

Ronald Reagan Presidential Library
Digital Library Collections

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

Collection: Thomas, W. Dennis: Files
Folder Title: Drug Initiative II (4)
Box: 12

To see more digitized collections visit:

<https://reaganlibrary.gov/archives/digital-library>

To see all Ronald Reagan Presidential Library inventories visit:

<https://reaganlibrary.gov/document-collection>

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

Citation Guidelines: <https://reaganlibrary.gov/citing>

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

William Raspberry

Bennett's Drug Counsel

Let me tell you up front that I have no interest in "Completing the Reagan Revolution," the subject of William J. Bennett's lecture at the Heritage Foundation last week.

The Reagan Revolution is, from where I sit, a counterrevolution, calculated to undo a lot of good bought with the blood of civil rights martyrs.

But Reagan's secretary of education said something in that lecture that is still reverberating in my head:

"Every college president should write his students this summer and tell them this: 'Welcome back for your studies in September; but no drugs on campus. None. Period. This policy will be enforced—by deans and administrators and advisers and faculty—strictly but fairly.'"

The letter Bennett talked about won't be written, of course. But isn't it interesting to wonder why?

It cannot be because college presidents prefer not to have drug-free campuses. It isn't because drug abuse is a conservative vs. liberal political issue. Bennett's liberal critics will no doubt see his rhetorical recommendation as "too simplistic," which it may well be. But few parents, however liberal their views, could suppress a monumental sigh of relief upon learning that their children's campuses were off-limits to drugs, drug users and drug pushers.

The letter won't be written because too many of us, emphatically including worried parents, are too namby-pamby to insist that it be written—too afraid that to do so would be a declaration of war, not against drugs, but against our children's generation. And absent the stiffening influence of parental demand, few college presidents will have the backbone to do what Bennett proposes.

"Our students already know about our antidrug policy," you can almost hear these administrators saying. "What purpose would be served by such gratuitous dramatics? All it could accomplish would be to trigger needless student-administration confrontation and turn our educators into agents of the police."

But Bennett believes that any such response would miss the point. To take a step as straightforward and clearheaded as he proposed would, he said, "require a kind of reinvigoration of our institutions, a resumption of their basic values," and he doesn't think we're quite ready for that.

This, not just the growing problem of youthful drug abuse, was the central point of his remarks.

"Far too many decent Americans remain, in effect, on the moral defensive before their own social and cultural institutions," he said. "Can Americans be confident that our chil-

dren are likely to inherit the habits and values our parents honor? Are we confident they will learn enough about our history and our heritage? Are we confident they will be raised in an environment that properly nurtures their moral and intellectual qualities? Can we be confident in the cultural signals our children receive from our educational institutions, from the media, from the world of the arts, even from our churches?"

The questions answer themselves. We try our best, as individuals and families, to see to the moral and ethical development of our children, to strengthen them against the pressures of peers and what we call the "real world."

But we watch, as though helpless, as "our social and cultural institutions drift away from their moorings; we

[have] ceased being clear about the standards we hold forth and the principles by which we judge, or, if we [are] clear in our own minds, we somehow have abdicated the area of public discussion to the forces of moral and intellectual relativism."

I'm not sure how much any of this has to do with conservatism or the "Reagan Revolution." The liberal Jesse Jackson has said much the same thing, with far greater consistency and to resounding applause.

Both Bennett and Jackson understand the difficulty of perpetuating the values we personally care about without the support of our institutions: schools, churches, the media and the rest.

If their message sounds "simplistic," perhaps it is because it is so uncomplicatedly, unarguably correct.

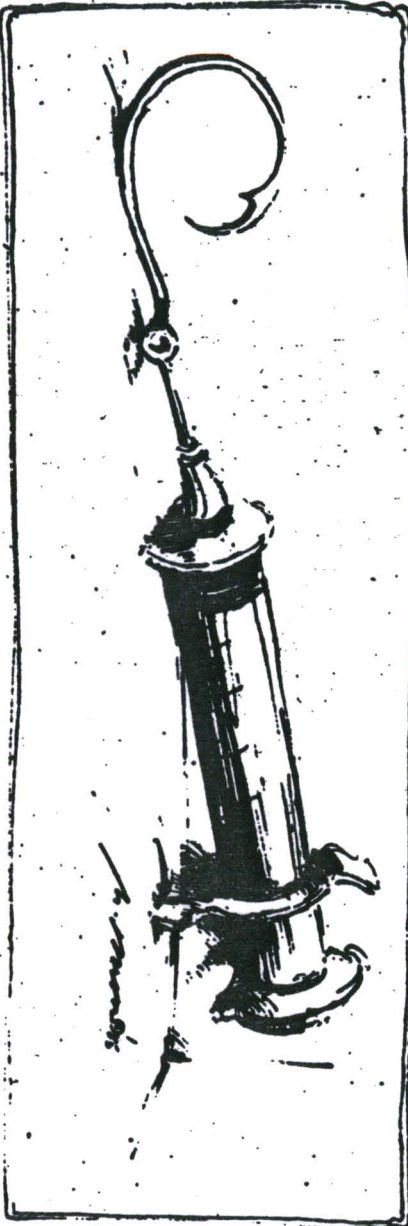
PRESERVATION COPY

Mr. President: Do something!

Drugs have nation hooked on downward slide



Publisher's Perspective



But Mr. President: It has been a spectacular weekend of celebration, patriotism, and the rekindling of fundamental freedoms. Once again your special brand of leadership has helped re-inspire confidence in

our nation and in the greatness of its people.

But Mr. President, tomorrow the party's over. It's back to the real world — and it's an ugly scene. An inhuman cancer is eating away our nation's vitals, and we desperately need your help. Drugs are depraving us, and there's no cure in sight.

For weeks our focus has been on the symbolism of the Statue of Liberty. But what about the symbolism of Lenny Bias and Don Rogers, star athletes killed by cocaine? What about the thousands of unborn children across the country who are destroying their lives every day through substance abuse?

While millions joined you in New York to salute the Statue of Liberty, millions of others across this land exercised their own brand of liberty — taking cocaine, heroin, and marijuana into their bodies. Cocaine addicts have turned whole neighborhoods into combat zones, invaded homes,

stolen from their loved ones, and robbed and even murdered innocent people to get money to fuel their dependency. Across the country, cocaine users are dropping off like flies. Cocaine has killed at least 38 South Floridians so far this year, and Greater Miami now averages one cocaine-related death per week. Nationwide, cocaine deaths have increased more than 325 percent since 1980.

