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Folder Title: [JGR/Drug Abuse, Enforcement,
Legislation & Prevention] (5 of 9)
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THE WHITE HOUSE

WASHINGTON

July 14, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Commercial Version of Teen Titans Comic Book

You will recall the "Teen Titans" comic book produced by DC Comics and funded by Keebler, which was distributed free of charge to gradeschoolers across the country in connection with the President's Drug Awareness Campaign. The inside cover contained a message from the First Lady. Carlton Turner advises that DC Comics now wants to print an edition of the comic book and sell it for \$1, with all proceeds going to the National Federation of Parents for Drug Free Youth and the Youth Reserve Fund. Dr. Turner advises that "all proceeds" means receipts less production costs.

This "commercial" edition would be essentially the same as the charitable one, including Mrs. Reagan's message. The bottom of the front cover would indicate that proceeds will go to fight drug abuse rather than that the book was produced "in cooperation with the President's Drug Awareness Campaign." The educational material at the end of the charitable edition will be replaced with descriptions of the two charitable recipients and an assortment of letters. According to Turner, the First Lady has approved and would like this project to go forward, subject of course to our advice concerning legal propriety.

I have no general objection to a letter from the First Lady appearing in a commercially marketed comic book, which indicates on its cover and inside that the proceeds are to go to worthy charities active in an area of great concern to her. I would recommend that the last paragraph of the current letter, however, be deleted. That paragraph constitutes an endorsement of the material and states that "generous corporations paid for it." If the book is sold for \$1, with only net proceeds going to charity, the people who buy the book -- not the corporations -- will be paying for it. The specific endorsement of the material is also troubling in that the book would now be sold, so the endorsement is really a commercial advertisement -- a problem not present when the book was distributed free of charge. A letter from

the First Lady simply urging youth to lead drug-free lives -- i.e., the first four paragraphs -- does not appear to me to present undue dangers of association with the commercial enterprises of DC Comics and Keebler, or certainly no more association than was already present in the previous edition. I have embodied these thoughts in the attached draft memorandum for Turner. I confess to some uncertainty about this result -- perhaps we should discuss.

me too

Lat's

> 7/14

Attachment

THE WHITE HOUSE

WASHINGTON

July 26, 1983

MEMORANDUM FOR CARLTON E. TURNER
SPECIAL ASSISTANT TO THE PRESIDENT

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: Commercial Version of Teen Titans Comic Book

You have asked for our views on a proposal to issue a commercially marketed version of the "Teen Titans" comic book, including a copy of Mrs. Reagan's letter on White House stationery on the inside cover, with the proceeds to go to two charities active in fighting drug abuse. We have no objections, assuming that both the medium and the designated charities are acceptable to the First Lady. Consistent with our policy of avoiding any endorsements by the President or First Lady of commercial enterprises, however, we would insist that DC Comics not make any use of the First Lady's name in promotional material in connection with the marketing of the comic book, and that it be clearly indicated on the book that proceeds will be donated to fight drug abuse. This will help dissipate any suggestion -- inevitably present to some degree in such projects -- that the First Lady has "endorsed" DC Comics or Keebler.

We also suggest deletion of the last paragraph of the letter that appeared in the version of the comic book that was distributed free of charge. This strikes us as necessary for two reasons. First, the paragraph constitutes an endorsement of the material. This was unobjectionable when the book was free, but when the book is being commercially marketed such an endorsement is really a free advertisement, and places the First Lady in the position of urging young readers to buy a DC Comics product -- even if the proceeds will go to charity. Second, the statement "generous corporations paid for it" will be far less true in this case than it was with the original edition. It is our understanding that only net proceeds will be donated to the charities, so with respect to this edition the cost of producing the book will be paid for by those who buy it.

