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**Collection:** Roberts, John G.: Files  
**Folder Title:** [JGR/Drug Abuse, Enforcement,  
Legislation & Prevention] (2 of 9)  
**Box:** 18

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Drug Abuse

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

April 25, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Letter to Presidents of D.C. Comics  
and Keebler Company Re: Drug Abuse  
Awareness Program (Revised)

Richard Darman has requested comments by close of business today on revised drafts of letters to the presidents of D.C. Comics and the Keebler Company, thanking them for their help in connection with the comic book project. You approved earlier drafts of these letters, with suggested changes. The purpose of our suggested changes was to package the project as a private sector project, with some guidance from the White House, rather than a joint venture or a White House project funded by the private sector. The Department of Justice has now suggested revisions of its own, primarily stylistic. Some of these suggestions are inconsistent with our approach, and the changes detailed in my draft memorandum to Darman correct those that are.

Attachment

THE WHITE HOUSE

WASHINGTON

April 25, 1983

MEMORANDUM FOR RICHARD G. DARMAN  
ASSISTANT TO THE PRESIDENT

FROM: FRED F. FIELDING *Orig. signed by FFF*  
COUNSEL TO THE PRESIDENT

SUBJECT: Letter to Presidents of D.C. Comics  
and Keebler Company Re: Drug Abuse  
Awareness Program (Revised)

Counsel's Office has reviewed the revised drafts of the above-referenced letters submitted by the Department of Justice. Consistent with the approach detailed in our memorandum of April 20 on these letters, we suggest the following changes in the Justice Department drafts:

In the letter to Ms. Kahn, "contribution and assistance to" in the first sentence should be changed to "assistance in." In the last sentence, "campaign" should be "cause," as in the original version.

In the letter to Mr. Garvin, "contribution and support to" in the first sentence should be changed to "support in." The second sentence should be changed to "Private sector involvement in this effort through projects like the "Teen Titans Comic Book" will definitely have an impact on our youth," or something similar.

FFF:JGR:aw 4/25/83

cc: FFFielding  
JGRoberts  
Subj.  
Chron

THE WHITE HOUSE

WASHINGTON

April 25, 1983

MEMORANDUM FOR RICHARD G. DARMAN  
ASSISTANT TO THE PRESIDENT

FROM: FRED F. FIELDING  
COUNSEL TO THE PRESIDENT

SUBJECT: Letter to Presidents of D.C. Comics  
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Awareness Program (Revised)

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In the letter to Mr. Garvin, "contribution and support to" in the first sentence should be changed to "support in." The second sentence should be changed to "Private sector involvement in this effort through projects like the "Teen Titans Comic Book" will definitely have an impact on our youth," or something similar.

FFF:JGR:aw 4/25/83

cc: FFFielding  
JGRoberts  
Subj.  
Chron

## WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

- O - OUTGOING
- H - INTERNAL
- I - INCOMING  
Date Correspondence Received (YY/MM/DD)   1  /  1  /

Name of Correspondent: Richard G. Dasman

MI Mail Report      User Codes: (A) \_\_\_\_\_ (B) \_\_\_\_\_ (C) \_\_\_\_\_

Subject: Letter to Presidents of DC Comics  
and Keebler Company re: Drug Abuse  
Awareness Program (Revised)

ROUTE TO:	ACTION	DISPOSITION			
Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>WHolland</u>	ORIGINATOR	<u>83 04 25</u>			<u>  1  /  1  /  </u>
	Referral Note:				
<u>CUAT18</u>	<u>D</u>	<u>83 04 25</u>		<u>S</u>	<u>83 04 25</u>
	Referral Note:			<u>COB</u>	
		<u>  1  /  1  /  </u>			<u>  1  /  1  /  </u>
	Referral Note:				
		<u>  1  /  1  /  </u>			<u>  1  /  1  /  </u>
	Referral Note:				
		<u>  1  /  1  /  </u>			<u>  1  /  1  /  </u>
	Referral Note:				

**ACTION CODES:**

- |   |  |
|---|--|
| A - Appropriate Action                            | I - Info Copy Only/No Action Necessary |
| C - Comment/Recommendation                        | R - Direct Reply w/Copy                |
| D - Draft Response                                | S - For Signature                      |
| F - Furnish Fact Sheet<br>to be used as Enclosure | X - Interim Reply                      |

**DISPOSITION CODES:**

- |                          |               |
|--------------------------|---------------|
| A - Answered             | C - Completed |
| B - Non-Special Referral | S - Suspended |

**FOR OUTGOING CORRESPONDENCE:**

- Type of Response = Initials of Signer  
Code = "A"  
Completion Date = Date of Outgoing

Comments: \_\_\_\_\_

Keep this worksheet attached to the original incoming letter.  
Send all routing updates to Central Reference (Room 75, OEOB).  
Always return completed correspondence record to Central Files.  
Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

# WHITE HOUSE STAFFING MEMORANDUM

DATE: April 25 ACTION/CONCURRENCE/COMMENT DUE BY: c.o.b. TODAY

SUBJECT: LETTER TO PRESIDENTS OF DC COMICS AND KEEBLER COMPANY RE  
DRUG ABUSE AWARENESS PROGRAM. (REVISED)

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input type="checkbox"/>	GERGEN	<input type="checkbox"/>	<input type="checkbox"/>
MEESE	<input type="checkbox"/>	<input type="checkbox"/>	HARPER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BAKER	<input type="checkbox"/>	<input type="checkbox"/>	JENKINS	<input type="checkbox"/>	<input type="checkbox"/>
DEAVER	<input type="checkbox"/>	<input type="checkbox"/>	MURPHY	<input type="checkbox"/>	<input type="checkbox"/>
STOCKMAN	<input type="checkbox"/>	<input type="checkbox"/>	ROLLINS	<input type="checkbox"/>	<input type="checkbox"/>
CLARK	<input type="checkbox"/>	<input type="checkbox"/>	WHITTLESEY	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/> P	<input type="checkbox"/> SS	WILLIAMSON	<input type="checkbox"/>	<input type="checkbox"/>
DUBERSTEIN	<input type="checkbox"/>	<input type="checkbox"/>	VON DAMM	<input type="checkbox"/>	<input type="checkbox"/>
FELDSTEIN	<input type="checkbox"/>	<input type="checkbox"/>	BRADY/SPEAKES	<input type="checkbox"/>	<input type="checkbox"/>
FIELDING	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input type="checkbox"/>
FULLER	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

Remarks:

Justice has edited the attached draft letters re the drug abuse program. Do you have any problems?