The vicious reach of drugs grips every segment of society: the rich, the poor, the unemployed, the cream and the drags, star athletes, well-known entertainers, neighbors, juveniles, public officials, friends, and loved ones. No city in America — large or small, rural or suburban — is safe from the ravages of substance abuse. Despite massive Federal efforts

to cut off the supply, there's been a 500 percent increase in the amount of cocaine smuggled into this country from South America. Our nation now has a \$110-billion-a-year drug habit, according to one Government estimate. The Reagan Administration's National Narcotics Border Interdiction System is a valiant and essential effort, but we're shoveling against the tide. Demand has grown beyond anyone's belief, and now the drug dealers have developed "crack" or "rock," a lethal cocaine derivative that reaches the brain in less than 10 seconds. Crack is ready to capture the plights of many cities. It's spreading rapidly to the suburbs.

This epidemic is as dangerous as the plague of the Middle Ages. Today, an estimated one-half mil-

lion Americans abuse heroin. Some 20 million smoke marijuana. Five million to six million use cocaine. An estimated 17 percent of America's high-school students have tried cocaine, and about 7 percent use it at least once a month. Drug courts dockets. Among inmates of Federal prisons, 37 percent were convicted of drug offenses. Drug trafficking accounts for 40 percent of America's organized-crime activity. Besides the substantial human toll, drug-related absenteeism, on-the-job accidents, and inactivity are a \$47-billion-per-year drain on business.

New Zealand challenges U.S. foreign policy

By RANE KIRKPATRICK

WE BAIT company as friends, but the fact that New Zealand's Prime Minister David Lange is announcing the termination of the security relationship between the two countries.

Under a mutual-defense treaty signed in 1951, the United States, Australia, and New Zealand pledged to come to one another's defense in case of attack.

But Australia's National University strategist, Prof. Tom Miller wrote, "New Zealand is irrelevant to the wary nuclear strategy. It is not, however, to the posture of 'Waterside alliance.'" If New Zealand can bar nuclear ships from visiting its ports and still count on U.S. protection, then there is little reason for anyone to share the burden or risks of self-defense.

"We don't hear about 'nuclear' weapons because we like it," Stultz said. "The Soviet Union has very large nuclear stockpiles, and if we don't have nuclear weapons and have the capability to

have not altered the balance of strategic power."

has very large nuclear stockpiles, and if we don't have nuclear weapons and have the capability to

but real effect of growing Soviet power for the Pacific. Power is cumulative. The more you have, the more you get.

The U.S. response to Lange's challenge was also interesting. Our Government seemed to have no difficulty deciding that New Zealand's violation of its treaty obligations automatically invalidated our mutual-defense treaty. One wonders why our Government has so much more difficulty responding to Soviet noncompliance with treaty obligations. Perhaps the reason is the growing realization of growing distraction with some U.S. foreign policies.



Dan Capon

AGENDA

PLANNING GROUP MEETING

July 9, 1986

*Mitch - very concerned
- of RR yet involved with
a speech -*

I. Drug Initiative Package

- Carlton Turner/Jack Svahn
- Comments
- Sign-off on proposals
- Specific activities
- Time table

II. South Africa

- Speech
- When/where
- Goal? _____

*Pat - don't give well-timed speech
- but do need lay out case or doing on trade issues/recommend
Radio Address - speech but not
will. coverage
address to a group - do hope 22nd
State meet*

III. Youth Event

- When next?

*Long - do need to lay out our case / hate to mix
Suber up with so many issues -
Dier - prob. is focus / be confusing put too many issues
- need to integrate on the reform*

IV. Next Week

- What planning?
- What issues "tee-up"?
- Tax reform
- Contra - Senate
- What else?

*Will - unless subst. changes
cross in our policy / don't think
should have any speech -
+ then a speech to a
specific group - not will T.D.*

*Will - speech
will help the
situation under ant
subst. meet.*

*Don't
an event for
jobs / go people
about - unintentional*

THE WHITE HOUSE

WASHINGTON

July 9, 1986

MEMORANDUM FOR DENNIS THOMAS

FROM: ANTHONY R. DOLAN

SUBJECT: Thoughts on Drug Offensive

Some familiar points but worth keeping in mind.

1. RR's standard point on drugs -- RR often stresses enforcement, interdiction, and treatment are important, but it is vital to dry up the source of the drugs: the user, the market. Not a glamorous point; it calls for gradual social and cultural change and does not lend itself to media events or cheer lines. Still, the President emphasizes we as society have to engage in a social and moral interdiction of drugs. That is: by government, in the schools, above all, in the family.

All of this, of course, is fully consistent with Ronald Reagan's long-held view that politics i.e. government does not define but is only a part of society -- and that the ultimate source of most positive social change is non-governmental.

2. Enforcement and interdiction -- nonetheless, the law and how vigorously government functions are a manifestation of society's values; its ethical culture, its corporate conscience. For this reason, enforcement and interdiction are not only the most newsworthy and frequently high-lighted in public mind but legitimate indicators of a society's deeper view of a problem.

3. Background on enforcement -- the President has an extraordinary record of action here. To begin with, the South Florida crisis was met decisively by the Administration with the appointment of the South Florida Task Force and Vice President Bush's direct involvement. In the second place, in 1982 the President announced a sweeping anti-crime program that focused on organized crime and on the drug trade that won plaudits from both sides of the political aisles. After years of decline in personnel -- and during a serious budgetary crunch -- the President nonetheless insisted that Federal investigators be increased by at least 1,000 and the number of prosecutors by 200. Many of these agents and prosecutors were located into twelve new regional task forces on drugs that were based on the South Florida model. This was a sweeping commitment. In addition, the President stressed that the growth in the arms trade was in part a result of letting organized crime have its way far too long in

this country. To that end he announced a specific emphasis on organized crime prosecutions and established a Presidential Commission on Organized Crime (which did an extensive report on the drug crisis) pushed hard for the omnibus crime bill and also established more prison space, Attorney General's report on organized crime etc.

The national publicity focused on the mob by the Commission and the President's speeches over the last 5 years -- not to mention the widespread prosecutions that are result in large part of this from the top -- are testimony of the Administration's vigorous efforts in this area. The President has done more to fight organized crime, in the opinion of many experts than any President in history; and there is a direct relationship to the drug crisis.

4. Background on interdiction -- once again, the Administration has moved speedily here, firming up our borders, Posse Comitatus, South Florida Task Force, other examples.

All these points are important to keep in mind because most of them have made an impression on the public over the years. It gives us a base to build on. It is important to recite them and refer to them because we want to make sure that the President's initiative against drugs is seen in the context of earlier Administration's efforts in this area.