FFF:JGR:aw 7/26/83

cc: FFFielding/JGRoberts/Subj./Chron

THE WHITE HOUSE

WASHINGTON

July 14, 1983

White

MEMORANDUM FOR CARLTON E. TURNER
SPECIAL ASSISTANT TO THE PRESIDENT

FROM: FRED F. FIELDING *FF*
COUNSEL TO THE PRESIDENT

SUBJECT: Commercial Version of Teen Titans Comic Book

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30th July.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

July 19, 1983

FOR: FRED F. FIELDING
FROM: JOHN G. ROBERTS *JGR*
SUBJECT: Proposed Letter to Grant Tinker re:
Anti-Drug Public Service Announcements

Richard Darman has asked for comments by July 20 on a proposed letter from the President to Grant Tinker, Chairman and CEO of NBC, expressing appreciation for NBC's drug awareness campaign. The campaign features public service spots with anti-drug messages from the stars of "Hill Street Blues." Carlton Turner proposed and prepared the Presidential letter.

I see no legal objections. The letter is limited to NBC's public service campaign and cannot readily be considered or misinterpreted as an endorsement of the network's commercial activities.

Attachment

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

July 19, 1983

FOR: RICHARD G. DARMAN
ASSISTANT TO THE PRESIDENT AND
DEPUTY TO THE CHIEF OF STAFF

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

SUBJECT: Proposed Letter to Grant Tinker re:
Anti-Drug Public Service Announcements

Counsel's Office has reviewed the above-referenced proposed Presidential letter. Since the letter is limited to NBC's public service messages and cannot readily be considered an endorsement of any of the network's commercial activities, we have no legal objections.

Should "Don't Be Dope" in the second line read "Don't Be A Dope"?

FFF:JGR:ph 7/19/83
cc: FFFielding
JGRoberts✓
Subject
Chron.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

July 19, 1983

FOR: RICHARD G. DARMAN
ASSISTANT TO THE PRESIDENT AND
DEPUTY TO THE CHIEF OF STAFF

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: Proposed Letter to Grant Tinker re:
Anti-Drug Public Service Announcements

Counsel's Office has reviewed the above-referenced proposed Presidential letter. Since the letter is limited to NBC's public service messages and cannot readily be considered an endorsement of any of the network's commercial activities, we have no legal objections.

Should "Don't Be Dope" in the second line read "Don't Be A Dope"?

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

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

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

Name of Correspondent: Richard G. Harman

MI Mail Report User Codes: (A) _____ (B) _____ (C) _____

Subject: Proposed letter to Grant Tinker re:
Anti-Drug Public Service
Announcements

ROUTE TO:

Office/Agency (Staff Name)	ACTION	Tracking Date YY/MM/DD	DISPOSITION	Completion Date YY/MM/DD
<u>CW Holland</u>	ORIGINATOR	<u>8310718</u>		<u>1 / 1</u>
<u>CW AT/B</u>	Referral Note: <u>D</u>	<u>8310718</u>		<u>S 8310720</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:

- 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
to be used as Enclosure
- X - Interim Reply

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- 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: July 18 ACTION/CONCURRENCE/COMMENT DUE BY: July 20th

SUBJECT: PROPOSED LETTER TO GRANT TINKER RE ANTI-DRUG PUBLIC SERVICE ANNOUNCEMENTS

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input type="checkbox"/>	HARPER	<input type="checkbox"/>	<input type="checkbox"/>
MEESE	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HERRINGTON	<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"/>	McMANUS	<input type="checkbox"/>	<input type="checkbox"/>
STOCKMAN	<input type="checkbox"/>	<input type="checkbox"/>	MURPHY	<input type="checkbox"/>	<input type="checkbox"/>
CLARK	<input type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROLLINS	<input type="checkbox"/>	<input type="checkbox"/>
DUBERSTEIN	<input type="checkbox"/>	<input type="checkbox"/>	VERSTANDIG	<input type="checkbox"/>	<input type="checkbox"/>
FELDSTEIN	<input type="checkbox"/>	<input type="checkbox"/>	WHITTLESEY	<input type="checkbox"/>	<input type="checkbox"/>
FIELDING	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BRADY/SPEAKES	<input type="checkbox"/>	<input type="checkbox"/>
FULLER	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>BAKSHIAN</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GERGEN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please provide any comments/edits by Wednesday, July 20th.
Thank you.

RESPONSE:

Received SS

1983 JUL 15 PM 5:39 THE WHITE HOUSE

WASHINGTON

July 13, 1983

MEMORANDUM FOR RICHARD G. DARMAN

FROM:

EDWIN L. HARPER

SUBJECT:

Presidential Letter to Grant Tinker

Attached is a Presidential letter to Grant Tinker, NBC chairman and chief executive officer, proposed by Carlton Turner in recognition of the network's initiative in preparing and airing anti-drug public service announcements featuring the cast of "Hill Street Blues."