Richard G. Darman  
Assistant to the President  
(x2702)

Response:

April 21, 1983

Dear Ms. Kahn:

I would like to thank DC Comics Inc., for its generous contribution and assistance to ~~our~~<sup>the</sup> campaign against drug abuse. The talent and artwork DC Comics provided for the Teen Titans comic book greatly contributes to the battle against the drug problem.

The comic book carries the message that drugs are harmful to our youth, corrosive to the family structure, and a danger to our whole society.

Since drug education is one of the keys to resolving our national drug abuse crisis, Nancy and I are deeply grateful for your personal support and dedication to this campaign.

FOR THE SIGNATURE OF PRESIDENT REAGAN

Ms. Jenette Kahn  
President  
DC Comics Inc.  
666 Fifth Avenue  
New York, New York  
10103

April 21, 1983

Dear Mr. Garvin:

Nancy and I would like to salute the Keebler Corporation for its generous contribution and support to the national campaign against drug abuse. With the private sector and White House joining forces to curb drug abuse in this country, projects like the "Teen Titans Comic Book" will definitely have an impact on our youth.

Four surveys taken in the last few months show that use of drugs by our young people is <sup>continuing</sup> ~~beginning~~ to decrease. It seems clear that this decline results from a heightened educational program for our youth.

To use a sports analogy, I like to think we are putting a "full court press" on drug abuse in this nation. We intend to keep the pressure on, and with your help, we can build a drug-free future for our youth.

FOR THE SIGNATURE OF THE PRESIDENT

Mr. Thomas Garvin  
President  
The Keebler Company  
1 Hollow Tree Lane  
Elmhurst, Illinois



Draft Press Release

April 18, 1983

WHITE HOUSE - PRIVATE SECTOR DRUG ABUSE AWARENESS PROGRAM

Dr. Carlton Turner, Special Assistant to the President for Drug Abuse Policy, today announced the release of the first in a series of drug abuse awareness comic books. Joining Dr. Turner were representatives of DC Comics, a division of Warner Communications, and the Keebler Company. ~~The comic books were produced under a White House - private sector cooperative program.~~

DC Comics donated the talent and artwork for the comic books, and production was made possible by a grant from The Keebler Company. A million copies of the comic book package are being mailed this month to elementary schools for distribution to fourth grades. The Department of Education assumed mailing and distribution responsibilities. *across the Nation*

The comic book project is part of a White House campaign to enlist the private sector in the national campaign against drug abuse. The Keebler Company and DC Comics ~~accepted the~~ *sponsored* ~~sponsorship of~~ the first comic book project for the fourth grade; a similar project for fifth and sixth graders is being developed. The fifth grade project is being sponsored by IBM, the National Federation of Parents for a Drug Free Youth, and DC Comics Inc. The sixth grade project is being made possible by the National Soft Drink Association and DC Comics.

The First Lady wrote a letter to the students which has been included in each comic book. She also sent a letter to the principals of each school encouraging their support of the program.

A related project for the development of a drug abuse awareness coloring book for kindergarten through third grades is also planned.

Also joining in the announcement was Dr. Terry Borton, Editor-in-Chief of the classroom publication The Weekly Reader. Dr. Borton released the findings of a readership poll from the fourth thru twelfth grades. The poll, comprising responses from 500,000 school children, makes clear the case for early education in drug abuse awareness. The grade school children report peer pressure to try drugs and alcohol is evident as early as the fourth grade.

THE WHITE HOUSE

WASHINGTON

Dear Ms. Kahn:

I am writing to thank DC Comics for its generous assistance to ~~our~~ <sup>the</sup> campaign against drug abuse.

The talent and art-work your company provided for the Teen Titans comic book will contribute greatly to the battle against our Nation's drug problem. The young people who read this small book will have a graphic idea of the damage that drug abuse causes.

Nancy tells me that education about drugs is one of the keys to resolving our national drug abuse crisis. I am happy that DC Comics is contributing so generously and imaginatively to this cause.

Sincerely,

Ms. Jenette Kahn  
President  
DC Comics Inc.  
666 Fifth Avenue  
New York, New York 10103

stuffed

THE WHITE HOUSE

WASHINGTON

Dear Mr. Garvin:

I am writing to thank the Keebler Corporation for generously supporting ~~the~~ national effort to raise young people's awareness of drug abuse.

Your assistance ~~to the joint White House/private sector project~~ comes at a time when our activities in this area are beginning to pay off. Four surveys taken in the last few months show that use of drugs by young people is ~~beginning~~<sup>continuing</sup> to decrease. It seems clear that this decline results from a heightened educational program for our youth.

To use a sports analogy, we are putting a "full court press" on drug abuse in America. We intend to keep the pressure on, and I appreciate your help.

Sincerely,

Mr. Thomas Garvin  
President  
The Keebler Company  
1 Hollow Tree Lane  
Elmhurst, Illinois 60126

never originally started

THE WHITE HOUSE

WASHINGTON

April 20, 1983

MEMORANDUM FOR RICHARD G. DARMAN  
ASSISTANT TO THE PRESIDENT

FROM: FRED F. FIELDING  
COUNSEL TO THE PRESIDENT

SUBJECT: Letter to Presidents of D.C. Comics  
and Keebler Company Re: Drug Abuse  
Awareness Program

Counsel's Office has reviewed the above-referenced draft letters, as well as the draft press release to be issued at the April 25 press conference. We have several minor editorial suggestions. The purpose of our suggested changes is to present the comic book project as a private sector activity with guidance from the White House, rather than as a White House project supported by private companies or a formal "joint venture" between the companies and the White House. We believe this approach will minimize any potential legal difficulties.

In the letter to Mr. Garvin, we suggest changing "our national effort" to "the national effort" in the second line, and deleting "to the joint White House/private sector project" in the fourth line. In the letter to Ms. Kahn we recommend changing "our" to "the" in the second line.

With respect to the press release, we advise deleting the last sentence of the first paragraph, and changing "accepted the sponsorship of" to "sponsored" at lines 3-4 of the third paragraph.

