

Ronald Reagan Presidential Library
Digital Library Collections

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

Collection: Turner, Carlton E.: Files
Folder Title: American Lung Association (1)
Box: 8

To see more digitized collections visit:

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

To see all Ronald Reagan Presidential Library inventories visit:

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

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

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

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

13 FEB 1986

3321



AMERICAN MEDICAL ASSOCIATION

535 NORTH DEARBORN STREET • CHICAGO, ILLINOIS 60610 • PHONE (312) 645-5000 • TWX 910-221-0300

CONSUMER BOOK PROGRAM

FRANK D. CAMPION
Director
(312) 280-7174

February 11, 1986

Carlton E. Turner, Ph.D.
Deputy Assistant to the President
for Drug Abuse Policy
The White House
Washington, DC

Dear Dr. Turner:

This is to answer your January 18 letter to Charles C. Renshaw, director of the Consumer Book Program of the American Medical Association. Mr. Renshaw retired late last summer, and I have taken his place.

A number of people have criticized the description of cannabis and cocaine in the Family Medical Guide, criticisms to which we have paid close attention. We are preparing a revised edition of the book, and the medical authorities responsible will give careful consideration to the point you make.

I am grateful to you for your interest in this.

With best wishes,

Sincerely,

Frank D. Campion

Frank D. Campion

FDC/jm

REQUEST FOR APPOINTMENTS

To: Officer-in-charge
Appointments Center
Room 060, OEOB

Please admit the following appointments on Monday, July 16, 1984
for Carlton Turner of OPD :
(NAME OF PERSON TO BE VISITED) (AGENCY)

Elaine Chapnick
Richard Grimes
George O'Niell
Timothy Strohbath

MEETING LOCATION

Building OEOB Requested by S. Daoulas
Room No. 220 Room No. 220 Telephone 6554
Time of Meeting 10:30am Date of request 7/13/84

Additions and/or changes made by telephone should be limited to five (5) names or less.

APPOINTMENTS CENTER: SIG/OEOB - 395-6046 or WHITE HOUSE - 456-6742

AMERICAN  **LUNG ASSOCIATION**
The Christmas Seal People®

1740 Broadway • New York, N.Y. 10019 • (212)245-8000

Senator Jeanne Malchon, *President*
Walter J. Hatcher, *President-Elect*
Edward M. Sewell, M.D., *Past-President*
Melvin H. Rodman, M.D., *Vice-President*
Karl C. Johnson, *Vice-President*
Lois T. Ellison, M.D., *Secretary*
Thomas B. Jackson, Jr., *Treasurer*
James A. Swomley, *Managing Director*

June 26, 1984

Carlton Turner, Ph.D.
Special Assistant to the
President
The White House
Washington, D.C. 20500

Dear Dr. Turner,

I was happy to learn that you are pleased with our project
"Marijuana: A Second Look." The materials for the project will be
available in school systems throughout the country this fall.

Enclosed are extra copies of our poster, Parent Newsmagazine and
"Don't Let Your Lungs Go To Pot" button for distribution to your
staff, guests and others interested in the marijuana problem. If
you need more copies in the future, please let me know.

Sincerely,



Richard P. Grimes
Director
Educational Development

RPG/bp
Encs.
cc: James A. Swomley

24 FEB 1984

760

Edward M. Sewell, M.D., *President*
Jeanne Malchon, *President-Elect*
Conrad M. Fowler, *Past-President*
Melvin H. Rodman, M.D., *Vice-President*
Caroline J. Hobson, ACSW, *Vice-President*
Lois T. Ellison, M.D., *Secretary*
Thomas B. Jackson, Jr., *Treasurer*
James A. Swomley, *Managing Director*

AMERICAN  LUNG ASSOCIATION
The Christmas Seal People®

1740 Broadway · New York, N.Y. 10019 · (212)245-8000

February 21, 1984

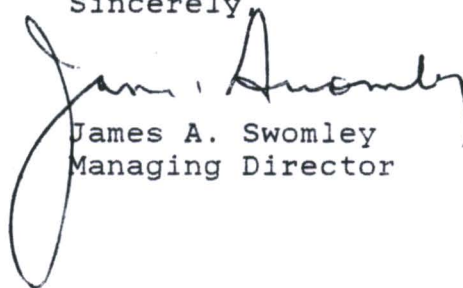
Terry Borton, Ed.D.
Editor-in-Chief
Xerox Education Publications
245 Long Hill Road
Middletown, CT 06457

Dear Dr. Borton,

Richard Grimes shared with me the willingness of Weekly Reader, Xerox Education Publications, to work with the American Lung Association on "Marijuana: A Second Look." When Rick and I visited Carlton Turner last month, he mentioned your name as a possible resource and we are very pleased that we are working together on this important project.