Please process this for clearance. If you have any questions, let me know.

cc: Carlton Turner

July 13, 1983

Dear Mr. Tinker:

Nancy and I want you to know we appreciate NBC's efforts in its "Don't Be Dope" drug awareness campaign. The more often young viewers can see their favorite television performers speaking out against drugs, the greater chance we have of preventing drug abuse by the generation that will be tomorrow's leaders.

Your anti-drug messages were superb. I particularly liked the encouragement to resist peer pressure and say "no" to drugs that the spots conveyed to countless youngsters.

Thank you for NBC's contribution to the future of our nation.

FOR THE SIGNATURE OF RONALD REAGAN

Mr. Grant Tinker
Chairman and Chief Executive Officer
National Broadcasting Corporation
30 Rockefeller Plaza
New York, New York 10020

THE WHITE HOUSE

WASHINGTON

July 26, 1983

MEMORANDUM FOR CARLTON E. TURNER
SPECIAL ASSISTANT TO THE PRESIDENT

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

SUBJECT: Commercial Version of Teen Titans Comic Book

You have asked for our views on a proposal to issue a commercially marketed version of the "Teen Titans" comic book, including a copy of Mrs. Reagan's letter on White House stationery on the inside cover, with the proceeds to go to two charities active in fighting drug abuse. We have no objections, assuming that both the medium and the designated charities are acceptable to the First Lady. Consistent with our policy of avoiding any endorsements by the President or First Lady of commercial enterprises, however, we would insist that DC Comics not make any use of the First Lady's name in promotional material in connection with the marketing of the comic book, and that it be clearly indicated on the book that proceeds will be donated to fight drug abuse. This will help dissipate any suggestion -- inevitably present to some degree in such projects -- that the First Lady has "endorsed" DC Comics or Keebler.

We also suggest deletion of the last paragraph of the letter that appeared in the version of the comic book that was distributed free of charge. This strikes us as necessary for two reasons. First, the paragraph constitutes an endorsement of the material. This was unobjectionable when the book was free, but when the book is being commercially marketed such an endorsement is really a free advertisement, and places the First Lady in the position of urging young readers to buy a DC Comics product -- even if the proceeds will go to charity. Second, the statement "generous corporations paid for it" will be far less true in this case than it was with the original edition. It is our understanding that only net proceeds will be donated to the charities, so with respect to this edition the cost of producing the book will be paid for by those who buy it.

FFF:JGR:aw 7/26/83

cc: FFFielding/JGRoberts/Subj./Chron

8/4 A.M.

called CT-

NO PROBLEM

THE WHITE HOUSE

WASHINGTON

August 3, 1983

MEMORANDUM FOR JOHN ROBERTS

FROM: ^{CT} CARLTON TURNER

SUBJECT: Topps Sports Cards News
Conference

Do you see any legal difficulties with the
attached proposal to Mike Baroody?

THE WHITE HOUSE

WASHINGTON

August 3, 1983

MEMORANDUM FOR MIKE BAROODY

FROM: CARLTON TURNER

SUBJECT: Topps Sports Cards News Conference

We propose to invite sports writers and sports broadcasters in the Washington/Baltimore area to a news conference Thursday, August 18, in Room 450 OE0B at 2 p.m. to make them aware of a private sector program to fight drug abuse.

The event would be conducted along the lines of our April 25 news conference announcing the private sector involvement in producing the New Teen Titans comic book for fourth graders and the drug abuse survey results of Weekly Reader.

Topps Chewing Gum, Inc., between August 15 and August 20, will mail to its distributors between 4 million and 6 million packets of bubble gum cards that contain a "Team Up Against Drugs" logo approved by the major professional sports organizations in the United States. The card packets, containing photo cards of National Football League players, will be available from retailers by August 25. A copy of the logo is attached.

Topps has developed public service announcements on the anti-drug theme for use on network baseball telecasts during the balance of the 1983 baseball season. In the spring of 1984, Topps will issue baseball player card packages bearing the same logo.