Finally, those who have been dealing with the representatives of D.C. Comics and Keebler should make certain that it is well understood that the letters from the President may under no circumstances be used in connection with any commercial promotion of the companies or their products.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

April 20, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Letter to Presidents of D.C. Comics  
and Keebler Company Re: Drug Abuse  
Awareness Program

Ed Harper, at the behest of Carlton Turner, has requested clearance of two draft Presidential letters and a press release. The letters are to the presidents of D.C. Comics and the Keebler Company, thanking them for their help in putting together the anti-drug abuse comic book for fourth graders. The press release is to be issued at a press conference on the project, scheduled for April 25.

I recommend several minor editorial changes in both the Presidential letters and the press release. The purpose of these changes is to posture the project as a private sector effort with some guidance from the White House, rather than as a White House project funded by private groups (augmentation of appropriations problems) or a joint White House-private company project (White House endorsement problems). I also recommend advising that those dealing with the company representatives make certain it is understood in advance that the Presidential letters may not be used in any promotional campaign for the companies.

Attachment

THE WHITE HOUSE

WASHINGTON

April 20, 1983

MEMORANDUM FOR RICHARD G. DARMAN  
ASSISTANT TO THE PRESIDENT

FROM: FRED F. FIELDING Orig. signed by FFF  
COUNSEL TO THE PRESIDENT

SUBJECT: Letter to Presidents of D.C. Comics  
and Keebler Company Re: Drug Abuse  
Awareness Program

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Finally, those who have been dealing with the representatives of D.C. Comics and Keebler should make certain that it is well understood that the letters from the President may under no circumstances be used in connection with any commercial promotion of the companies or their products.

FFF:JGR:aw 4/20/83

cc: FFFielding  
JGRoberts  
Subj.  
Chron

THE WHITE HOUSE

WASHINGTON

April 20, 1983

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SUBJECT: Letter to Presidents of D.C. Comics  
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Finally, those who have been dealing with the representatives of D.C. Comics and Keebler should make certain that it is well understood that the letters from the President may under no circumstances be used in connection with any commercial promotion of the companies or their products.

FFF:JGR:aw 4/20/83

cc: FFFielding  
JGRoberts  
Subj.  
Chron



## WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

- O - OUTGOING
- H - INTERNAL
- I - INCOMING

Date Correspondence Received (YY/MM/DD) 1/1

Name of Correspondent: Richard G. Darman

MI Mail Report      User Codes: (A) \_\_\_\_\_ (B) \_\_\_\_\_ (C) \_\_\_\_\_

Subject: Letters to Presidents of SC Comics and Keubler Companies re: Drug Abuse Awareness Program

ROUTE TO:	ACTION	DISPOSITION		
Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response Code	Completion Date YY/MM/DD
<u>W Holland</u>	ORIGINATOR	<u>83,04,19</u>		<u>1/1</u>
<u>WAT18</u>	Referral Note: <u>D</u>	<u>83,04,19</u>		<u>583,04,21</u>
	Referral Note:	<u>1/1</u>		<u>1/1</u>
	Referral Note:	<u>1/1</u>		<u>1/1</u>
	Referral Note:	<u>1/1</u>		<u>1/1</u>
	Referral Note:	<u>1/1</u>		<u>1/1</u>

**ACTION CODES:**

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- I - Info Copy Only/No Action Necessary
- C - Comment/Recommendation
- R - Direct Reply w/Copy
- D - Draft Response
- S - For Signature
- F - Furnish Fact Sheet to be used as Enclosure
- X - Interim Reply

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- A - Answered
- C - Completed
- B - Non-Special Referral
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- Type of Response = Initials of Signer
- Code = "A"
- Completion Date = Date of Outgoing

Comments: \_\_\_\_\_

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 Always return completed correspondence record to Central Files.  
 Refer questions about the correspondence tracking system to Central Reference, ext. 2590.



## WHITE HOUSE STAFFING MEMORANDUM

DATE: April 19 ACTION/CONCURRENCE/COMMENT DUE BY: April 21

SUBJECT: LETTERS TO PRESIDENTS OF DC COMICS AND KEEBLER COMPANY  
RE DRUG ABUSE AWARENESS PROGRAM

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input type="checkbox"/>	GERGEN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MEESE	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HARPER	<input type="checkbox"/>	<input type="checkbox"/>
BAKER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	JENKINS	<input type="checkbox"/>	<input type="checkbox"/>
DEAVER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MURPHY	<input type="checkbox"/>	<input type="checkbox"/>
STOCKMAN	<input type="checkbox"/>	<input type="checkbox"/>	ROLLINS	<input type="checkbox"/>	<input type="checkbox"/>
CLARK	<input type="checkbox"/>	<input type="checkbox"/>	WHITTLESEY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WILLIAMSON	<input type="checkbox"/>	<input type="checkbox"/>
DUBERSTEIN	<input type="checkbox"/>	<input type="checkbox"/>	VON DAMM	<input type="checkbox"/>	<input type="checkbox"/>
FELDSTEIN	<input type="checkbox"/>	<input type="checkbox"/>	BRADY/SPEAKES	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<u>FIELDING</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input type="checkbox"/>
FULLER	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>HIGGINS (for edits)</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Remarks:

Please provide any comments/edits by April 21st.

Thank you.

Richard G. Darman  
 Assistant to the President  
 (x2702)

Response:

THE WHITE HOUSE

WASHINGTON

April 18, 1983

MEMORANDUM FOR RICHARD G. DARMAN

FROM:

EDWIN L. HARPER 

SUBJECT:

The White House - Private Sector Drug Abuse  
Awareness Program

Attached are two draft Presidential letters for the presidents of DC Comics and the Keebler Company and a press release prepared by Carlton Turner.

A press conference is scheduled for Monday, April 25, 1983 at 10:30am to announce the release of the drug abuse awareness comic book, prepared by DC Comics with a grant from the Keebler Company, and the results of the Weekly Reader poll on drug use.

Please process these for clearance.

April 18, 1983

Dear Mr. Garvin:

I would like to thank the Keebler Corporation for its generous support for our national effort to raise our young people's awareness of drug abuse.

Your assistance to the joint White House/private sector project comes at a time when our activities in this area are beginning to pay off. Four surveys taken in the last few months show that use of drugs by our young people is beginning to decrease. It seems clear that this decline results from a heightened educational program for our youth.