We believe that our work together will be an exciting collaboration and will have a great impact on the marijuana problem.

Sincerely,



James A. Swomley
Managing Director

cc: ✓ Carlton E. Turner, Ph.D.
Special Assistant to the President
Richard P. Grimes

23 FEB 1984

Edward M. Sewell, M.D., *President*
Jeanne Malchon, *President-Elect*
Conrad M. Fowler, *Past-President*
Melvin H. Rodman, M.D., *Vice-President*
Caroline J. Hobson, ACSW, *Vice-President*
Lois T. Ellison, M.D., *Secretary*
Thomas B. Jackson, Jr., *Treasurer*
James A. Swomley, *Managing Director*

AMERICAN  LUNG ASSOCIATION
The Christmas Seal People®

1740 Broadway · New York, N.Y. 10019 · (212)245-8000

February 17, 1984

Carlton E. Turner, Ph.D.
Special Assistant to the President
THE WHITE HOUSE
Washington, DC 20500

Dear Dr. Turner:

Kathleen Davis, our Director of Communications, asked me to send you the attached updated copy of our grant proposal for funds to supplement our promotional campaign for "Marijuana: A Second Look". This document, along with Ms. Davis' letter of February 2 to Ann Wrobleski, constitutes our present and complete promotional campaign.

Setting up such a massive project requires a great deal of complex negotiation before all the pieces are in place. The document you may have in your possession seems to be a much earlier draft and contains information, such as a March 6, 1984 White House date, which is inapplicable in view of subsequent meetings.

Please discard the previous copy and use the attached, which we will be using to approach major funders, for your reference.

If you need further information, please let me know.

Sincerely,



Bonnie Osinski
Director of Grant Resources

BO:jag
Attachment

cc: James A. Swomley
Kathleen Davis
Richard Grimes
Carolyn Bacon
Ann Wrobleski

THE HEALTH HAZARDS OF MARIJUANA

SUMMARY

In 1982, U.S. Surgeon General Dr. C. Everett Koop, issued this alarm, . . . "I urge other physicians and professionals to advise parents and patients about the harmful effects of using marijuana and to urge discontinuation of its use." The problem of marijuana smoking, he felt, justified national concern, "especially. . . about the long-term developmental effects of marijuana use on children and adolescents, who are particularly vulnerable to the drug's behavioral and physiological effects."

The American Lung Association (ALA), the oldest voluntary health organization in the United States, is prepared to respond to the enormous challenges of the Surgeon General's warning. Established in 1904 to combat tuberculosis, we have had more than seventy-five years of experience in health education. Over the years, as tuberculosis became less of a threat, the Association has directed its energies and expertise to the larger issues of America's fastest growing, preventable health problem--lung disease.

We are about to undertake an ambitious project to inform the American public about the very serious health hazards of smoking marijuana. The ALA project is designed to have a twofold thrust:

First, a massive national educational and publicity campaign aimed at the general public; and second, the creation of an educational program targeted specifically for youngsters ages 9-11 and their parents, teachers, and youth leaders. The latter project, tentatively entitled "Marijuana: A Second Look", is currently under development through an \$80,000 grant from a private foundation.

We are seeking funds to support an unprecedented national educational and publicity campaign for implementation in conjunction with "Marijuana: A Second Look" beginning in the Spring of 1984. The White House has agreed to support the program, and we have enlisted the cast of the popular television show, FAME!, to act as spokespeople and role models for the young people we aim to reach.

The following pages will present the need to inform the public about the marijuana problem, the objectives of our educational and publicity campaign, the methods for national and local implementation, how we will evaluate our success, and the educational and promotional capabilities of the American Lung Association.

BACKGROUND AND CAPABILITIES OF THE AMERICAN LUNG ASSOCIATION

Called "an exemplar of a model health agency" by the Center for Science in the Public Interest, ALA expends its resources nationwide on community programs and research directed toward the prevention and control of lung disease. Specifically, ALA concerns itself with five major areas: pediatric and adult lung disease (e.g., asthma, emphysema, and lung cancer), occupational lung health, clean air, the prevention of smoking, and community health education.

The American Lung Association is made up of 144 local organizations which, in aggregate, serve the entire country. The national office develops programs and provides a total spectrum of management and consulting services to the local organizations. Because ALA is essentially a grassroots organization, the local offices are able to implement programs in a manner that is directly related to needs in their own communities.