The release of the football cards is the initial step in a program we are developing with professional athletes.

Besides myself and a Topps representative, we propose to have the press meet at least two NFL players whose photo cards are in the Topps selection. Naturally, we will strive to get a Redskin and a Colt. Another possibility is a member of the Miami Dolphins, who play a pre-season game with the Redskins the following evening in RFK Stadium. We would also like to have a representative of the NFL Commissioner's office at the news conference and, since baseball will be involved next spring, a representative of major league baseball.

Your comments and advice are welcome.



**BE A
SUPERSTAR
— SAY NO
TO DRUGS!**



© 1983 TOPPS CHEWING GUM, INC.,
DURYEA, PA. 18642. • MADE & PRINTED
IN U.S.A., DEXTROSE, CORN SYRUP,
GUM BASE, SOFTENERS, NATURAL
& ARTIFICIAL FLAVORS,
ARTIFICIAL COLORS & BHT
(TO MAINTAIN FRESHNESS).

THE WHITE HOUSE

WASHINGTON

August 12, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Proposed Letters from Carlton Turner

Carlton Turner proposes to send letters to Carnation and Ricardo Montalban's agent encouraging them to participate in the drug awareness campaign. Stephen Jacobs, who is working on involving the private sector in the campaign, has been in contact with both and has determined that they are tentatively interested. The letters are very general and stress the President's and First Lady's commitment to fighting drug abuse, and the importance of involving the private sector in the fight.

I have no objection to the letters per se. Turner asks if it is "legal" for him to "encourage/solicit" support from the private sector. No general answer to this question is possible. It is clearly acceptable for him to encourage the private sector to undertake anti-drug projects, but he should not be dunning companies or individuals. Our general tack with these sorts of projects has been to advise that they be treated and depicted as private sector projects with some guidance from the White House Drug Abuse Policy Office, rather than as joint ventures, White House projects funded by the private sector, or officially approved private sector projects.

I have prepared a memorandum noting no objection to the proposed letters, declining to answer Turner's general question but advising him to clear specific items with us, and reminding Turner of our general approach.

THE WHITE HOUSE

WASHINGTON

August 16, 1983

MEMORANDUM FOR CARLTON E. TURNER
SPECIAL ASSISTANT TO THE PRESIDENT

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

SUBJECT: Proposed Letters to Private Sector

You have asked for our advice concerning letters you proposed to send to Carnation and Velasco-Cardinale & Associates. The letters discuss the commitment of the President and the First Lady to the campaign against drug abuse, and the importance of private sector involvement in that campaign. The letters also encourage Carnation and Ricardo Montalban in their incipient willingness to undertake anti-drug projects.

We have reviewed the letters and have no legal objection to them per se. No general answer is available to your question concerning the legality of encouraging or soliciting support from the private sector. Encouraging and guiding companies and individuals who have expressed an interest in doing something in this area - as, for example, in these two letters - is unobjectionable. "Solicitation" raises more concern, particularly with respect to companies doing business with or regulated by the Federal Government. Obviously it would be inappropriate to do anything more by way of "solicitation" than advise companies of available opportunities. The question requires the exercise of judgment on a case-by-case basis, and we stand ready to provide guidance on particular questions as they arise.

While we have no objection to the two letters, we would reiterate our previous advice concerning the general approach to these projects. The projects should be treated and depicted as private sector projects, with some guidance from your office. As a general matter, they should not be viewed as joint White House/private sector ventures or White House projects funded by the private sector. In no event should the White House endorse commercial products or activities of the private sector firms.

FFF:JGR:ph 8/16/83

cc: FFFielding/JGRoberts/Subj./Chron

THE WHITE HOUSE

WASHINGTON

August 12, 1983

MEMORANDUM FOR CARLTON E. TURNER
SPECIAL ASSISTANT TO THE PRESIDENT

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

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FFF:JGR:aw 8/12/83

cc: FFFielding/JGRoberts/Subj./Chron

49006-2

John

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

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

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

Name of Correspondent: Carlton E. Turner

MI Mail Report User Codes: (A) _____ (B) _____ (C) _____

Subject: Draft letters re: drug awareness

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>CWH011</u>	<u>ORIGINATOR</u>	<u>83108110</u> <i>MS</i>			<u>1 1</u>
	Referral Note:				
<u>CWAT 18</u>	<u>D</u>	<u>83108110</u> <i>MS</i>		<u>5</u>	<u>83108120</u> <i>MS</i>
	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:				

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- D - Draft Response
- F - Furnish Fact Sheet to be used as Enclosure
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- R - Direct Reply w/Copy
- S - For Signature
- X - Interim Reply

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- B - Non-Special Referral
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- 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.