With these four points in mind we might want to consider a few specific steps:

1. General theme -- the President feels strongly this is a fight for the American public not just a few government bureaucrats; that it is simply too important to be left to the prosecutors of law enforcement educators. He is asking for a full scale mobilization by society.

2. Interdiction and diplomatic efforts: a) U.N. Speech -- if the President speaks in September at the United Nations General Assembly, he might want to make it clear that he's going to devote the address or a good part of his address there to the international drug crisis. b) interdiction conference -- calling for a summit conference of either Presidents of Chiefs of States or Foreign Ministers. c) address by United Nations Ambassador Walters -- this should be in any case immediately put on the agenda and the United States should make it the prime issue and focal point of U.N. activities.

3. Education and treatment -- the President always emphasizes that parents and teachers can talk themselves a blue streak on this danger but young people listen most readily to those who have been there: the ex-addicts. Ways to emphasize their first-hand testimonies should be found.

4. Organized Crime Commission -- We should look again at recommendations made by the commission. Also, the President may want to suggest the appointment of a 5 or 10 year Organized Crime Commission to keep the focus on the mob. The mob has moved strongly into drugs since the late 60's.

THE WHITE HOUSE

WASHINGTON

July 14, 1986

MEMORANDUM TO: DONALD T. REGAN
✓ DENNIS THOMAS

FROM: PETER ROUSSEL 

I don't know how serious this suggestion is regarding Ueberroth, but wouldn't such a move politicize this effort and also narrow the focus to one area.

Reagan Aides Reported to Weigh Plan for a Special Panel on Drugs

By GERALD M. BOYD

Special to The New York Times

WASHINGTON, July 11 — President Reagan's advisers are considering whether to recommend that a high-level commission be established to find ways to curb drug abuse, White House officials said today.

The measure is one of several proposals that will be reviewed at a meeting of the Domestic Policy Council tentatively scheduled for Tuesday, the officials said.

Larry Speakes, the White House spokesman, said today that aides were also examining whether Mr. Reagan would deliver several speeches in an attempt to heighten public awareness of drug abuse.

Increased Role for Reagan

The officials said the campaign would signal an increased personal role by Mr. Reagan in combating drug abuse after the recent death of two athletes who used cocaine. The athletes, Len Bias, a University of Maryland basketball player, and Don Rogers, a defensive back of the Cleveland Browns football team, were found to have died of cardiac arrest as a result of cocaine intoxication.

Mr. Speakes, however, said that the new emphasis by Mr. Reagan was unrelated to the two deaths.

If a drug abuse commission was established, one White House official, who asked to remain anonymous, said one possible candidate to head it would be Peter Ueberroth, the commissioner of baseball. But the official said it was premature to speculate on who would lead such a panel.

Mr. Reagan has used commissions to handle several troublesome issues, including the explosion Jan. 28 of the space shuttle Challenger. But another official said a key problem with forming such a commission in this instance would be clearly designating its role.

Program Recommended by Aide

Mr. Speakes said Dr. Carlton Turner, a special assistant to Mr. Reagan for drug programs, had developed a "very

comprehensive" program that called for Mr. Reagan's involvement. Included in the recommendations, he said, are additional legislation, as well as involving private sector programs.

Another senior White House official said one problem that had emerged within the Administration in attempting to shape such a program was that some of the recommendations were contradictory. He said the Domestic Policy Council meeting was designed to develop unified proposals.

Mr. Speakes said the involvement by Mr. Reagan would be in addition to the role that his wife, Nancy, had been playing in attempting to focus attention on abuse of drugs and alcohol. Mr. Speakes said Mrs. Reagan was "delighted" that Mr. Reagan would become more involved.

Mr. Speakes also said today that since 1981, when the Administration began efforts to combat drug abuse, the use of narcotics in the military had dropped 67 percent as a result of drug testing and discipline.

DRAFT/July 8, 1986

PRESIDENTIAL ADDRESS TO THE NATION -- National Television

Theme - Proud of Americans, angry at those who are harming Nation. For 5 years Americans have pulled together for a stronger Nation -- economy, terrorism, awareness of drug abuse, etc. Concern that illegal drugs can destroy.

GENERAL OUTLINE -- Accomplishments during past five years; current problems; new initiatives:

1. DRUG-FREE WORKPLACE
Clean up Federal workplace, start by screening all new employees and testing those in national security, safety, and law enforcement positions. Establish mechanism to give priority to government contractors with active policy of drug-free workplace. Ask private sector to pursue drug-free workplace.
2. DRUG-FREE SCHOOLS
Secretary of Education will determine what methods have been effective to rid schools of drugs and will communicate these to other school administrators. Will withhold Federal dollars from those not working toward drug-free school.
3. DRUG TREATMENT
Will make treatment mandatory for intravenous (IV) drug users, the main conduit for AIDS to general population. Will ask Congress for budget to meet treatment needs. Also, will issue E.O. outlining role of Secretary HHS for coordination and expeditious action concerning drug abuse health policy matters.
4. INTERNATIONAL
Will recall U.S. Ambassadors to drug producing countries for briefing and consultation regarding needs. Ask Secretary of Defense to make appropriate resources available for better interdiction and for destruction of illegal refineries.
5. LAW ENFORCEMENT
Direct Attorney General to intensify efforts in cooperation with Mexico and other nations to stop drugs and money laundering and to prepare any needed legislation to support effort. Ask VP to intensify efforts on SW border to stop cocaine and other drugs.
6. PUBLIC AWARENESS AND PREVENTION
Ask all to join in Mrs. Reagan's drug abuse awareness and prevention campaign. Redouble efforts in all media to stop illegal drugs, make unacceptable to use illegal drugs in our society. Misinformation surrounding cocaine, truth. GOAL: 70% REDUCTION IN DRUG USE WITHIN THREE YEARS.

THE WHITE HOUSE
WASHINGTON

DATE: July 8, 1986

TO: Dennis Thomas

FROM: WILL BALL *WB*

SUBJECT: Initiative on Drug Abuse

As we discussed, I would recommend we reserve judgment on an address to a joint session until we define what specific requests to make of Congress this year. The remaining 9 weeks of this legislative session will be such that we ought to have real solid reasons to go up and speak. From what I heard at our meeting, there is not sufficient basis for a joint session address at present.

Will
I'm inclined to agree —
I believe tomorrow's
presentation will reflect
your thinking.

dt

THE WHITE HOUSE
WASHINGTON

July 8, 1986

DTR:

Attached is a one page summary of the actions the President is being asked to consider making in a national TV address (not a Joint Session).