All scientific activities of ALA and its affiliated organizations are guided by the Association's medical section, the American Thoracic Society (ATS) which, with a membership of over 8,500 physicians and scientists, develops and monitors research and training and advises ALA on medical and scientific matters related to lung health. ALA's relationship with ATS, unique among voluntary health agencies, provides medical back-up and legitimacy to all our programs.

The majority of ALA's 117 member national board of directors is composed of representatives recommended by the constituent organizations. Roughly 40 percent are delegates-at-large who are nominated nationally. Three members are representatives of the American Thoracic Society. Almost half of the members are medical practitioners; the rest represent a cross section of occupations - business, law, education, social services, government, homemakers, etc. The full national board meets twice a year, but it has a very active system of committees related to the major program areas and functions of the American Lung Association. These committees meet often throughout the year and work closely with the staff to set policy and develop long and short range plans.

The American Lung Association's basic financial support for seventy-five years has been the annual Christmas Seal Campaign. This money is raised locally, with 90 percent remaining within the communities served by our local Lung Associations. Only 10 percent is allocated for national activities. As the cost of conducting the Christmas Seal Campaign has increased with a dramatic rise in mailing costs, ALA has begun to diversify its funding sources (both nationally and locally) so that it can maintain the flexibility to respond in a timely manner to pressing current problems--such as the health hazards of marijuana.

Health Education Capabilities

One of the most important functions of the American Lung Association is health education; more specifically, keeping the American public informed about hazards to their lungs. ALA has considerable experience and expertise in this area. Of particular relevance to the marijuana project is ALA's notable experience with smoking cessation programs and health education for school age children.

The development of "Freedom From Smoking" has given hundreds of thousands of smokers a systematic 20-day self-help approach to quitting and information on how to resist reverting to the dangerous habit. ALA's exciting new "Smoking and Pregnancy" program which addresses the dangers of smoking to the unborn, is equally innovative and has attracted the support of ABC's "Good Morning, America" hostess, Joan Lunden, as chairman of the Smoking and Pregnancy campaign.

Further, ALA administered the development of the Primary Grades Health Curriculum Project. This is a comprehensive school health education program for children from kindergarten through the third grade that is intended to nurture good health habits in childhood and throughout life. ALA and local Lung Associations are strong supporters of this project, as well as of the School Health Curriculum Project for grades four through seven. We are proud that these two health education projects were carefully reviewed, validated, and pronounced "exemplary" by the United States Department of Education.

Public Relations Capabilities

As a national agency devoted to health education, communication is an essential part of all our activities. ALA coordinates nationwide publicity and promotional activities with our 144 affiliated Associations. Further, each individual Lung Association has its own public relations capability.

The national office operates a complete public relations service for nationwide promotion using a full spectrum of communication tools and techniques, ranging from national broadcast and print media to direct local informational exchanges. ALA develops and distributes publicity materials for use throughout the country. A national newsletter is published weekly to facilitate communication between the national and local organizations. We stimulate participation throughout the Lung Association family by providing materials which include news releases, art, photos, promotion samples, posters, and guidelines for their use.

Our major publicity event is the annual 13-week Christmas Seal Campaign, which is launched every year at the White House. Recent national Christmas Seal Chairmen have been Bob Hope, Jack Klugman, Ben Vereen, Dick Cavett, Vicki Carr, and Andy Williams.

ALA has had 25 years of experience coordinating many celebrity activities, including the recruitment of the annual Christmas Seal Campaign Chairmen, Special Ambassadors, Representatives, and Project Chairmen. Brooke Shields and Ricky Schroeder have both served as ALA "Youth Ambassadors". Currently,

Placido Domingo is ALA's Media Awards Chairman. Many of our local Lung Association affiliates also designate local celebrities as special chairmen of specific events or programs.

Recently, ALA negotiated the use of "Superman*" to promote SUPERSTUFF--our self-help program for children with asthma. ALA's "Kick the Habit!" and "Yes, I Mind Very Much If You Smoke!" campaigns became familiar to the American public as part of our efforts to help people stop smoking and to discourage others from starting.

Thus, ALA's objectives, organizational structure, and experience in conducting successful health education programs and public relations activities make it the ideal agency to address the problems associated with the continuing use of marijuana by our nation's young people.

