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THE WHITE HOUSE

WASHINGTON

DRUG ADVOCACY WORKING GROUP

July 14, 1988

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National Drug Policy
Board

THE WHITE HOUSE

WASHINGTON

July 14, 1988

MEMORANDUM FOR MEMBERS OF THE DRUG ADVOCACY WORKING GROUP

FROM: MARION C. BLAKEY *MCB*
DIRECTOR OF PUBLIC AFFAIRS

SUBJECT: Calendar of Anti-Drug Events

The attached calendar is a list of upcoming events at which agency spokesmen will discuss the Administration's anti-drug efforts. We have included selected other events and proclamation days which might offer appropriate opportunities to present an anti-drug message.

The calendar will need to be updated. As you know, each agency is responsible for sending us a weekly calendar of events which we use to provide a daily update of important agency events for senior White House staff. This is updated by the agency public affairs offices via electronic mail ("profs") or by using the White House "fax" facilities. Our fax number is (202) 395-5221.

Please make a point of including your anti-drug events as a part of your weekly and daily reports. On the basis of these we will periodically update the calendar attached.

CALENDAR OF ANTI-DRUG EVENTS

July 14, 1988

JULY

- July 15 National Oceanic and Atmospheric Administrator Evans (Commerce) will speak to the Citizenship Washington Focus meeting on anti-drug initiatives.
- Admiral Yost will speak to the Combat Veterans Association in Tennessee on drug initiatives.
- July 16 Director Burford of the Bureau of Land Management will give an anti-drug speech to the American Livestock Association Annual Meeting in Idaho.
- July 18 Research Special Programs Administrator Douglas (Transportation) will speak to the Research and Special Programs Region Chief Meeting in Wisconsin on drug initiatives.
- The Treasury Department will sponsor a ribbon-cutting ceremony of the Command, Control, Communications and Intelligence Center in Riverside, California. This facility will direct Customs air and marine radar equipment and aid in drug interdiction efforts. The ceremony will focus solely on the Administration's anti-drug efforts.
- July 20 CBS News "48 Hours" program will include discussion of the drug problem in our national parks.
- July 21 Mexican American Women's National Association meeting in Washington, D.C.
- July 22 Interior Secretary Hodel will give an anti-drug speech to the Cleveland City Club.
- July 22 HHS Under Secretary Newman will speak to Xavier University in Louisiana on illicit drug use.
- July 23 Disabled Vets National Conference, Dallas.

July 25 Transportation General Counsel Vance will speak to the Lawyers Committee on Transportation Research in Connecticut on drug initiatives.

 International Hispanic Congress, Los Angeles.

July 26 International Union of Police Associations, Washington, D.C.

July 27 Research Special Programs Administrator Douglass (Transportation) will speak to the American Public Gas Association in Florida on drug initiatives.

July 28 Minority Business Development Agency Director Richardson will speak to the TAMACC Convention in Texas on anti-drug initiatives.

July 31 National Urban League, Detroit.

AUGUST

No date Secretary Shultz will be traveling to Latin America for a series of meetings on the drug issue.

 The State Department will also issue a mid-year update of the International Narcotics Control Strategy Report.

 Department of Transportation will issue a taped public service announcement on drugged driving to be distributed to the media.

August 5 Organization of Chinese Americans Asian American Awards Banquet. Attendance: 500

August 6 National Bar Association, Washington, D.C. Attendance: 1,800

 Black Congress on Health, Law and Economics, Washington, D.C. Attendance: 3,000

August 8 National Association of Police Organizations, San Antonio. Attendance: 300

- August 8 HHS Chief of Staff Burke will speak to the American Hospital Association in Louisiana on illicit drug use.
- August 9 National Neighborhood Crime Watch Day
- August 14 Chicano and Latino Youth Leadership, Sacramento.
- August 15 Polish scouting Organization World Jamboree
Attendance: 1200
- Admiral Yost will speak to the Chief Petty Officers Association in Missouri on drug initiatives.
- August 17 The Treasury Department will sponsor the rededication of the Customhouse in San Francisco, California. Throughout 1988 Customs will be rededicating 12 historic Customhouses. The public is encouraged to attend these events to learn about the responsibilities of the Customs Service. A mock drug chase and interdiction will be conducted at many of the ceremonies to display Customs tracking and interception capabilities.
- August 18 The Treasury Department will sponsor the Civil Air Patrol Annual National Board Meeting in Washington, D.C. Customs officials will meet with the patrol to encourage support of customs efforts to stop the importation of illegal narcotics by private pilots.
- August 19 Admiral Yost will speak to the Coast Guard Command in Connecticut on drug initiatives.
- August 21 VFW National Convention, Chicago. Attendance: 8,000-12,000
- August 22 Under Secretary of Commerce Ortner will speak to the Conference on High Technology and Trade in California on anti-drug initiatives.
- August 24 Director Burford of the Bureau of Land Management will speak on the drug issue to the Western Legislative Conference of Council of State Government in Idaho.