The Planning Group is to discuss this tomorrow and give you a formal paper by COB Wednesday.

dt

DRAFT/July 8, 1986

PRESIDENTIAL ADDRESS TO THE NATION -- National Television

Theme - Proud of Americans, angry at those who are harming Nation. For 5 years Americans have pulled together for a stronger Nation -- economy, terrorism, awareness of drug abuse, etc. Concern that illegal drugs can destroy.

GENERAL OUTLINE -- Accomplishments during past five years; current problems; new initiatives:

1. DRUG-FREE WORKPLACE

Clean up Federal workplace, start by screening all new employees and testing those in national security, safety, and law enforcement positions. Establish mechanism to give priority to government contractors with active policy of drug-free workplace. Ask private sector to pursue drug-free workplace.

2. DRUG-FREE SCHOOLS

Secretary of Education will determine what methods have been effective to rid schools of drugs and will communicate these to other school administrators. Will withhold Federal dollars from those not working toward drug-free school.

3. DRUG TREATMENT

Will make treatment mandatory for intravenous (IV) drug users, the main conduit for AIDS to general population. Will ask Congress for budget to meet treatment needs. Also, will issue E.O. outlining role of Secretary HHS for coordination and expeditious action concerning drug abuse health policy matters.

4. INTERNATIONAL

Will recall U.S. Ambassadors to drug producing countries for briefing and consultation regarding needs. Ask Secretary of Defense to make appropriate resources available for better interdiction and for destruction of illegal refineries.

5. LAW ENFORCEMENT

Direct Attorney General to intensify efforts in cooperation with Mexico and other nations to stop drugs and money laundering and to prepare any needed legislation to support effort. Ask VP to intensify efforts on SW border to stop cocaine and other drugs.

6. PUBLIC AWARENESS AND PREVENTION

Ask all to join in Mrs. Reagan's drug abuse awareness and prevention campaign. Redouble efforts in all media to stop illegal drugs, make unacceptable to use illegal drugs in our society. Misinformation surrounding cocaine, truth. GOAL: 70% REDUCTION IN DRUG USE WITHIN THREE YEARS.

7/7/86

COMMUNICATIONS INITIATIVE ON DRUG ABUSE

OBJECTIVES

- o To promote a redoubled Administration-wide attack on drug abuse: supply and demand.
- o To promote what this Administration has done to combat drugs and to present new initiatives.

STRATEGY

1. Position the President as principal advocate of a responsible, productive, drug-free society.
2. Link to established themes of future, citizenship and productivity. Establish turning back the tide of drug abuse as a principal goal for the remainder of the President's tenure.
3. The President's lead refocuses national attention on the personal and national security threats of drug abuse. RR lead is followed with aggressive promotional activities by departments and agencies.
4. Two-pronged division of labor: First Lady and Department of Justice take lead with HHS and Education on the demand side aspect of the problem; the Vice President takes lead with State and enforcement agencies on the supply problem and drug interdiction efforts.

THEMES

1. Drugs ruin individual lives. Cummulative effects of wasted individual lives destroy families and threaten entire communities. Drug use is not a private matter.
2. The Administration has taken dramatic steps to combat drug trafficking and drug abuse. More will be done.
3. First use can kill you. Conviction for first offenders can establish a criminal record that will deny the privileges of citizenship for life.
4. Drug use now crosses all economic and social barriers. It is not somebody else's problem.

5. "Friends" and unthinking experimentation are the greatest inducements for drug abuse. The "pusher" is no longer easily recognizable and is not the primary cause for growth in drug abuse.

TIMING: Late August/early September throughout the Fall -- coincides with students returning to school; precedes period of heaviest drug flow into U.S. from South and Central America (October through February).

- o Presidential and surrogate activity should be concentrated during the next six weeks, with two or more major media events occurring weekly.
- o Thereafter, activity should be sustained at an moderate levels, segueing into other "family" issues.
- o Many media efforts will require two to three weeks lead time for maximum impact. Example: Satellite address to high school students.

POSSIBLE SCHEDULE OF ANTI-DRUG EVENTS

Week 1

Action

- o Major Prime-time televised Presidential Speech, early September. Speech is "kick-off" event and is pre-promoted with 10 second spots targeted at youth, indicating that this speech is addressed it to them and urging that they watch. Event would include graphics and strong visuals. Communications
- o RR addresses University of Maryland students during first week of classes. Issue challenge to set an example for nation -- the entire school to be drug free. Communications/
Public Liaison
- o Talking Points and Issue Briefs on demand side. Public Affairs
- o Drugs Briefing Materials and Speech Inserts.
- o Presidential Introduction to DOJ Videotape. Communications

Week 2

- o Satellite Address to High Schools. President repeats the successful spring address to the nation's high schools, via satellite, with emphasis on drugs. Communications
- o Invite major film/tv producers to the White House to discuss drugs and the way they are presented in the industry. Acknowledge one or two who have done exemplary jobs in handling the issue. (May be difficult to arrange because of fall TV production schedules.) Communications
- o Saturday Radio Address and column, targetted at parents Communications
- o Bennett, Bowen, Meese briefing to education associations. Turner/ OCA
- o Room 450 event with anti-drug activist groups. OPL/ Turner

Week 3

- o South Florida and/or Southwest Border Interdiction Events. VP shows President the vehicular hardware used in mobile pulse patrol operations. TBD
- o RR meets with the editors of (conservative) college newspapers. Communications

- o Specialty press briefing for law enforcement press. Communications
- o Region press luncheon, (Fla, SW border states). Communications
- o Shultz event with foreign counterparts in coordinating international response to problem. NSC
- o Talking Points/Issue Briefs on interdiction. Public Affairs
- o Room 450 briefing with labor, business groups on drugs in the workplace. OPL/ Turner

Weeks 4, 5, 6

- o White House Conference on Drug Abuse. In preparation for the June '87 United Nations Conference on Drug Abuse and Illicit Trafficking in Vienna. (recently introduced Congressional Resolution). Turner
- o Family Ties or Cosby Show Telephone Call. President participates in show with pre-planned drug theme by staging a phone call appearance during the taping of the show. Demand-side drug message. Either show has an audience of as high as 50 million people. Communications
- o High School Visits. President includes a visit to a high school during campaign trips. May be done in coordination with DOJ's program with U.S. Attorneys. OPL
- o Attend benefits for private sector supporters to combat drug abuse. Example: Torvill and Dean fundraising benefit at Capitol Center in November. First Lady
- o By-line articles: Parents, Seventeen, Sports Illustrated. Public Affairs
- o Generic Public Service Spots with President and First Lady. Targetted spots. Communications

THE WHITE HOUSE
WASHINGTON

July 8, 1986

TO: PLANNING GROUP

FROM: DENNIS THOMAS



For today's 10:00 a.m. meeting.