THE NEED FOR ACTION

We have just passed through a decade of ambivalence and permissiveness concerning the use of marijuana. After the turbulent counterculture of the sixties and the disturbing abuse of hard drugs, the seventies have been marked by an increasingly relaxed legal and social attitude toward marijuana. During the same period of time, the government made controlled amounts of

*Indicates trademark of D.C. Comics

marijuana available to the scientific community for study; and a good deal of scientific information has been amassed regarding its health effects. The result has been a communication gap between the public and the scientific community of astonishing proportions. This is a gap that ALA can begin to close.

What, indeed, are scientists telling us about marijuana use and lung health?

Startling Results of Scientific Studies

The American public seems to believe that marijuana is a relatively harmless substance. Many believe that the smoking of marijuana is less harmful than the smoking of tobacco! However, long-term studies of marijuana smokers have revealed some distressing conclusions that have had little public attention.

For example, testimony on this subject before a Senate subcommittee was summarized in two major conclusions:

- 1) Chronic cannabis (marijuana) smoking can produce sinusitis, pharyngitis, bronchitis, emphysema, and other respiratory difficulties in a year or less, as opposed to ten or twenty years of cigarette smoking to produce similar complications.

- 2) Cannabis smoke, or cannabis smoke mixed with tobacco (cigarette) smoke, is far more damaging to lung tissue than tobacco smoke alone.

Further, studies show that a single marijuana cigarette--compared with a single tobacco cigarette--contains even higher amounts of such irritants as ammonia, hydrocyanic acid, acrolein, and benzene. Cannabis smoke also contains 50 percent more of such carcinogenic (cancer-causing) substances as benzol(a)pyrene and benz(a)anthracene. 70%

A major difference between tobacco and marijuana is that tobacco contains nicotine, which has important pharmacologic effects but probably does not in itself lead to irritation of the respiratory tract. In contrast, cannabis smoke contains, in addition to many chemicals not found in tobacco, a psychoactive agent called delta-9 tetrahydrocannabinol (THC) and 60 other cannabinoid compounds, some of which are themselves respiratory irritants.

THC becomes concentrated in body fat and also in the lungs, liver, reproductive organs, and the brain. After five to seven days, half the original dosage of THC is still in the body. It can take weeks or as long as a month for the body to rid itself of THC. Debatable

Marijuana smokers also compound the potential for harm because the preferred smoking technique consists of deep puffs with retention of smoke in the lungs from 10 to 60 seconds. The widespread use of paraphernalia to blast high levels of smoke into the lungs significantly increases the danger.

Finally, there are other serious health effects of marijuana which have recently been documented. For example, recent studies

have shown that marijuana may have serious effects on the fetus of a pregnant smoker. The complications arising from this seem to be similar to those in "Fetal Alcohol Syndrome" which include mental retardation and other very serious birth defects. Marijuana affects the reproductive system of preadolescent children and it affects the body in other ways which lead to ill-health and even death. Marijuana is implicated in increasing accidents and deaths on the highway--especially when used in combination with other drugs or alcohol.

The 1970s and 80s have been marked by an increasingly relaxed legal and social attitude toward marijuana, resulting in a communications gap of astonishing proportions between the public and the scientific community. The lack of knowledge and passive acceptance - especially by parents of school age children - may have contributed to the alarming drop in the age of first use of the drug. The parents of today's school age children grew up in the sixties and seventies when marijuana was actually considered spiritually beneficial by large segments of the then adolescent population.

While we are looking to get the message out to young people, parent involvement is very important. Pre-adolescents are still at the age where the family, rather than the peer group, is playing the predominant role. As they begin developing increasing autonomy and independence, they look outside the family, not only to their peers, but also to rock stars and celebrities who often make no secret of their fondness for marijuana.

A Cannabis Epidemic

"There can be no doubt that in the past few years, the United States has been caught in a cannabis epidemic" writes Dr. George K. Russell in his book, Marijuana Today.

Given what is now known about the effects of marijuana, it is distressing to see the national surveys indicating that 16 million adult Americans and 4 million teenagers smoke marijuana regularly. It is alarming to see the figures on the use of marijuana by our young people. In recent surveys, 60 percent of high school seniors had tried marijuana, and one out of nine was a daily user. Thirty-two percent of 14 and 15 year olds reported having tried it, and seventeen percent of that age group were still using it. Eight percent of 12 and 13 year olds reported smoking marijuana at least once, and half of this group were still using it. 1988

Marijuana habits begin early. Many of the teenagers in the 12-17 age group indicated that they had started smoking marijuana in grade school. According to the Surgeon General, more high school seniors smoke marijuana than smoke cigarettes. Patterns of marijuana smoking established in high school tend to continue for years. In the survey of high school seniors who smoked marijuana daily, 51 percent were still smoking daily four years later. Most of the remainder were smoking marijuana regularly, although not daily.

