish the groundwork for carrying the President and Mrs. Reagan's crusade for a drug-free America into the next decade.

BACKGROUND: In a televised address on September 14, 1986, the President called on all media to address this issue as they "have a special opportunity with [their] enormous influence to send alarm signals across the nation."

The media coverage of the drug abuse issue has been extraordinary since 1986. Major initiatives include the Media Partnership for a Drug Free America, CBS "Stop the Madness," NBC "Don't Be a Dope," the National Association of Broadcasters "On-Air Initiatives," and countless others. The drug issue has been the subject of indepth specials on the nightly news, in daily newspapers, and in weekly magazines. Together these initiatives represent hundreds of millions of dollars in expertise and coverage.

DATE: March 7, 1988

TIME: 12:00 Noon

DURATION: Approximately 1 hour

LOCATION: To be determined

PARTICIPANTS: The President and Mrs. Reagan with 50 publishers and other media chief executive officers.

MEDIA COVERAGE: To be coordinated with Press Office

REMARKS: To be provided by speechwriters



OUTLINE OF EVENTS: 12:00 Noon: The President and Mrs. Reagan to arrive and be seated for luncheon.

12:45 pm: The President to deliver remarks and depart. (Mrs. Reagan's participation to be coordinated with Jack Courtemanche.)

(The luncheon would follow a drug abuse briefing for the media executives in OEOB 474 from approximately 9:00-11:00 am. The panel will be comprised of Cabinet Members and other notables; and it may be appropriate to include them at the luncheon.)

RECOMMENDED BY: Elizabeth Board  
Donald Ian Macdonald

OPPOSED BY: None known

PROJECT OFFICER: Donald Ian Macdonald

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Attachment A: Memorandum of Approved Presidential Activity dated  
1/4/88

THE WHITE HOUSE  
WASHINGTON

1/4/88

6521  
1988

MEMORANDUM

TO: DONALD IAN MACDONALD

FROM: FREDERICK J. RYAN, JR. *FJR*

SUBJECT: APPROVED PRESIDENTIAL ACTIVITY

MEETING: Address Briefing for Newspaper Publishers  
on the issue of illegal drug use

DATE: March 7, 1988

TIME: 1:30 pm

DURATION: 15 minutes

LOCATION: 450 OEOB

BACKUP LOCATION:

REMARKS REQUIRED: Yes

MEDIA COVERAGE: Coordinate with Press Office

FIRST LADY  
PARTICIPATION: Optional

NOTE: PROJECT OFFICER, SEE ATTACHED CHECKLIST

M. Archambault	Advance Office
W. Ball	J. Hooley
J. Courtemanche	J. Kuhn
E. Crispen	J. Lamb
R. Dawson	J. Manning
F. Donatelli	J. McKinney
D. Dellinger	N. Risque
A. Dolan	D. Johnson
J. Erkenbeck	R. Shaddick
L. Faulkner	G. Walters
C. Fuller	WHCA Audio/Visual
M. Fitzwater	WHCA Operations
T. Griscom	

THE WHITE HOUSE  
WASHINGTON

6521

1/4/88

3 1988

MEMORANDUM

TO: DONALD IAN MACDONALD  
FROM: FREDERICK J. RYAN, JR. *FR*  
SUBJECT: APPROVED PRESIDENTIAL ACTIVITY

MEETING: Address Briefing for Newspaper Publishers  
on the issue of illegal drug use

DATE: March 7, 1988

TIME: 1:30 pm

DURATION: 15 minutes

LOCATION: 450 OEOB

BACKUP LOCATION:

REMARKS REQUIRED: Yes

MEDIA COVERAGE: Coordinate with Press Office

FIRST LADY

PARTICIPATION: Optional

NOTE: PROJECT OFFICER, SEE ATTACHED CHECKLIST

M. Archambault  
W. Ball  
J. Courtemanche  
E. Crispen  
R. Dawson  
F. Donatelli  
D. Dellinger  
A. Dolan  
J. Erkenbeck  
L. Faulkner  
C. Fuller  
M. Fitzwater  
T. Griscom

Advance Office  
J. Hooley  
J. Kuhn  
J. Lamb  
J. Manning  
J. McKinney  
N. Risque  
D. Johnson  
R. Shaddick  
G. Walters  
WHCA Audio/Visual  
WHCA Operations



THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

December 9, 1987

TO: FREDERICK J. RYAN, JR.

FROM: DONALD IAN MACDONALD

REQUEST: The President to address forum for newspaper publishers on the issue of illegal drug use.

PURPOSE: To highlight progress made in the crusade against illegal drug use and introduce briefing which will provide background information on the many aspects of the drug issue.

BACKGROUND: A major goal of the President's crusade for a Drug-Free America is expanded public awareness and education. The media is pivotal to this goal.

In a televised address on September 14, 1986, the President called on all media to address illegal drug use as they "have a special opportunity with [their] enormous influence to send alarm signals across the nation."

The President's comments at this briefing would signal his continuing personal commitment to the goal of a drug-free America.

DATE: Late February - early March.

DURATION: To be determined.

LOCATION: Recommend Indian Treaty Room.

PARTICIPANTS: The President, drug experts from the public and private sector, newspaper publishers and other media leaders.

MEDIA: To be determined.

REMARKS: To be provided by speechwriters.

OUTLINE OF EVENTS: The President to arrive, deliver remarks, and depart.

PROJECT OFFICER: To be determined.

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

November 20, 1987

TO: FREDERICK J. RYAN, JR.

FROM: DONALD IAN MACDONALD

REQUEST: The President to address forum for newspaper publishers' on the issue of illegal drug use.

PURPOSE: To highlight the significant progress made in the crusade against illegal drug use and kick-off briefing which will provide in-depth background information on the many aspects of the drug issue.

BACKGROUND: A major goal of the President's Crusade for a Drug-Free America is expanded public awareness and education. The print media is pivotal to this goal.

In a televised address on September 14, 1986, the President called on all media to address this issue as they "have a special opportunity with [their] enormous influence to send alarm signals across the nation."

The President's comments at this briefing would signal his continuing personal commitment to the goal of a drug-free America.

DATE: To be determined.

DURATION: Recommended 10 - 15 minutes.

LOCATION: Recommended Indian Treaty Room.

PARTICIPANTS: The President, drug experts from the public and private sector, newspaper publishers.

MEDIA: To be determined.

REMARKS: To be provided by speechwriters.

OUTLINE OF EVENTS: The President to arrive, deliver remarks, and depart.