DRAFT - July 6, 1986

NATIONAL INITIATIVE ON DRUG ABUSE

OBJECTIVES

- o Secure President Reagan's rightful leadership role in the national campaign to prevent drug abuse and drug trafficking.
- o Garner public support for Administration's new initiatives to create a drug-free generation by the 1990s.

STRATEGY

1. Elevate action and broaden public awareness on drug abuse.
 - Move from uninformed to informed debate.
 - Direct sudden public outrage over drug abuse to support for government and private initiatives against drug use. Focus on drug user, not as victim but as irresponsible member of society.
2. Increase awareness of the President's successful national and international drug program.
3. Pre-empt unwarranted Congressional actions by undertaking major new initiatives.

THEMES

1. Administration has taken unprecedented actions to stop drug abuse.
2. Drug users are financing our Nation's suicide.
 - Drug abuse is a threat to national security and public safety.
 - Drug abuse costs the American public at least \$60 billion each year in terms of productivity, health care, accidents and crime.
 - Drug abuse is eroding the quality of education and the personal development of our young people.
3. Government must do all in its power to help, but the war on drugs will be won only by the action and commitment of private citizens -- businessmen and workers, students and teachers, parents and volunteers.

TIMING: July through October 1986

The window of opportunity is wide open. Public outrage and media attention about drug abuse are at an unprecedented high in the wake of the recent cocaine deaths of Len Bias and Don Rogers. Public focus has shifted from the drug traffickers to the drug users, from the drug user as victim to drug abuse being irresponsible behavior, and from government program to private initiative.

Strong leadership is required to maintain and direct the current momentum into effective public action. There has already been some dissipation in the current situation: the media has begun to refocus the burden of resolution on government and on drug law enforcement, both of which are limited without broad public commitment to stopping the use of drugs.

Key dates:

- o July 15, 1986 - Congressional hearings on crack cocaine.
- o July 16, 1986 - Tentative hearing by House Subcommittee on Crime on H.J. Res. 631, legislative initiative mandating a White House Conference on Drug Abuse.
- o August 16-September 8, 1986 - Congressional Labor Day recess.
- o September 1, 1986 - Labor Day and beginning of school year

DRAFT/July 6, 1986

POSSIBLE SCHEDULE OF DRUG ABUSE EVENTS

Week 1

- o RR/NR message to players of major sports organizations calling on them as role models for Nation's youth to support management's anti-drug programs and to be drug free.

Purpose: To recall 1982 RR/NR meeting with representatives of professional sports associations and direct current visibility of the problem of drugs and sports to a call for action in all segments of society.

- o RR/NR meeting with Congressional leaders. Event would be a "listening" session among conservative and liberal drug program spokesmen in Congress.

Purpose: To reaffirm the President's leadership on the issue, demonstrate a listening posture and break ground for new Administration initiatives.

- o Briefing for national press with Regan, Wienberger, Meese, Bowen, Brock, Bennett, Turner.
- o Room 450 events with business, consumer groups, labor, educational associations, etc.
- o Fact sheets/speech inserts for surrogates. Mailings of supportive editorials and other advocacy materials.

Week 2

- o RR/NR briefing of Chief Executive Officers. Event would be a dialogue on the subject of drug abuse in the workplace.

Purpose: To highlight priority of drug abuse prevention programs in the workplace, demonstrate support for established programs and encourage other corporations to establish programs of their own.

- o RR message to conference of state/local government officials asking them to increase resources devoted to local drug abuse and drug trafficking.
- o Regional press luncheon.
- o Room 450 events with business, consumer groups, labor, educational associations, etc.

Week 3

- o RR/NR Presentation Ceremony for Certificates of Achievement to six individual and corporate achievers.

Purpose: To highlight accomplishments of established national program against drug abuse and present model for upcoming initiatives.

- o RR Op-ed for Wall Street Journal: the national cost of drug abuse.
- o Announcement that drug abuse awareness messages will be printed on milk cartons and/or included in utility bills.
- o Room 450 events with business, consumer groups, labor, educational associations, etc.

Week 4

- o RR Signing Ceremony for Executive Order creating Cabinet-level drug abuse health policy board.

Purpose: To herald broad national anti-drug effort by ensuring that Federal government support is well-coordinated and responsive to private sector needs.

- o Shults address on international impact of drug abuse.
- o Room 450 events with business, consumer groups, labor, educational associations, etc.

Week 5

- o RR nationally-televised address to American people/Joint Session of Congress (If prior to August 15th Congressional recess, opportunity to call on Members of Congress to take message to their constituencies, especially over period which includes Labor Day and return to school.)

Purpose: To take full leadership role, heighten national awareness of the multi-faceted drug abuse issue, communicate progress made and outline new offensive against drug abuse.

- o RR/NR visit to a school which has implemented an effective anti-drug program. Addresses student body, tours town, etc.

Purpose: To focus on ability of community to rid schools of drugs and the relationship of a drug-free school with the quality of education.

- o Statements of support by Cabinet members.

- o Room 450 events with business, consumer groups, labor, educational associations, etc.

Week 6

- o RR Signing Ceremony - Executive Orders (1) directing the Secretary of Education to withhold Federal funding from any educational institution which does not have a policy of no drug use; (2) requiring all DOD contractors to have a certified drug-free workplace; and (3) requiring Federal Government to adopt (a) preemployment screening for all positions and (b) screening of all employees -- beginning immediately with those in positions affecting public safety or national security and including all employees within next three years.

Purpose: To ensure the public trust by taking those actions which are the most difficult and the most effective in eliminating drug abuse.

- o RR call on union and management to eliminate drug abuse in their ranks and to set an effective policy to deal with the drug users and their health needs. Include productivity issue.
- o RR exclusive interview with weekly news magazine.
- o Room 450 events with business, consumer groups, labor, educational associations, etc.

Weeks 7-12

- o RR Message to School Principals to coincide with Department of Education program kick-off and release of "Schools Without Drugs."
- o RR/NR informal chat with selected editorial writers.
- o RR address to national meeting of drug abuse health care professionals.
- o RR Message to teachers to coincide with release of comic books
- o Legislative package to Congress requesting national law on drug abuse paraphernalia, rescheduling of butyl nitrite, and legislation requiring all IV drug users to enter treatment.
- o Room 450 events with business, consumer groups, labor, educational associations, etc.