To use a sports analogy, I like to think we are putting a "full court press" on drug abuse in this nation. We intend to keep the pressure on and I appreciate your help in pitching in.

FOR THE SIGNATURE OF THE PRESIDENT

Mr. Thomas Garvin  
President  
The Keebler Company  
1 Hollow Tree Lane  
Elmhurst, Illinois

April 18, 1983

Dear Ms. Kahn:

I would like to thank DC Comics Inc. for its generous assistance to our campaign against drug abuse.

The talent and art-work DC Comics provided for the Teen Titans comic book greatly contribute to the battle against the drug problem. The young people who read this small book will have a graphic idea of the damage that drug abuse causes.

Nancy tells me that drug education is one of the keys to resolving our national drug abuse crisis. I am happy that DC Comics Inc. is contributing so generously and imaginatively to this cause.

FOR THE SIGNATURE OF PRESIDENT REAGAN

Ms. Jenette Kahn  
President  
DC Comics Inc.  
666 Fifth Avenue  
New York, New York  
10103

Draft Press Release

April 18, 1983

WHITE HOUSE - PRIVATE SECTOR DRUG ABUSE AWARENESS PROGRAM

Dr. Carlton Turner, Special Assistant to the President for Drug Abuse Policy, today announced the release of the first in a series of drug abuse awareness comic books. Joining Dr. Turner were representatives of DC Comics, a division of Warner Communications, and the Keebler Company. The comic books were produced under a White House - private sector cooperative program.

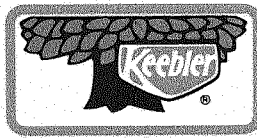
DC Comics donated the talent and artwork for the comic books, and production was made possible by a grant from The Keebler Company. A million copies of the comic book package are being mailed this month to elementary schools for distribution to fourth grades. The Department of Education assumed mailing and distribution responsibilities.

The comic book project is part of a White House campaign to enlist the private sector in the national campaign against drug abuse. The Keebler Company and DC Comics accepted the sponsorship of the first comic book project for the fourth grade; a similar project for fifth and sixth graders is being developed. The fifth grade project is being sponsored by IBM, the National Federation of Parents for a Drug Free Youth, and DC Comics Inc. The sixth grade project is being made possible by the National Soft Drink Association and DC Comics.

The First Lady wrote a letter to the students which has been included in each comic book. She also sent a letter to the principals of each school encouraging their support of the program.

A related project for the development of a drug abuse awareness coloring book for kindergarten through third grades is also planned.

Also joining in the announcement was Dr. Terry Borton, Editor-in-Chief of the classroom publication The Weekly Reader. Dr. Borton released the findings of a readership poll from the fourth thru twelfth grades. The poll, comprising responses from 500,000 school children, makes clear the case for early education in drug abuse awareness. The grade school children report peer pressure to try drugs and alcohol is evident as early as the fourth grade.



Keebler Company

One Hollow Tree Lane Elmhurst, Illinois 60126

312/833-2900

FOR IMMEDIATE RELEASE

Contact:

David F. Mishur, Keebler Company  
(312) 833-2900, or

Karin Lippert, DC Comics Inc.  
(212) 484-2900

THE KEEBLER COMPANY AND DC COMICS INC. JOIN THE  
PRESIDENT'S EDUCATION PROGRAM FOR DRUG AWARENESS

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The White House/Private Sector Program to Combat Drug Abuse  
Is Launched with a New Teen Titans Comic Book--titled, "Plague!"

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Washington, D.C. (April 25, 1983)--A drug free future for America's youth is the goal of an innovative educational program introduced today at a White House press conference. "Thanks to the efforts of the Keebler Company and DC Comics Inc., we have a unique opportunity to eliminate drug abuse in future generations of Americans," said Dr. Carlton Turner, Special Assistant to the President for Drug Abuse Policy.

"All across the country, parents, teachers, and children themselves are looking for ways to remove drug abuse from our society," said Dr. Turner. "The New Teen Titans program, developed by Keebler and DC in cooperation with the White House, is an excellent program to help youngsters in fourth grade become aware of the problems associated with drug and alcohol abuse. Communicating the truth about drugs to user and potential user is one of the most effective weapons we have in the battle against drug abuse."

-More-

The New Teen Titans drug awareness program--a comic book dramatic story involving DC Super Heroes and the terrifying experiences of young drug users, a classroom poster, a teacher's guide and a certificate for students participating in the project--is introduced by a letter from the First Lady. Mrs. Reagan has repeatedly expressed her concern about the effect which America's drug epidemic has on the country's young people and joining the President, has committed her time and leadership to help.

"Don't let anyone tell you that you can't be a hero," Mrs. Reagan wrote students. "You can--with the drug awareness comic book and educational materials--learn to be a hero. All of the activities in the program lead-in with the Keebler Elf, Ernie, expressing the key points of the activity and its goal. The theme of the poster with Ernie and the Protector--a new character created for the drug awareness program--is "Be A Hero... Stay Drug Free!"

"We are proud to be a part of this very important program," Mr. Thomas M. Garvin, President and Chief Executive Officer, said on behalf of the Keebler Company. "We are happy to lend our support to a program that is committed to solving a problem that has become epidemic among young people today."

The New Teen Titans are currently the best-selling comic book published by DC Comics. The Titans are seven teenagers who have fought against the forces of evil both on Earth and across the universe. "Because the characters are youths who possess remarkable abilities they inspire the young readers of their adventures and act as role models," said Jenette Kahn, President and Publisher of DC. "This story--the "Plague!"--was written by Marv Wolfman, with art by the talented George Perez," she said, "and I can't think of anyone who could have written a more serious and compelling story."

"I had no idea of the magnitude of the drug abuse problem until I began to hear the experiences of these tortured kids at a drug center meeting," Marv Wolfman recalls, "I was extremely moved by their stories and am glad to have the opportunity to

do something meaningful about this national tragedy."

"Keebler Company feels very strongly about young people; they are the future--the business and governmental leaders for the years ahead. It's only proper, therefore, that business and government should work together to combat this problem which has such grave implications for us both," stated Mr. Charles L. Shemely, Senior Vice-President, of the Keebler Company.

"These two companies have demonstrated that the private sector and the public sector can work together to better serve the needs of our country," said Dr. Turner. "I believe that the program can influence large numbers of youngsters away from drug use--and create an awareness that young people have a right to a drug-free environment which does not interfere with their learning and growth."