At the same time that marijuana use has burgeoned, the marijuana used has become more potent, and thus more toxic. A good deal of the marijuana used in the U.S. before 1970 contained

less than 1 percent THC. Current marijuana comes from Jamaican, Mexican, and Columbian crops, with an estimated 3-4 percent THC, or an extremely powerful dosage.

OBJECTIVES

No other national voluntary health organization has taken a firm stand on this problem. With the introduction of "Marijuana: A Second Look," however, the American Lung Association is taking a leadership role we are confident we can fully implement. With our unique structure of 144 community based, federated Associations and our years of experience in public health education and information programs related to smoking cessation, we are in a singular position to sweep the country with this important message. Our national initiatives will be reinforced by direct and immediate local follow-up.

The Public Education and Promotional objectives of this proposal are:

1. To increase public awareness among both adults and children in the United States regarding lung health hazards of marijuana;
2. To provide role models who can effectively reach both audience segments with the basic "marijuana is harmful" message;
3. To open the dialogue between parents and children, as well as the community at large, about marijuana.

METHODS OF IMPLEMENTATION

This promotional program will be implemented using the following communications techniques:

- o A national slogan, title, logo, and musical theme will be created especially for use in all aspects of the campaign in order to generate instant public identification with the educational message about marijuana.
- o Public Service Advertising (all media)
- o National publicity (network, syndicated, wire service, magazine, etc.)
- o Local publicity and promotional campaigns carried out by Lung Associations
- o Local community outreach programs carried out by the TV stations in the 120+ markets airing the TV show, FAME!
- o A major national kickoff of the program
- o White House endorsement, via the First Lady and a Presidential/Congressional proclamation
- o Special materials development

Public Service Advertising Campaign

This campaign includes one 30-second, one 10-second, and one 60-second TV PSA, starring the cast of FAME!; a series of complementing radio PSAs; a glossy folder of matching magazine

ads, which will be mailed to 1,400 national consumer and specialty magazines; a newspaper/house organ clip sheet, distributed free through local Lung Associations to in excess of 3,000 publications.

The campaign will be packaged by the national office for local distribution by Lung Associations in a media kit, with full instructions and reporting mechanisms.

National Publicity Campaign

This campaign includes a spectacular national kickoff to announce and launch "Marijuana: A Second Look", and all national media placements.

Among the strategies scheduled: Network and cable/syndicated TV placement of PSAs; network and syndicated placement of radio PSAs; placement of national magazine ads; placement of editorial copy in national magazines; placement of national network news and feature items (Good Morning America, Johnny Carson Show, All Things Considered (PBS), Entertainment Tonight, PM Magazine, etc.); placement of clear channel programs (radio); wire service features; cable TV news and features.

A special effort will be made with this program to place the message of "Marijuana: A Second Look" before specific audiences via professional journals and participation in and exhibitions at the national conventions of professionals in education, local government, The Parents and Teachers Association, American School Boards Association, etc.

The national office will also coordinate, according to the celebrities' travel schedules, appearances around the country by the cast members of FAME! on behalf of our local Lung Associations, discussing marijuana with particular emphasis on the TV markets carrying their syndicated show.

Local Publicity Campaign

Through our federation of 144 local Lung Associations, covering 100 percent of the United States, we have a unique community-based network which delivers 'down home' promotional campaigns with great success. We will develop a Media Kit for our Associations in accordance with the system we already have in plan for this kind of promotion.

This campaign will include all of the 'Public Service Advertising Campaign' materials as described above; 'swiss cheese' press releases and other materials which can be localized; instructions on 'accessing the local media' (including cable TV); design of a number of local promotions which have succeeded in the past for our Associations; sample Community Bulletin Board copy; sample/local radio and TV news and feature scripts; prepared speeches and lectures, including slides; production of actualities (taped messages) for radio and TV, featuring FAME! representatives or White House representatives. We will also include a campaign directed at adults to promote the Parents' Newsletter of the "Marijuana: A Second Look" educational curriculum.

Special Community Outreach Campaign for FAME! TV Markets

As part of our commitment, in exchange for the cast of FAME!'s donation of time and talent, we will produce a Special Media Kit for the 120+ local markets where FAME! is currently syndicated (the show has been renewed through 1985). This kit will be designed to provide for each local TV station, working in concert with the local Lung Association, a number of alternatives to conduct a community action program based on our messages on marijuana.