DRAFT/July 6, 1986

SCHEDULE OF POSSIBLE DRUG ABUSE EVENT OPPORTUNITIES

<u>DATE</u>	<u>EVENT</u>	<u>LOCATION</u>
7/8-11/86	North American Christian Convention	Indiana
7/11-18/86	Association of Trial Lawyers of America	New York, NY
7/14-19/86	National Law Enforcement Explorer Conference	Seattle, WA
7/15/86	RR Address to Republican Fundraiser	Washington, DC
7/15/86	Fourth National Conference of Hospital-Medical Public Policy Issues	Washington, DC
7/16/86	Texans War on Drugs	Texas
7/18/86	NR meets with sports commissioners. (T)	Washington, DC
7/27-31/86	Youth to Youth National Conference	Ohio
8/3-6/86	First National Conference on Alcohol and Drug Abuse Prevention, "Sharing Knowledge for Action"	Washington, DC
8/22-26/86	American Psycholocial Association	Washington, DC
8/14/86	Congressional Picnic	Washington, DC
8/16-9/7/86	RR to Ranch/Congress recess	National
8/17-21/86	White House Conference On Small Business	Washington, DC
8/24-26/86	National Governors Conference	Hilton Head, NC
8/26-30/86	Toastmasters, International	Nevada
9/1/86	Labor Day & Beginning School Year	Nat'l Holiday
9/8/86	RR/Congress return	Washington, DC
9/11-13/86	Radio-Television News Directors Association	Texas

<u>DATE</u>	<u>EVENT</u>	<u>LOCATION</u>
ca. 9/15/86	Department of Education program kick-off and release of "Schools Without Drugs."	National
9/18/86	Capital Cities/ABC Conference: "Drugs in the U.S.A."	New York, NY
9/18-21/86	Concerned Women for America	Washington, DC
9/23-26/86	National Conference of Editorial Writers	South Carolina
9/29-10/2/86	American Academy of Family Physicians	Washington, DC
10/4/86	Congress recess/Campaign	National
10/22-26/86	American Business Women's Association	Kansas
11/23-24/86	Tennessee Statewide Law Enforcement Coordinating Committee (LECC) meeting on drug education and enforcement	Nashville, TN
11/2-6/86	American Pharmaceutical Association	Louisiana
11/2-6/86	National Association of Convenience Stores	Louisiana
11/4/86	Election Day	National
11/6-11/86	National Association of Realtors	New York, NY
11/16-19/86	American Heart Association	California
11/12-15/86	Society of Professional Journalists (Sigma Delta Chi)	Georgia
11/16-19/86	Southern Newspaper Publishers Association	Florida
11/17-19/86	TV Bureau of Advertising	California

Perennials

National Chamber of Commerce
National Press Club

THE WHITE HOUSE
WASHINGTON

July 8, 1986

TO: PLANNING GROUP

FROM: DENNIS THOMAS



For today's 10:00 a.m. meeting.

Big Bang approach

1st Session - T.O. Speech - ASAP

* tee-up issue

* announce intention for 4-5 pt. program

* Put RR way out in front + setting the agenda

Drug Trials

* Sign Exec order at a
out of Wash site

Follow on activities

* then implement various activities

h.s.

C.E.O.'s

etc.

Below achieves 2 objectives

1. R.R. leads drug effort

2. fills gap / any void - otherwise defense
tools / textiles / etc.

NATIONAL INITIATIVE ON DRUG ABUSE

OBJECTIVES

- o Secure President Reagan's rightful leadership role in the national campaign to prevent drug abuse and drug trafficking.
- o Garner public support for Administration's new initiatives to create a drug-free generation by the 1990s.

STRATEGY

1. Elevate action and broaden public awareness on drug abuse.
 - Move from uninformed to informed debate.
 - Direct sudden public outrage over drug abuse to support for government and private initiatives against drug use. Focus on drug user, not as victim but as irresponsible member of society.
2. Increase awareness of the President's successful national and international drug program.
3. Pre-empt unwarranted Congressional actions by undertaking major new initiatives.

THEMES

1. Administration has taken unprecedented actions to stop drug abuse. — *but more must be done.*
2. Drug users are financing our Nation's suicide.
 - Drug abuse is a threat to national security and public safety.
 - Drug abuse costs the American public at least \$60 billion each year in terms of productivity, health care, accidents and crime.
 - Drug abuse is eroding the quality of education and the personal development of our young people.
3. Government must do all in its power to help, but the war on drugs will be won only by the action and commitment of private citizens -- businessmen and workers, students and teachers, parents and volunteers.

TIMING: July through October 1986

The window of opportunity is wide open. Public outrage and media attention about drug abuse are at an unprecedented high in the wake of the recent cocaine deaths of Len Bias and Don Rogers. Public focus has shifted from the drug traffickers to the drug users, from the drug user as victim to drug abuse being irresponsible behavior, and from government program to private initiative.

Strong leadership is required to maintain and direct the current momentum into effective public action. There has already been some dissipation in the current situation: the media has begun to refocus the burden of resolution on government and on drug law enforcement, both of which are limited without broad public commitment to stopping the use of drugs.

Key dates:

- o July 15, 1986 - Congressional hearings on crack cocaine.
- o July 16, 1986 - Tentative hearing by House Subcommittee on Crime on H.J. Res. 631, legislative initiative mandating a White House Conference on Drug Abuse.
- o August 16-September 8, 1986 - Congressional Labor Day recess.
- o September 1, 1986 - Labor Day and beginning of school year

DRAFT/July 6, 1986

POSSIBLE SCHEDULE OF DRUG ABUSE EVENTS

Week 1

- o RR/NR message to players of major sports organizations calling on them as role models for Nation's youth to support management's anti-drug programs and to be drug free.

Purpose: To recall 1982 RR/NR meeting with representatives of professional sports associations and direct current visibility of the problem of drugs and sports to a call for action in all segments of society.

- o RR/NR meeting with Congressional leaders. Event would be a "listening" session among conservative and liberal drug program spokesmen in Congress.

Purpose: To reaffirm the President's leadership on the issue, demonstrate a listening posture and break ground for new Administration initiatives.

- o Briefing for national press with Regan, Wienberger, Meese, Bowen, Brock, Bennett, Turner.
- o Room 450 events with business, consumer groups, labor, educational associations, etc.
- o Fact sheets/speech inserts for surrogates. Mailings of supportive editorials and other advocacy materials.

Week 2

- o ³ RR/NR briefing of Chief Executive Officers. Event would be a dialogue on the subject of drug abuse in the workplace.

Purpose: To highlight priority of drug abuse prevention programs in the workplace, demonstrate support for established programs and encourage other corporations to establish programs of their own.