For further information, please contact: David F. Mishur, the Keebler Company, (312) 833-2900 or Karin Lippert, DC Comics Inc., (212) 484-2820.

Ernie the Elf is a Trademark of the Keebler Company 1983.  
The New Teen Titans and The Protector are Trademarks of DC Comics Inc. 1983.

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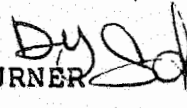
THE WHITE HOUSE

WASHINGTON

April 26, 1983

MEMORANDUM FOR ED HARPER

FROM:

*for* CARLTON TURNER 

SUBJECT:

Teen Titans Comic Book

For your information, attached is the package we distributed yesterday at the press conference.

Two papers broke the embargo, Christian Science Monitor and the USA Today, and carried stories about the comic book yesterday. The major papers carried articles this morning. (copies attached). In addition, Channel 7 (local) carried a story last night, I appeared on Good Morning America and there was a story on the Today Show. Video tape have the segments in case you would like to view them.

cc: Roger Porter

WE WANT YOU  
TO BE A HERO...  
STAY DRUG FREE!



From the back cover of "The New Teen Titans", © 1983, DC Comics Inc., reprinted by permission

# *Pow to Drugs! Teen Titans To the Rescue!*

**Washington Ways**  
**First Lady's Crusade  
Hits the Comic Books  
And the Classrooms**  
*By Donnie Radcliffe*

2 of 4

What's Nancy Reagan doing with a half-dozen characters who sound as if they're fugitives from a comic book? Names like The Changeling (Shape-Shifter Supreme), Cyborg (Half Man/Half Robot), Raven (Mysterious Empath), The Protector (Fighting Fury), Speedy (the Battling Bowman), Starfire (Alien Powerhouse) and Wonder Girl (the Amazing Amazon)?

What she's doing, as the White House announced yesterday, is taking her drug-abuse crusade to fourth-grade classrooms in 35,000 schools around the country. And what better way to do it than with that oft-scorned and sometimes violent chronicle of childhood fantasies, the comic book?

"Don't let anyone tell you that you can't be a hero," Mrs. Reagan writes in "The New Teen Titans," a DC Comics Inc. publication underwritten by Keebler Co. and unveiled yesterday by the White House. "You can—and you are about to learn how. Picture yourself in battle. In fact, it is one of the most important battles our nation has ever fought."

Protector, Speedy, Starfire and the others were only part of package introduced as The President's Drug Awareness Campaign by the White House Office of Drug Abuse Policy, the Department of Education and a half-dozen other groups and companies.

The other part was what some at the news conference yesterday hailed as the first national survey of school-age children on what they think and know about drugs and alcohol. Conducted this winter by the classroom publication Weekly Reader, the survey represents a random sample of about 100,000 students, out of 500,000 responding in Grades 4 through 12. The results were analyzed and weighted to adjust for U.S. population distribution. In addition to other findings, it revealed that among fourth graders:

- Some feel significant pressures to use drugs and alcohol (25 percent);
- Many perceive movies/TV (36 percent) and family (34 percent) as principal sources of information on alcohol and drugs;
- Most perceive a significant risk in using one or the other of the drugs (75 percent);
- Some think kids start using marijuana to "feel older" (25 per-

cent) or "fit in" (31 percent) with other kids; about the same percentages say they think kids use alcohol for the same reasons.

"The survey breaks new ground for us about attitudes on drug abuse," said Carlton Turner, the president's adviser on drug abuse policy, whose office worked with Weekly Reader in developing the survey. "We knew drug education was necessary, but we didn't know at what age."

Terry Borton, editor in chief of Weekly Reader, said his own conviction, after studying the survey, was that "we need to go below the fourth grade" to ascertain attitudes of even younger children.

"Drugs and drug peddling are big business in America, a \$79 billion retail endeavor that exceeds [the annual income] of every U.S. company except Exxon," said Secretary of Education Terrel H. Bell. His office is involved in distributing the comic books, which went out yesterday to 35,000 schools.

The survey did not ask how many fourth-graders use drugs or alcohol because information was collected

through classroom teachers. "We did not feel we could ask them to tell their teachers," said Borton.

Turner said that other information, however, shows that the average age of a first-time user is 13, "but there are a lot below and a lot above."

Turner's office came up with the idea for the comic book last winter, then approached several publishers, including DC Comics. Although DC Comics had already started a similar commercial project, according to Turner, it expressed a desire to participate. He said Keebler agreed to underwrite the project. There will be other comic books coming out in the fall, with other corporate backers, Turner said.

"It will be the first time we will ever have had a mechanism where we can follow the trends from the fourth grade up," Turner said.

He said statistics show that each comic book is reread six times by the child before it is passed along and ultimately read by six other children.

Charles L. Shemely, Keebler's senior vice president, said cost had not been a consideration for getting



into the program. And Nancy Reagan said later through her press secretary, Sheila Tate, that she was glad to see "a cooperative effort" between Keebler and her husband's Drug Policy office.

Mrs. Reagan also liked the comic book ("another good tool, like 'Different Strokes,'" a TV show in which she appeared). The book includes a "Declaration" for young readers to sign and tell why they want to be a "titan" in the drug war. Accompanying the book, in material for teachers, is a "certificate of heroism" superimposed over a drawing of the White House, with a facsimile of Mrs. Reagan's autograph.

Jenette Kahn, president and publisher of DC Comics, said the comic book was aimed at non-drug users in the fourth grade because "it would be naive of us to think that with a teacher and a comic book we could get heavy users off drugs."

When comedian Mark Russell and Nancy Reagan sat next to each other at the head table Saturday night at the White House Correspondents Dinner, what were they talking about?

Drugs, according to spokeswomen for both Russell and Mrs. Reagan. The first lady gave him a complete rundown on her anti-drug abuse efforts to date.

## Fighting the 'Plague' Through Truth, Justice And the American Way

By Richard Harrington

It may be a comic book, but the kids inside tell their stories Synanon-style: "Hi, I'm Anna Suarez, and I'm 12 years old. I've taken pot, hash, hash oil, Dilaudid, cocaine, downers and Quaaludes. I've been taking them for three years. My brother Juan, he was the one who started me using drugs. Now look at him—he's dead."