August 26 HHS Assistant Secretary Windom will speak to the Defense Intelligence Agency Symposium in Washington, D.C. on illicit drug use.

August 27 Minority Business Development Agency Director Richardson will speak to the Asian Pacific American Chamber of Commerce in California on anti-drug initiatives.

Transportation Deputy Secretary Dawson and Admiral Yost will speak at the christening of the CGC Mohawk in Rhode Island on drug initiatives.

August 29 International Association of Fire Chiefs, Washington, D.C. Attendance: 7,000

SEPTEMBER

September National Alliance of Business, New Orleans Attendance: 1,000

September 3 Asian American Voters Coalition National Convention, Houston. Attendance: 2,000

September 4 B'Nai B'Rith International Convention, Baltimore. Attendance: 5,000

National Black Police Officers Association, New Orleans.

September 5 International Narcotic Enforcement Officers Association International Drug Conference, New Orleans.

September 5-11 National School Dropout Prevention Week

September 6 American Legion National Convention, Louisville, Kentucky.

September 7 Florida Retired Education Association meeting, Jacksonville, Florida. Attendance: 300

September 8 National Troopers Coalition, Jackson Hole, Wyoming.

U.S. Hispanic Chamber of Commerce, Washington, D.C. Attendance: 4,000

National Hispanic Family Against Drug Abuse, Arlington, Va. Attendance 1,000

September 11 National Hispanic Heritage Week

September 13 National Organization for Victim Assistance

September 14 The Treasury Department will sponsor the rededication of the Customhouse in Norfolk, Virginia.

September 15 National Drug Abuse Resistance Education Day

The Treasury Department will sponsor the rededication of the Customhouse in Yorktown, Virginia.

September 18 Congress on Transportation Futures, Washington, D.C. Attendance: 350

September 22 Congressional Black Caucus Foundation, Washington, D.C. Attendance: 3,000

September 26 Women in Communications, Washington, D.C. Attendance: 350

HUD Michael Dorsey will speak to the National Association of Housing and Redevelopment Officials (NAHRO) Annual Conference in New York on anti-drug initiatives.

OCTOBER

October 6 Federal Criminal Investigators Association, Ft. Lauderdale.

October 7 The Treasury Department will sponsor the rededication of the Customhouse in Port Huron, Michigan.

October 15 International Association of Chiefs of Police, Portland, Oregon.

October 16 American Trucking Association, Los Angeles. Attendance: 6,000

October 21 National Italian American Leaders, Washington, D.C.

NOVEMBER

November 30 The Treasury Department will sponsor the rededication of the Customhouse in Baltimore, Maryland.

More People Found Opposing Drugs

By PETER KERR

The attitudes of many Americans appear to have shifted sharply against the use of illegal drugs in the last year, according to a study released yesterday.

The findings also suggested that public advertising can be highly effective in accelerating such attitude changes and in convincing young people that experimenting with drugs is a bad idea.

Several drug abuse experts said they regarded the findings as highly significant, for they tended to confirm narrower Federal studies that suggested the peak has been passed in America's 25-year affair with illegal drugs.

In addition, they said, the findings provided evidence that at least one form of drug prevention campaign — advertising on television and radio and in newspapers and magazines — could bring fairly dramatic results.

'Really Quite Remarkable'

The study of more than 7,000 people in early 1987 and again in early 1988 was part of a national anti-drug campaign by members of the American advertising industry with the assistance of Federal officials and academic experts.

"It is really quite remarkable," said Dr. Edgar Adams, the research director of the division of epidemiology of the National Institute on Drug Abuse. "I don't think anybody expected this kind of change to be occurring."

As part of the program, the partnership conducted an anonymous study of 7,000 people at 89 shopping malls or

Advertising can shift attitudes, study shows.

central sites around the United States and on 130 college campuses. The study was conducted in February and March 1987 and repeated in February and March 1988. It asked different questions of four groups: children 9 to 12 years old, teen-agers, college students and adults.