- o RR message to conference of state/local government officials asking them to increase resources devoted to local drug abuse and drug trafficking.
- o Regional press luncheon.
- o Room 450 events with business, consumer groups, labor, educational associations, etc.

Week 3

- o RR/NR Presentation Ceremony for Certificates of Achievement to six individual and corporate achievers.

Purpose: To highlight accomplishments of established national program against drug abuse and present model for upcoming initiatives.

- o RR Op-ed for Wall Street Journal: the national cost of drug abuse.
- o Announcement that drug abuse awareness messages will be printed on milk cartons and/or included in utility bills.
- o Room 450 events with business, consumer groups, labor, educational associations, etc.

Week 4

- o RR Signing Ceremony for Executive Order creating Cabinet-level drug abuse health policy board.

Purpose: To herald broad national anti-drug effort by ensuring that Federal government support is well-coordinated and responsive to private sector needs.

- o Shults address on international impact of drug abuse.
- o Room 450 events with business, consumer groups, labor, educational associations, etc.

Week 5

- o RR nationally-televised address to American people/Joint Session of Congress (If prior to August 15th Congressional recess, opportunity to call on Members of Congress to take message to their constituencies, especially over period which includes Labor Day and return to school.)

Purpose: To take full leadership role, heighten national awareness of the multi-faceted drug abuse issue, communicate progress made and outline new offensive against drug abuse.

- o RR/NR visit to a school which has implemented an effective anti-drug program. Addresses student body, tours town, etc.

Purpose: To focus on ability of community to rid schools of drugs and the relationship of a drug-free school with the quality of education.

- o Statements of support by Cabinet members.

most copies re necessary

(1)

What is this?

Why would we do this? - off

announce series of actions then following with implement

how to be in Sept.

- o Room 450 events with business, consumer groups, labor, educational associations, etc.

Week 6

- o RR Signing Ceremony - Executive Orders (1) directing the Secretary of Education to withhold Federal funding from any educational institution which does not have a policy of no drug use; (2) requiring all DOD contractors to have a certified drug-free workplace; and (3) requiring Federal Government to adopt (a) preemployment screening for all positions and (b) screening of all employees -- beginning immediately with those in positions affecting public safety or national security and including all employees within next three years. (2)

Purpose: To ensure the public trust by taking those actions which are the most difficult and the most effective in eliminating drug abuse.

- o RR call on union and management to eliminate drug abuse in their ranks and to set an effective policy to deal with the drug users and their health needs. Include productivity issue.
- o RR exclusive interview with weekly news magazine.
- o Room 450 events with business, consumer groups, labor, educational associations, etc.

Weeks 7-12

- o RR Message to School Principals to coincide with Department of Education program kick-off and release of "Schools Without Drugs."
- o RR/NR informal chat with selected editorial writers.
- o RR address to national meeting of drug abuse health care professionals.
- o RR Message to teachers to coincide with release of comic books
- o Legislative package to Congress requesting national law on drug abuse paraphernalia, rescheduling of butyl nitrite, and legislation requiring all IV drug users to enter treatment.
- o Room 450 events with business, consumer groups, labor, educational associations, etc.

DRAFT/July 6, 1986

SCHEDULE OF POSSIBLE DRUG ABUSE EVENT OPPORTUNITIES

<u>DATE</u>	<u>EVENT</u>	<u>LOCATION</u>
7/8-11/86	North American Christian Convention	Indiana
7/11-18/86	Association of Trial Lawyers of America	New York, NY
7/14-19/86	National Law Enforcement Explorer Conference	Seattle, WA
7/15/86	RR Address to Republican Fundraiser	Washington, DC
7/15/86	Fourth National Conference of Hospital-Medical Public Policy Issues	Washington, DC
7/16/86	Texans War on Drugs	Texas
7/18/86	NR meets with sports commissioners. (T)	Washington, DC
7/27-31/86	Youth to Youth National Conference	Ohio
8/3-6/86	First National Conference on Alcohol and Drug Abuse Prevention, "Sharing Knowledge for Action"	Washington, DC
8/22-26/86	American Psychological Association	Washington, DC
8/14/86	Congressional Picnic	Washington, DC
8/16-9/7/86	RR to Ranch/Congress recess	National
8/17-21/86	White House Conference On Small Business	Washington, DC
8/24-26/86	National Governors Conference	Hilton Head, NC
8/26-30/86	Toastmasters, International	Nevada
9/1/86	Labor Day & Beginning School Year	Nat'l Holiday
9/8/86	RR/Congress return	Washington, DC
9/11-13/86	Radio-Television News Directors Association	Texas

<u>DATE</u>	<u>EVENT</u>	<u>LOCATION</u>
ca. 9/15/86	Department of Education program kick-off and release of "Schools Without Drugs."	National
9/18/86	Capital Cities/ABC Conference: "Drugs in the U.S.A."	New York, NY
9/18-21/86	Concerned Women for America	Washington, DC
9/23-26/86	National Conference of Editorial Writers	South Carolina
9/29-10/2/86	American Academy of Family Physicians	Washington, DC
10/4/86	Congress recess/Campaign	National
10/22-26/86	American Business Women's Association	Kansas
11/23-24/86	Tennessee Statewide Law Enforcement Coordinating Committee (LECC) meeting on drug education and enforcement	Nashville, TN
11/2-6/86	American Pharmaceutical Association	Louisiana
11/2-6/86	National Association of Convenience Stores	Louisiana
11/4/86	Election Day	National
11/6-11/86	National Association of Realtors	New York, NY
11/16-19/86	American Heart Association	California
11/12-15/86	Society of Professional Journalists (Sigma Delta Chi)	Georgia
11/16-19/86	Southern Newspaper Publishers Association	Florida
11/17-19/86	TV Bureau of Advertising	California

Perennials

National Chamber of Commerce
National Press Club

Advocate of Urinalysis Gets Testy at Hill Session

Official Refuses Request for His Specimen

By Mary Thornton
Washington Post Staff Writer

126P

A top official of the President's Commission on Organized Crime clashed yesterday with a House subcommittee when he refused its request to submit to a surprise drug test before testifying in favor of a commission proposal to require urinalysis drug testing of federal employes.

Rodney Smith, deputy executive director of the commission, angrily faced a bank of television cameras and denounced the request as a "cheap shot" and a "performance for the media."

Rep. Gary L. Ackerman (D-N.Y.), chairman of the Post Office and Civil Service human resources subcommittee, had surprised Smith when he held up a small plastic jar, said, "I think a specimen is worth 1,000 oaths" and asked him to "go into the men's room" to produce the sample "under the direct supervision" of a staff member. (Military procedures for random drug tests require a witness to ensure no substitution of specimens.)