This campaign and kit will include: scripts for news, feature and "Special" (up to 1/2 hour) programs of marijuana; companion actualities (see above); newspaper releases and ads; still visuals; a variety of promotional suggestions for involvement with local service clubs, churches, schools and corporations.

A Major National Kickoff

This part of the campaign, handled by the national office of the American Lung Association, is intended to be a media-grabber. But it is also intended to be something that might be copied by our local Lung Associations, at least in part.

An essential element in a successful ALA publicity campaign is the enthusiasm and the willingness of the local Lung Associations around the country to cooperate and commit their own resources to the effort. Each year, in May, the American Lung

Association holds its annual meeting. More than four people attend, including Lung Association staff and board members, as well as members of the American Thoracic Society.

The cast of FAME! has agreed to appear at the Keynote Session of the American Lung Association Annual Meeting (May 20, 1984, Miami Beach) to perform a stage number and make pronouncements regarding why they, as a group and as individuals, are acting as celebrity spokespeople for this program. This is the formal announcement of the program, which will include at least two press conferences concerning marijuana and our new program.

The Surgeon General of the U.S., C. Everett Koop, M.D., will be the Keynote Speaker and will speak on smoking hazards, including marijuana; the President's special advisor on drug abuse, Carlton E. Turner, Ph.D., will be with us; Nancy Reagan has been asked to be present and endorse our program. At the same time, Pearl Bailey will be announced as our 1984 Christmas Seal Campaign Chairman and will introduce our new young celebrity spokespeople for "Marijuana: A Second Look." We will, of course, be making national news wire, syndicate and network placements with this Keynote Session.

In addition, we will be providing our Associations with a follow-up instructional program on how to duplicate this event with local celebrities.

White House Endorsement, via the First Lady

ALA representatives have met with the First Lady's Director of Projects and the President's Advisor on Drug Abuse. In both cases, the reception was extraordinary: The First Lady is expected to endorse this program, perhaps by appearing at our Annual Meeting, and the President's Advisor on Drug Abuse told us, "We're glad that a voluntary health agency recognizes the importance of this issue. But the American Lung Association has a special tremendous credibility that makes it especially suited for this kind of effort."

We are currently negotiating with the White House regarding the following: The First Lady's appearance at our annual meeting; designation of the First Lady as National Honorary Chairman of "Marijuana: A Second Look"; a videotape of the First Lady discussing and endorsing the program; network TV appearances of the First Lady with selected members of FAME! discussing the program.

We are also expecting a Presidential Proclamation of "Marijuana Education Month" and a visit to the White House by selected members of the cast of FAME! for the signing of the proclamation.

*Move Very Fast on this
will not be done!!*

Special Materials Development

As the above promotional campaign is put in place, we will develop materials to support the public's request for more information:

- o A promotional poster, featuring the cast of FAME!

- o A "Facts" leaflet for parents and children regarding marijuana (response piece)

- o A promotional flyer aimed at the special educational and professional audiences most likely to institute "Marijuana: A Second Look" in the local schools.

EVALUATION

The American Lung Association applies evaluation techniques to all its major programs. For this program, we will collect data on how many placements were made, the estimated receiving audiences, etc.

ALA will evaluate and appraise the quality of all materials developed for national use. The effectiveness of each event, as well as all materials, will be assessed on a continuing basis throughout the two-year campaign on the basis of criteria such as public response, media acceptance, local acceptance, and effectiveness, etc. Changes will be made where some elements seem to be working better than others.

ALA's national staff will work with local Lung Associations to monitor the effectiveness of their campaigns and suggest changes during the campaign. "Success stories" and problems will be shared with all the affiliated organizations through ALA's national weekly newsletter. Particular attention will be given to the level of participation among schools and youth organizations.

Finally, it is important to note that the use of marijuana by both children and adults in America today presents a number of moral, legal, and ethical questions. These questions will have to be decided by others. It is the intent of the American Lung Association to present a strong case against the use of marijuana based only on its known hazards to the health of Americans. The wide gap between what the American public thinks it knows about the hazards of marijuana and what is now known by physicians and scientists must be closed. ALA is assuming a leadership role at this time with the expectation that other groups and individuals will also have the vision to take a public stand on this very serious health problem.