The name of the sole story in this comic book is "Plague!" It pits the New Teen Titans against the drug underworld, with the health and sanity of America's children at stake. It is to be given away at some 35,000 American schools.

The major impetus for the comic is not the comic book industry, which has shied away from most mentions of drugs ever since 1954 hearings on how comic books warped America's youth into "juvenile delinquents." Instead, the

First Lady Nancy Reagan and the work she sponsors under the name of The President's Drug Awareness Campaign.

Presidents have appeared as characters in many comics (the Reagans sit this one out), but "Plague!" represents the first official-commercial tie-in between Pennsylvania and Madison avenues. As a war, this time on drugs, it may rekindle the kind of camaraderie that was once strong between the comic industry and the political arena.

"During World War II, there were a lot of messages from and stories connected with the war effort and the White House," says Bob

# Comics Fight 'Plague'

COMICS, From BI

Overstreet, publisher of the influential Overstreet Price Guide for comic collectors. "That was a popular war. The whole comic industry was behind it and propagandized that war quite a bit."

Like the New Teen Titans themselves, antidrug stories have had a long in-and-out career in America's comic books. This is the third ground for the Teen Titans, who first appeared in the mid-'60s spouting mod, with-it dialogue. After six years they were shelved, then were revived briefly in the late '70s and resuscitated by a crack new production team in 1980. Right now, the Teen Titans are as hot as can be, DC Comics Inc.'s number one seller—which may be why Mrs. Reagan has drafted them in her well-publicized war against drugs.

This teen club is, well, pretty powerful. There's a whole crowd of teen marvels, including street-smart black superhero Cyborg—half-man, half-robot—who grew up in mean panels and knows what drugs can do to kids. There's also Speedy, the Battling Bowman, protégé of the Green Lantern and, more than a decade ago, himself, a kid heroin addict.

4 of 4

saved by a superhero's kindness.

And there's The Protector, product of a battle of corporate titans.

The Protector looks suspiciously like Batman's teen pal, Robin, and in fact, Robin has been a longtime Titan. However, a million copies of the Titans/Reagan anti-drug comic were printed under the sponsorship of the Keebler Co. Robin, unfortunately, is licensed to rival Nabisco. An overnight costume change pasted over the figure, a few changes in the panels just before going to press, and Robin became The Protector.

"Robin was leaving the Teen Titans for some movie deals anyway," says Dave Manak, special projects editor for DC Comics. "We felt this was a good opportunity to take Robin out. We also felt it might be nice if we had a spokesperson we could use all through the books." (Two more comics, geared toward fifth- and sixth-graders and dealing with school and family situations, are scheduled for the fall.)

Comic-book heroes campaigning on social issues are not rare: Spiderman has been a spokesman for Planned Parenthood, Superman for the American Lung Association. DC's superheroes even did a "Super Healthy Cookbook."

Comic-book heroes in giveaways are nothing new, either. DC, the second-largest comics publishers, recently did special projects with Pizza Hut, Atari and Radio Shack (the TRS-80 computer helped Superman). But nobody remembers the kind of tie-in between a commercial comics company and a presidential drug awareness campaign evident in "Plague." Nobody's surprised, either.

"Comics really are just a mirror of sociological events," says Bob Overstreet. "Just about anything that is going on is reflected in some comic book."

Comic books have had a strong antidrug stance, dating back to the '40s. Since there have always been good guys going after bad guys, it was only natural that some of those bad guys be drug dealers.

"The attitude [in comics] has been and continues to be that drugs are bad, that they ruin young kids' lives," says comics historian and editor Catherine Yronwode.

The drugs most often mentioned in the old days were opium, marijuana and cocaine, but the list of ingredients in "Plague" reads like a drug-store moved into the van parked in the alley.

Because it is directed at fourth-graders, most of the sad stories are told by young teen-agers like 14-year-old Joseph Cummings (who's "done pot, hash oil, uppers, downers, PCP, acid and glue . . . yeah, I'm a druggie") and 15-year-old Roger Levine, who's done everything Joseph has, plus mushrooms and alcohol.

Ironically, the last time that the federal government took this big an interest in comics it was to say that they were ruining the minds and morals of the young. The industry's response was the Comics Code, following the 1954 Kefauver Committee investigation into juvenile delinquency and the crusade led by Frederic Wertham, a child psychiatrist whose late-'40s campaign against comic books culminated in the controversial 1954 book, "Seduction of the Innocents."

According to Yronwode, Wertham's basic tenet was that "delinquents were known comic-book readers, therefore comic books led to juvenile delinquency. What he failed to note was that everybody else read comics, too."

Under the code, drug references became almost totally taboo.

In the early '70s, things began to change, slowly. After Marvel Comics defied the code to publish a Spiderman that mentioned drugs, they followed up with numbers 96 through 98 on drug abuse (collectors please note).

At about the same time, there was the Green Lantern issue that introduced Speedy's drug problems (Speedy's been around since the '40s, but comic characters seldom age), and the doors were open. Yet as recently as three years ago, the Code board refused approval of a Daredevil "Angel Dust" story. The book was held up for almost two years, and in the meantime, the board loosened up. When it finally came out, it was a big seller.

"Plague" is in a long line of educational giveaway comics that date back to '40s. Some of the very first originated in Baltimore when the Baltimore Chapter of the American Medical Association commissioned Will Eisner to do a comic in favor of vivisection. Eisner, creator of "The Spirit," came up with "A Medal for Bowzer" (Jules Feiffer was the writer). The AMA also commissioned "Waiting Room Willie," a comic set in a future after socialized medicine has taken over and destroyed America.



# Distribution starts of comic book to cut drug use by children

BY A WASHINGTON TIMES STAFF WRITER

National public school distribution of a hard-hitting anti-drug comic book and supplementary teaching aids featuring "The New Teen Titans" began yesterday in a joint effort of the White House and private industry to overcome peer group pressure and steer fourth-grade children away from drug abuse.

Copies of the comic book are being sent by the Education Department to 35,000 elementary schools around the nation with a "Dear Friend" cover letter signed by first lady Nancy Reagan, who has taken a leading interest in fighting drug abuse among young people.

"Don't let anyone tell you that you can't be a hero," Mrs. Reagan's letter says. "Declare that you will stay drug-free. At any cost. You're guaranteed to win. And you'll be a hero — to your mother and father, family and friends, but most of all, to yourself."