The people sampled were selected to generally approximate the nation as a whole. But the study was not a strictly random survey of Americans and cannot be regarded as scientifically precise as many public opinion polls conducted before elections.

Supply Still Plentiful

Nonetheless, the study, conducted by the Media-Advertising Partnership for a Drug Free America, found that nearly one in five children are being approached to use drugs, a spokesman for the advertising group said. He said the findings indicated that while the study offered hope of reduced demand for drugs in the United States, the supply is still plentiful.

The non-profit group was formed in 1985 by executives of dozens of large advertising agencies and media companies to begin an advertising campaign designed to shift public accept-

ance away from from the use of illegal drug as normal.

So far, 28 advertising agencies have donated 32 television commercials, 80 print advertisements and 25 radio commercials to the campaign, the group said, and television, radio, magazine and newspaper companies have donated the equivalent of \$150 million in advertising time and space.

College Students Lead Change

While the study found an increase in anti-drug attitudes in all groups, it was most pronounced among college students. It was the same group, college students, who were leaders in the change to pro-drug attitudes in the 1960's.

The study found a slower change among the attitudes of teen-agers and a disturbing tendency among parents to underestimate the exposure of their children to the offers of drugs, said Gordon S. Black, the president of the Gordon S. Black Corporation, a private research concern that conducted the study.

But the study found a far greater rise in anti-drug attitudes in the 10 markets where the anti-drug advertising campaign had been particularly heavy.

Mr. Black cautioned however, that to reduce the massive problems of drug abuse in the nation, public attitudes would have to change for many years to come.

"It took us 25 years to get where we are," Mr. Black said. "We are not going to turn this around in a single year."

THE WHITE HOUSE

WASHINGTON

DRUG ADVOCACY WORKING GROUP

Roosevelt Room

Thursday, July 14

Department of Education	Loye Miller Director of Public Affairs
Department of Defense	Bill Hart Deputy Assistant Secretary for Public Affairs
Department of Interior	Allan Levitt Deputy Director of Public Affairs
International Narcotics Matters	Gerrold Mark Dion Deputy Assistant Secretary for INM
Department of Transportation	Catherine Bedell Deputy Assistant Secretary for Public Affairs Jerry Blackwelder Deputy Assistant Secretary for Public Affairs
Federal Aviation Administration	Kathleen Harrington Assistant Administrator
Coast Guard	Marc Wolfson Assistant Chief, Public Affairs
Department of Energy	Anson Franklin Assistant Secretary for Congressional, Inter- governmental & Public Affairs
Department of Commerce	Susan Borches Director of Public Affairs
Department of the Treasury	Art Siddon Public Information Specialist
Customs	Ed Kittredge Public Affairs Officer
Bureau of Alcohol and Firearms	Gerry Rudden Chief of Public Affairs

Department of Justice

Pat Korten
Director of Public Affairs

National Drug Policy Board

Dave Pickens
Executive Director
Bill Prince
Deputy Director

Drug Enforcement Agency

Bob Feldkamp
Chief of Public Affairs

Federal Bureau of
Investigation

Robert Davenport
Deputy Assistant Director of
Congressional & Public Affairs

Immigration &
Naturalization Service

Greg Lio
Director, Congressional &
Public Affairs

Department of Agriculture

Ron Buckhalt
Director, Public Liaison
Office

Department of Labor

Jerry Blakemore
Assistant Secretary
for Public Affairs
Chris Winston
Director, Information and
Public Affairs

Department of Health and
Human Services

Richard Teske
Deputy Assistant Secretary
for Public Affairs
John Shosky
Consultant to the Secretary

Department of Housing and
Urban Development

Leonard Burchman
Deputy Assistant Secretary
for Public Affairs

Office of Management & Budget

Carol Crawford
Associate Director for
Economics and Government

Office of Personnel Management

Jim Lafferty
Director of Public Affairs

First Lady's Office

Elaine Crispen
Press Secretary to the
First Lady

Vice President's Office

Howard Gehring
Director, National Narcotics
Border Interdiction System

Drug Abuse Policy Office

Dr. Ian Macdonald
Director

W.H. Conference on Drugs

Lois Herrington
Chairman

White House

John Tuck
Assistant to the President and
Director of the Office of the
Chief of Staff

Phil Brady
Deputy Counsel to the
President

Marion Blakey
Director of Public Affairs

Jerry Becker
Associate Director of
Public Affairs

Susan Lenderking
Associate Director of
Public Affairs