BUDGET SUMMARY

	<u>TOTAL</u>	<u>PAID BY ALA</u>	<u>ALREADY DONATED</u>	<u>REQUESTED</u>
Personnel	33,601	33,601		
Consultants	251,828	42,000	200,000	9,828
Telephone	2,880			2,880
Local Travel	3,400			3,400
PSA Campaign	71,872		3,500	68,372
National Kickoff and Spinoffs	48,849			48,849
White House Functions	24,670		1,500	23,170
National Media Placements	800			800
Special Materials Development	16,400		500	15,900
Special Fame Media Appearances	18,000			18,000
Local Publicity Campaign	6,064			6,064
Community Outreach Campaign	4,424			4,424
Evaluation	1,006			1,006
TOTAL	483,794	75,601	205,500	202,693

Project Budget: "Marijuana: A Second Look" Promotion

	<u>TOTAL</u>	<u>PAID BY ALA</u>	<u>ALREADY DONATED</u>	<u>REQUESTED</u>
<u>Personnel</u>				
Salaries & Wages				
Communications Division Director @ \$435 mo. (10% time) x 24 mos.	10,440	10,440		
Project Coor- dinator @ \$537 mo. (15% time) x 24 mos.	12,888	12,888		
Secretary @ \$163 mo. (15% time) x 24 mos.	3,912	3,912		
Executive TV/ Radio Producer	2,500	2,500		
Fringe Benefits (estimated 13%)	3,861	3,861		
TOTAL	33,601	33,601		
<u>Consultants</u>				
Celebrity Publicist @ \$1,750 mo. (50% time) x 24 mos.	42,000	42,000		
Primary Writer @ \$9 hr. (21 hrs/wk) x 12 mos.	9,828			9,828
Advertising/PR Firm, (fully donated creative and ad pro- duction services)	200,000		200,000	
TOTAL	251,828	42,000	200,000	9,828

	<u>TOTAL</u>	<u>PAID BY ALA</u>	<u>ALREADY DONATED</u>	<u>REQUESTED</u>
<u>Telephone</u>				
Long Distance calls @ \$120 mo. x 24 mos.	2,880			2,880
<u>Local Travel</u>				
Taxis, meals for staff and volunteers within New York area- \$100 mo. x 24 mos.	2,400			2,400
Lodging, limos, meals for celebrities for New York media appearances - 10 days @ \$100 per diem	1,000			1,000
TOTAL	3,400			3,400
<u>PSA Campaign</u>				
TV/Radio Spot Production				
Travel for 3 to Los Angeles 2 days @ \$150 per diem	900			900
3 round trip air fares to L.A. @ \$650	1,950			1,950
Film production company @ \$18,000 per day x 2 days	36,000			36,000
Film and tape editing				
TV-8 hrs. @ \$500/hr.	4,000			4,000
Radio-4 hrs. @ \$150/hr.	600			600

	<u>TOTAL</u>	<u>PAID BY ALA</u>	<u>ALREADY DONATED</u>	<u>REQUESTED</u>
<u>PSA Campaign</u> (continued)				
Duplicate and distribute spots 700 TV stations @ \$20/station	14,000			14,000
1,400 radio stations @ \$2.50/ station	3,500			3,500
TV storyboard - 1,000 quantity	1,200			1,200
Special Tape Production for network and syndicates 11 x \$35	385			385
Special Tape Production of PSAs for radio network and syndicates 8 x \$5	40			40
<u>Magazine Ad Production</u>				
Creative services, mechanical	3,500		3,500	
Print 3,000 ad flyers	2,000			2,000
Service campaign responses (negatives, glossies, positives, etc.)	2,400			2,400
Service campaign to local Lung Assns. (glossies, etc.)	100			100
Cover letter, instructions, return postcards	150			150

	<u>TOTAL</u>	<u>PAID BY ALA</u>	<u>ALREADY DONATED</u>	<u>REQUESTED</u>
<u>PSA Campaign</u> (continued)				
PSA Media Kit Folder				
300 folders @ \$1	300			300
Imprint folders	130			130
Instructions & inserts 4 pp @ .01 x 300	12			12
Postage & mailing envelopes @ 2.35 x 300	705			705
TOTAL	71,872		3,500	68,372

National Kickoff and Spinoff

Cast of Fame

24 cast and crew members - air travel from L.A. to Miami @ \$1,000	24,000			24,000
3 days @ \$200 per diem x 24	14,400			14,400

Press Kit

700 kits - folders	400			400
photos	140			140
releases	250			250
Postage and distri- bution @ 2.35 x 700	1,654			1,654