Also enclosed in the packet is a "Certificate of Heroism," signed by Mrs. Reagan, for those who take part in the president's drug awareness program.

The comic book was developed by Warner Communications' DC Comics, Inc., of New York, with costs paid by the Keebler Co. The artist was George Perez, and Marv Wolfman wrote the story, which depicts young people unhappily caught up in severe drug abuse.

Dr. Carlton Turner, special assistant to President Reagan for drug abuse policy, said at an Old Executive Office Building news conference announcing

the program that it is the first step in an administration drive to enlist the help of private corporations in mounting drug education projects in the classroom.

Future projects include one for fifth-grade pupils by IBM and another for children in the sixth grade by the National Soft Drink Bottlers Association, Turner said.

Also attending the news conference was Terry Borton, editor of the classroom publication, *Weekly Reader*, who reported a recent survey of elementary school students showing that fourth graders feel significant peer pressure to try alcohol and marijuana and believe they are bad for health.

The survey also found that, at the fourth grade level, students believe schools are not a major source of information about drugs because most drug education programs are targeted at older students. They said most of their information comes from movies and television and their families.

Motivation for trying drugs and liquor in lower grades apparently comes from a desire to feel older and to fit in with other children, the survey found. In the ninth grade, the main motivation was having a good time.

As early as the fourth grade, about 25 percent said children their age felt peer pressure to try beer, wine, liquor or marijuana. About 75 percent of the fourth graders saw a risk involved in having one alcoholic drink daily or smoking one marijuana cigarette daily.

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STAY DRUG FREE!





## Comic Book Against Drugs

WASHINGTON, April 25 (AP) — "Skree! Blam! Foom!" The White House presents a special issue of "The New Teen Titans," a comic book about superheroes who vanquish drug abuse.

The comic book, produced by DC Comics of New York and underwritten by the Keebler Company, was unveiled today as a new tool to help prevent drug use among fourth graders.

In a cover letter, Nancy Reagan tells the youngsters: "Don't let anyone tell you that you can't be a hero. Declare that you will stay drug-free. And you'll be a hero — to your mother and father, family and friends, but most of all, to yourself."

The comic book tells of the exploits of "The New Teen Titans." Though the Titans, seven teenagers who fight evil across the universe, never tell youngsters that drugs are bad, most eventually see the light for themselves.

The comic book is being distributed by the Education Department to one million fourth graders in 35,000 schools.



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DRUG-COMIC

WASHINGTON (AP) -- IN AN EFFORT TO EDUCATE STUDENTS ABOUT DRUGS, THE WHITE HOUSE TODAY UNVEILED A COMIC BOOK ENTITLED "THE NEW TEEN TITANS" THAT WILL BE DISTRIBUTED TO FOURTH GRADERS AROUND THE NATION. THE EDUCATION DEPARTMENT IS SENDING COPIES OF THE COMIC BOOK TO 35,000 ELEMENTARY SCHOOLS. THE COMIC IS ACCOMPANIED BY A COVER LETTER FROM FIRST LADY NANCY REAGAN URGING STUDENTS TO BECOME HEROES IN THE FIGHT AGAINST DRUGS.

"DON'T LET ANYONE TELL YOU THAT YOU CAN'T BE A HERO," SHE WRITES IN THE LETTER. "DECLARE THAT YOU WILL STAY DRUG-FREE, AT ANY COST. YOU'RE GUARANTEED TO WIN, AND YOU'LL BE A HERO -- TO YOUR MOTHER AND FATHER, FAMILY AND FRIENDS, BUT MOST OF ALL, TO YOURSELF."

THE BOOK WAS DEVELOPED BY DC COMICS INC., OF NEW YORK, WITH THE COSTS PICKED UP BY THE KEEBLER CO. THE PROJECT WAS SUPERVISED BY CARLTON TURNER, SPECIAL ASSISTANT TO PRESIDENT REAGAN FOR DRUG ABUSE POLICY.

AP-WX-04-25-83 1235EDT

# comeback for - Lou Harris

## THE BULLETIN



... Publishers have cornered  
... know how to fight it out in the streets



... Readers  
... of Detroit  
... carry  
... around

# ER STORY Publishers, aders both e bullish

# KIDS, DRUGS & ALCOHOL

## Pressure starts in 4th grade, study of 500,000 says today

By Brenda Eady  
USA TODAY

Children feel pressure to use drugs and drink alcohol as early as the fourth grade, says a survey of half a million students to be released today.

About 25 percent of fourth-graders who answered said they feel "some to a lot of peer pressure to try beer, wine, liquor or marijuana."

"We have to get the message out to the younger kids ... it looks like it's too late if you don't get to them by the fourth grade," said Pat McKelvey, White House Drug Abuse Policy Office spokesman.

Almost 500,000 students in grades 4 through 12 responded to the survey, conducted by the *Weekly Reader* with the White House drug abuse office.

Its findings:

■ Fourth and fifth graders learn about drug dangers mainly from parents, TV and movies. In sixth grade, children say they learn from school as well.

■ 75 percent of fourth graders saw "some or great risk" from one drink or one marijuana cigarette a day.

■ More than 25 percent of sixth graders said alcohol is a big problem with hometown peers. More than a third said marijuana is a big problem.

■ The motivation in lower grades to use drugs or drink was to feel older, in middle grades, to fit in; and in grades 9 to 12, to have a good time.

The Drug Abuse Policy Office will announce today a drug awareness campaign using comic-book characters that will reach a million fourth-graders in 35,000 schools.

Nevada bets on

## Crowded prisons

The five largest state prison systems had the biggest gains in inmate population in 1982:



By John Sherlock, USA TODAY

# USA prison population hits peak

By Peter Adams  
USA TODAY

The number of people in prison in the USA reached a record 412,303 in 1982 — up 11.6 percent, the Justice Department said Sunday.

This has federal prisons bursting at the seams: nearly 24 percent over capacity.

But state prisons are a bigger problem with 382,680 inmates, up 12.1 percent from 1981.

Thirty-one states are under court order to remedy prison overcrowding.

Reasons for the increases:

■ A record number of people are between 20 and 29 years old; most crimes are committed by people in that age group.