Ackerman told Smith that he had a lab waiting to test the sample for signs of drug use.

After Smith refused to cooperate, Ackerman said, "I thank you for very eloquently proving the point that we have set out to prove."

The commission report, supervised by Smith, recommended "appropriate" drug testing for all federal, state and local employes, as well as employes of government contractors.

President Reagan has said that he supports the idea, and Attorney General Edwin Meese III has said he sees no legal problems with requiring employes to undergo drug testing as a condition of employment.

The proposal, one of many in the lengthy report, has been denounced on constitutional grounds, partly because there is no evidence of widespread drug use by federal employes.

In responding to the criticism,



RODNEY SMITH

... calls panel request "cheap shot"

Smith said the commission has made "no assumption that the federal work force is somehow suspect." He added that he believes that employes found to be using drugs should be rehabilitated, not dismissed.

James Pierce, president of the National Federation of Federal Employees, called drug testing "the most insulting proposal to emerge from the Reagan administration's federal employment policies since its plan to require workers to submit to polygraph examinations. In fact, it smacks of a police state."

Opponents also have questioned the accuracy of the tests.

"Experts tell me that a person can register positive for opium after eating poppy seed rolls," Ackerman said. "Inaccurate tests have the potential to ruin a person's career."

Labs conducting drug tests for the military, which has required urinalysis since 1981, have been accused in court of mixing up service members' urine specimens, spilling urine from one sample into another and misidentifying samples with the wrong Social Security numbers.

The military services have had to overturn demotions and correct the records of personnel accused of drug use on the basis of erroneous test results.

Pat.
Drugs - FYI - This is
the kind of ~~mess~~
mess we can get
into on
mandatory testing
we got creamed
on this.
TG.



Office of the Attorney General
Washington, D. C. 20530

3 July 1986

MEMORANDUM FOR DONALD T. REGAN

FROM: EDWIN MEESE III *EM*

SUBJECT: Administration Drug Control Program

As we discussed yesterday, I believe it is very important that we have a comprehensive, Administration-wide drug control effort that includes both the "supply side" (law enforcement) approach and the "demand side" (prevention, education and health) approach.

This topic has been discussed with Carlton Turner and Dick Wirthlin, both of whom agree that a major Administration initiative, including participation by the President, is highly desirable. It is important that we build upon past accomplishments and successes and that we expand the effort in a way that includes the Private Sector.

The organizational framework for this effort already exists with a Cabinet-level board (the National Drug Enforcement Policy Board), an enforcement coordinating group, and the potential for a health and prevention coordinating group (which ideally would be chaired by Carlton Turner).

As you suggested, the private sector effort could be organized by the Office of Public Liaison, in accordance with normal White House practice, with a strong liaison relationship with the health and prevention coordinating group. To explore the possibilities and develop a definitive plan of action, I would recommend that the following meetings be set up as soon as possible:

- (1) A Domestic Policy Council meeting with the President to present the current state of drug education, prevention and treatment activities within the federal government; this meeting should be set up as soon as possible on or after 9 July.

- (2) An informal meeting with the President, members of the Cabinet, and White House staff, in which Peter Ueberroth, Tom Korologos and Dick Wirthlin would be invited to present their ideas. All three of these people have done considerable thinking on private sector involvement, as well as Administration participation, in a major drug abuse effort.
- (3) A Cabinet meeting at which a comprehensive drug control plan would be presented by Carlton Turner, representatives of the National Drug Enforcement Policy Board, other White House staff members, etc.

If these three meetings could be completed by the end of July, we could utilize the month of August for preparation and have a kick-off for this program in September, just as schools and colleges resume for the Fall semester.

Needless to say, the principal success of the Administration in drug abuse prevention and education has been the outstanding work done by Nancy Reagan, both within the United States and internationally. The program we are contemplating would in no way conflict with or duplicate those efforts, which would continue to expand. Rather, the additional activities would complement the First Lady's program in the law enforcement, education and health areas as well as devote attention to the problem of drugs in the workplace, which should be a major focus of the new private sector activity.

The above ideas are obviously tentative, and I would be happy to discuss them with you and other members of the White House staff.

cc: Dr. Carlton Turner

THE WHITE HOUSE

WASHINGTON

July 2, 1986

MEMORANDUM FOR PLANNING GROUP

FROM: DENNIS THOMAS

Sorry about the time for the meeting next Tuesday but we need some quick decisions and our more "normal" days were not possible. We need to be thinking about how/what we do in the mid-July to September and September to November time blocks.

One issue that we will discuss at some length is the drug initiative. Carlton Turner has developed a series of options for review by the group. D.T.R is looking for recommendations and given the short time table I hope we can reach agreement on Tuesday.

Additionally if you could be thinking about what else we should put on the screen it would be helpful. This could range from legislative issues we know we have - including where to sign the tax bill-event, etc. to youth events. On the last point I'm not sure we have anything scheduled so we need to come up with some fresh ideas.

In short if you ask your people for ideas for the next 2 - 4 months we will put them on the table Tuesday.

THE WHITE HOUSE

WASHINGTON

June 24, 1986

MEMORANDUM TO:

DONALD T. REGAN
DENNIS THOMAS ✓
JACK COURTEMANCHE

FROM:

PETER ROUSSEL 

With all the increasing and massive focus by the news media on the drug issue, as related to amateur and professional sports, and, concurrently, the desire of the President and Mrs. Reagan to speak out on this issue, I offer this suggestion:

Why not give consideration to the creation of a special White House Commission -- high calibre, blue ribbon, mandated with a deadline (as in the Rogers Commission) to take the initiative in lending a true national effort to review the problem and make specific recommendations on how college and professional sports can go about curbing this illness that now infects sports.

I would think that such governing bodies as the NCAA and the Commissioner's offices of the various professional sports -- major league baseball, NFL, etc., would welcome such an initiative to help their own efforts as well as increasing public awareness that the White House had taken a serious lead role in this campaign.

Consideration could be given to tapping appropriate athletes, coaches and prominent citizens for service. The key, however, would be to emphasize that this would be a working commission, not just a cosmetic entity, and with the intention that their findings/recommendations will be seriously reviewed/considered by all bodies involved.

Finally, its creation and purpose could be perhaps jointly announced by the President and Mrs. Reagan -- as a joint effort -- emphasizing her deep and continuing interest in this crusade in general -- and reaffirming his deep concern for this problem, and, as it applies in this case, most specifically to that most devoutly-followed of institutions -- the American sports scene.