THE WHITE HOUSE
WASHINGTON

163466 *cu*

August 9, 1983

MEMORANDUM FOR FREDERICK F. FIELDING

FROM: *cu*
CARLTON E. TURNER

SUBJECT: Letters of Encouragement

Attached are two draft letters I would like to send; one to Velasco-Cardinale & Associates regarding Ricardo Montalban's possible involvement in the President's drug awareness campaign and one to Carnation to encourage their intent to publish a drug awareness comic book.

For your information, Stephen Jacobs is employed as a consultant for the U.S. Customs Service. He has received permission from the Commissioner of Customs, William vonRaab, to work with us in organizing the private sector involvement in the President's drug awareness program. Steve negotiated with Keebler for the Teen Titans comic book and is working on other similar private sector initiatives for us.

The language in each letter is very general, however, I would appreciate your advice as to whether it is legal for me to encourage/solicit support from the private sector in this way.

If you need any additional information or have any questions please do not hesitate to call.

cc: Roger Porter

DRAFT LETTER FOR DR. CARLTON TURNER TO SEND:

Mr. Jerry G. Velasco
Velasco-Cardinale & Associates
c/o Steve Werner
ALTA MAREA PRODUCTIONS, INC.
3808 Riverside Drive
Burbank, CA 91505

Dear Mr. Velasco:

Stephen Jacobs has informed me of Ricardo Montalban's willingness and interest in expanding the President's Drug Awareness Campaign through public service announcements. Our most effective weapon against drug abuse is our ability to work together to communicate the truth about drugs to the user and potential user.

We appreciate the value and difference that a star such as Mr. Montalban can bring to effectively reaching our American young people.

Early in his Administration, President Reagan began a major campaign against drug abuse and has continually emphasized the importance of involvement by the private sector, parents and individual citizens. Mrs. Reagan has committed her time and leadership to help in this campaign and because of the attention she has drawn to the problem, involvement at the grassroots level has grown dramatically.

All across the country, parents, teachers, and the children themselves are looking for ways to remove drug abuse from our society. Prevention and education initiatives, provide the tools in which all segments of society can work toward achieving this goal.

Stephen Jacobs will be working closely with you in developing this program and I look forward to working with you as the project develops. We are pleased to have you as a partner working for the nation's youth.

Sincerely,

Carlton E. Turner, Ph.D
Special Assistant to the President
for Drug Abuse Policy

bcc: Stephen Jacobs

DRAFT LETTER FOR DR. CARLTON TURNER TO SEND:

Mr. George O. Wilkins
Manager of Communications
Corporate Relations
Carnation
5045 Wilshire Blvd.
Los Angeles, CA 90036

Dear Mr. Wilkins:

Stephen Jacobs has informed me of Carnation's willingness and interest in looking at expanding the President's Drug Awareness Campaign. The most effective weapon against drug abuse is our ability to work together to communicate the truth about drugs to the user and potential user.

Early in his Administration, President Reagan began a major campaign against drug abuse and has continually emphasized the importance of involvement by the private sector, parents and individual citizens. Mrs. Reagan has committed her time and leadership to help in this campaign and because of the attention she has drawn to the problem, involvement at the grassroots level has grown dramatically.

All across the country, parents, teachers, and the children themselves are looking for ways to remove drug abuse from our society. Prevention and education initiatives, like the educational "comic book" you are considering, provide the tools in which all segments of society can work toward achieving this goal.

Stephen Jacobs is available to work closely with you in developing this program and I look forward to working with you as the project develops. We are pleased that you are willing to consider being a partner working for the nation's youth.

Sincerely,

Carlton E. Turner, Ph.D
Special Assistant to the President
for Drug Abuse Policy

bcc: Stephen Jacobs