■ Stricter laws: During the past three years, 37 states passed mandatory sentencing laws that keep criminals behind bars for a fixed period

USA Today  
4-25-83



# Reversing children's attitudes about drugs

By Louise Sweeney

Staff correspondent of The Christian Science Monitor

Washington

Among fourth graders surveyed by a national publication for schoolchildren, 50 percent believed that some, most, or all of their peers have tried marijuana. Forty percent believed that some or all have tried cocaine, and 75 percent believed that some or all have tried beer, wine, or liquor at least once. Most reported substantial "peer pressure" to try both alcohol and drugs.

The survey was conducted by Weekly Reader Publications, whose magazines reach 8 million children, from preschoolers through 12th grade. Its findings are based on responses from 500,000 schoolchildren nationwide, grades 4-12, who filled out survey questions in their classrooms. Of these, 100,000 were closely analyzed, focusing on the younger grades, for the final survey figures. Children reported drug and alcohol use among their peers, but were not asked to report if they drank or took drugs themselves.

"To our knowledge, this is the first large-scale study of young children's attitudes on drugs and alcohol," says Terry Borton, editor-in-chief of Weekly Reader Publications. The basic conclusion of the study, he says, is that "a fundamental shift of attitudes has to take place that makes drugs seem like a less necessary and glamorous part of growing up. Knowledge is not the problem. Attitudes are the problem."

The Weekly Reader findings are to be released today (April 25) at a White House press conference dealing with the pervasiveness of drug and alcohol use among young children. In conjunction with that, Carlton Turner, director of the White House Drug Abuse Policy Office, will announce a new, privately funded, "President's Drug Awareness Program" for grade-schoolers.

The program will try to attack the attitude problems underscored by Dr. Borton. Youngsters will be urged to reconsider the idea that drugs are socially acceptable.

Already, one million copies of "The New Teen Titans," a drug-awareness kit based on a specially created comic book by DC comics, have been sent by the Department of Education to fourth graders in 35,000 schools across the nation. The comic books are packaged along with student activity guides, posters, teacher guides, and a "certificate of heroism." A letter from First Lady Nancy Reagan inside the comic books

urges each child to be "a hero . . . in the battle against drug abuse and pledge to stay drug-free."

A cover letter to school principals, also signed by Mrs. Reagan, mentions her visits to drug rehabilitation centers and urges administrators to help solve the drug problem. Eventually the comics are to reach all schoolchildren in Grades 3-6. They're funded by the Keebler Company, a maker of cookies and other baked goods, and Warner Communications Company, the publishers of DC Comics. A drug-awareness coloring book for kindergarten through third grade is on the drawing board as well, according to a White House spokesman.

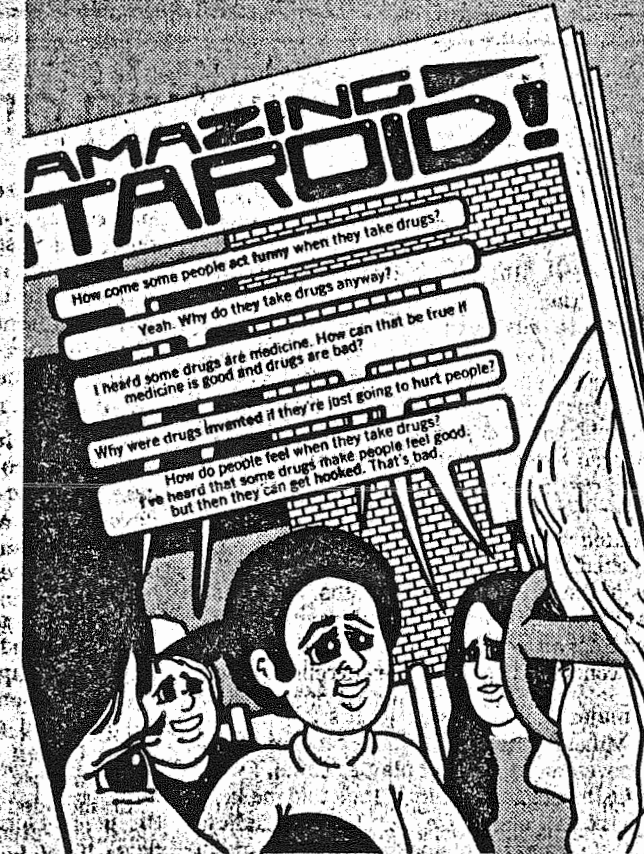
A similar effort is about to be launched by the National Institute on Drug Abuse (NIDA), a branch of the government's Public Health Service. In May, the institute will launch a national "It's O.K. to Say No" campaign of television and radio public-service spots aimed at 11- to 13-year-olds. Other spots will target teen-agers, warning them of the dangers of mixing marijuana and driving. In all, NIDA is sending out 2,800 sets of radio spots and 800 sets of TV spots to state drug-abuse agencies across the country for distribution to broadcasters.

The spots will include information on where school officials, parents, and others can write to obtain printed materials put out by NIDA, including "Catching On," a drug-information comic book. This comic features a "staroid," an extraterrestrial being that looks like a cross between a TV and a computer, which tunes readers in to the dangers of drugs. Other items: "It's Okay to Say No," a flyer for combating peer pressure to use drugs, and "For Kids Only" and "Quiz Whizz" pamphlets for children. There are fliers aimed at parents as well.

In the "New Teen Titans" package and the NIDA material, the emphasis is on informing young people of the dangers of drugs and combating peer pressure to use them.

In the Weekly Reader survey, 25 percent of the fourth graders responding said children their own age encourage each other to try marijuana, and 33 percent said there is peer pressure to try beer, wine, and liquor.

The survey indicates that the figures rise with each elementary-school grade level. In fifth grade, 33 percent reported peer pressure to use marijuana, and 40 percent to use alcohol. By eighth grade, the pressure to use marijuana is up



National Institute on Drug Abuse

"Catching On" comic; an effort to stimulate rethinking

to 57 percent, according to the survey, and pressure to drink is up to 67 percent.

Weekly Reader editor Borton speaks of the impact of peer pressure to use drugs and alcohol on children surveyed. He says the survey revealed that "for young kids, the primary reasons [they start] are to feel older and to fit in with other kids. . . I had not expected to see so much evidence of the degree of pressure to use drugs and alcohol among kids this young." At present, he notes, most school programs designed to inform students about the danger of drug use don't start till sixth or seventh grade.

What the Trilateral Commission is

Rebel death adds fuel to charges that