Filming for Later
Program Use

2 man-sound/video crew 2 days @ \$1,500	3,000			3,000
---	-------	--	--	-------

	<u>TOTAL</u>	<u>PAID BY ALA</u>	<u>ALREADY DONATED</u>	<u>REQUESTED</u>
<u>National Kickoff and Spinoff</u> (continued)				
Equipment Rental and Staging				
Sound, lights, staging	2,500			2,500
Printed Program				
3,000 @ .45	1,350			1,350
Follow-up Promotional Kit for local Lung Associations				
Printing	450			450
Postage and distri- bution @ 2.35 x 300	705			705
TOTAL	48,849			48,849
 <u>White House Functions</u>				
Staff Travel to Consult with First Lady's Office				
Air Fare - 4 @ \$165	660			660
Per Diem - 8 x \$150	1,200			1,200
Produce Videotape for Program and Promo- tional Use				
Sound/video crew 1 day @ \$1,500	1,500		1,500	
Reproduce and distribute 700 @ \$20	14,000			14,000

	<u>TOTAL</u>	<u>PAID BY ALA</u>	<u>ALREADY DONATED</u>	<u>REQUESTED</u>
<u>White House Functions</u> (continued)				
First Lady's (and party) Travel, Housing, etc.	Unable to estimate at this time			
Presidential Proclamation				
3 FAME members to White House				
Air - 3 x \$1,000	3,000			3,000
Per Diem 6 x \$200	1,200			1,200
ALA reps. to White House				
Air - 2 x \$200	400			400
Per Diem 4 x \$150	600			600
Major Media Appearance for First Lady				
Local travel, etc.	500			500
Press Releases, Photos				
Distribution				
700 @ \$2.30	1,610			1,610
TOTAL	24,670		1,500	23,170
<u>National Media Placement</u>				
Free Program Samples				
100 @ \$8	800			800
<u>Special Materials Development</u>				
Promotional Poster of FAME				
Travel - PR and ALA staff - NY to L.A.				
Air @ \$650	1,300			1,300
Per Diem 2 @ \$150/ 2 days	600			600

	<u>TOTAL</u>	<u>PAID BY ALA</u>	<u>ALREADY DONATED</u>	<u>REQUESTED</u>
<u>Special Materials Development</u> (continued)				
Photographer 1 day @ \$1,500	1,500		500	1,000
Printing - 4 color 50,000 @ .10	5,000			5,000
"Facts" Leaflet- Response Mechanism				
6 pp - bifold 8 1/2 x 11 2 color 100,000 @ .03	3,000			3,000
Promotional Flyer				
4 color, 2 sides 8 1/2 x 11 100,000 @ .05	5,000			5,000
TOTAL	16,400		500	15,900

Special FAME! Media Appearances

10 Appearances

Air @ \$500 x 2 people	10,000			10,000
Per Diem @ \$200 x 2 people x 2 days	8,000			8,000
TOTAL	18,000			18,000

	<u>TOTAL</u>	<u>PAID BY ALA</u>	<u>ALREADY DONATED</u>	<u>REQUESTED</u>
<u>Local Publicity Campaign</u>				
In Addition to the PSA Materials discussed above, the local Lung Association Media Kit will include:				
Promotional slide 300 @ 1.25	375			375
Logo sheets 300 @ .05	15			15
Glossy photos 300 @ .40	120			120
Sample Poster 300 @ .10	30			30
Sample facts leaflet 300 @ .03	9			9
Sample flyer 300 @ .05	15			15
Radio actualities (non PSA) 1,000 @ 2.50	2,500			2,500
TV actualities 150 @ 20	3,000			3,000
TOTAL	6,064			6,064

Special Community Outreach
Campaign for FAME! TV Market

Folders 150 @ \$1	150			150
Imprint folders	130			130
Promo Slides 150 @ 1.25	188			188
Sample facts brochure 150 @ .03	5			5

	<u>TOTAL</u>	<u>PAID BY ALA</u>	<u>ALREADY DONATED</u>	<u>REQUESTED</u>
<u>Special Community Outreach</u> (continued)				
Velox ads 150 @ 1.24	186			186
Dupes of FAME! promo tapes 150 @ \$20	3,000			3,000
Radio actualities by First Lady 150 @ 2.50	375			375
Radio actualities by FAME! 150 @ 2.50	375			375
Printing instructions and copy enclosures 10 pp x 150 @ .01/pg.	15			15
TOTAL	4,424			4,424

Evaluation

Correspondence response vehicle postage (150 TV stations, 144 Lung Assns.)	150			150
Second Mailing	150			150
Print package of success stories 294 x 10 pp @ .01/pg	30			30
Postage 294 @ 2.30	676			676
TOTAL	1,006			1,006