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Mrs. Reagan's Remarks
National Federation of Parents for Drug-Free Youth
Capital Hilton Hotel

October 9, 1986

-- First of all, I want to say, and I think you'll agree, that a lot has happened since we last met one year ago -- many wonderful things. I've been traveling around the world, talking with parents, children, First Ladies, and world leaders about drug abuse. I've seen many broken hearts, but for every one of those, I've seen a remarkable recovery. I've seen the building of an essential new awareness of how terrible and threatening drug abuse is to our society. And I've seen our country and practically the whole world mobilize to action in our fight against drugs. You know, the world is behind us now. The world is listening. And that is exciting.

-- We've accomplished so much since I met with a small group of you at the White House back in '81. I'll never forget your anxious and worried faces. We've come so far and overcome so many major barriers. The wall of denial is crumbling and fighting drug abuse no longer carries the stigma it did in the sixties, seventies, and even into the early eighties.

-- But every time I hear that drugs are being sold in our cities like popcorn at a county fair, and read that anyone, at any age can buy a vial of crack for \$5.00 that is strong enough to induce a fatal overdose, or each time I receive another letter from a troubled person on drugs, I realize that our challenge has only begun. We've accomplished the awareness part, now it's time for everyone to take individual responsibility.

Mrs. Reagan's Remarks
National Federation of Parents
for Drug-Free Youth
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-- As leaders in our efforts, you are the beacon for all parents -- showing them the way, showing them they aren't defenseless, showing them they can save their children. You are the symbol of help and hope. And you can't let up now. It is essential that you set the tone for other parents by creating an intolerant attitude about drugs in this country. And it is essential that you push the issue to the point of making people feel uncomfortable.

-- There's no middle ground. Indifference is not an option. For the sake of our children, I implore each of you to be ever more unyielding and inflexible as you continue your crusade against drugs.

-- As a parent, I want to speak for all of you for a moment. I want to give a message to the dope peddlers and pushers and the message is this: The parents throughout the world are going to drive you out of business. We're the ones who are going to be the pushers from now on. We're going to push you out. Push you out of schools, out of our neighborhoods, out of our communities and out of existence!

-- If we can only keep the momentum going like it is now, just think what we can accomplish. We've got many roads to travel and hills to climb, but just knowing we walk them together makes it that much easier.

Mrs. Reagan's Remarks
National Federation of Parents
for Drug-Free Youth
Page Three

-- So keep your torches lit, carry them high for all to see. Go forth with all you have and all you are to finish what we've set out to do.

-- Thank you and God bless you.

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REMARKS FOR NFP LUNCHEON

OCTOBER 9, 1986

-- FIRST OF ALL, I WANT TO SAY, AND I THINK YOU'LL AGREE, THAT A LOT HAS HAPPENED SINCE WE LAST MET ONE YEAR AGO -- MANY WONDERFUL THINGS. I'VE BEEN TRAVELING AROUND THE WORLD, TALKING WITH PARENTS, CHILDREN, FIRST LADIES AND WORLD LEADERS ABOUT DRUG ABUSE. I'VE SEEN MANY BROKEN HEARTS, BUT FOR EVERYONE OF THOSE, I'VE SEEN A REMARKABLE RECOVERY. I'VE SEEN THE BUILDING OF AN ESSENTIAL NEW AWARENESS OF HOW TERRIBLE AND THREATENING DRUG ABUSE IS TO OUR SOCIETY. AND I'VE SEEN

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OUR COUNTRY AND PRACTICALLY THE WHOLE WORLD MOBILIZE TO ACTION IN OUR FIGHT AGAINST DRUGS. YOU KNOW, THE WORLD IS BEHIND US NOW. THE WORLD IS LISTENING. AND THAT IS EXCITING.

-- WE'VE ACCOMPLISHED SO MUCH SINCE I MET WITH A SMALL GROUP OF YOU AT THE WHITE HOUSE BACK IN '81. I'LL NEVER FORGET YOUR ANXIOUS AND WORRIED FACES. WE'VE COME SO FAR AND OVERCOME SO MANY MAJOR BARRIERS. THE WALL OF DENIAL IS CRUMBLING AND FIGHTING DRUG ABUSE NO LONGER CARRIES THE STIGMA IT DID IN THE SIXTIES, SEVENTIES AND EVEN THE EARLY EIGHTIES.

-- BUT EVERY TIME I HEAR THAT DRUGS ARE BEING SOLD IN OUR CITIES LIKE POPCORN AT A COUNTY FAIR, AND READ THAT ANYONE, AT ANY AGE CAN BUY A VIAL OF CRACK FOR \$5.00 THAT IS STRONG ENOUGH TO INDUCE A FATAL OVERDOSE, OR EACH TIME I RECEIVE ANOTHER LETTER FROM A TROUBLED PERSON ON DRUGS, I REALIZE THAT OUR CHALLENGE HAS ONLY BEGUN. WE'VE ACCOMPLISHED THE AWARENESS PART, NOW IT'S TIME FOR EVERYONE TO TAKE INDIVIDUAL RESPONSIBILITY.

-- AS LEADERS IN OUR EFFORTS, YOU ARE THE BEACON FOR ALL PARENTS -- SHOWING THEM THE WAY, SHOWING THEM THEY AREN'T DEFENSELESS, SHOWING

THEM THEY CAN SAVE THEIR CHILDREN. YOU ARE THE SYMBOL OF HELP AND HOPE. AND YOU CAN'T LET UP NOW. IT IS ESSENTIAL THAT YOU SET THE TONE FOR OTHER PARENTS BY CREATING AN INTOLERANT ATTITUDE ABOUT DRUGS IN THIS COUNTRY. AND IT IS ESSENTIAL THAT YOU PUSH THE ISSUE TO THE POINT OF MAKING PEOPLE FEEL UNCOMFORTABLE.

-- THERE'S NO MIDDLE GROUND. INDIFFERENCE IS NOT AN OPTION. FOR THE SAKE OF OUR CHILDREN, I IMPLORE EACH OF YOU TO BE EVEN MORE UNYIELDING AND INFLEXIBLE AS YOU CONTINUE YOUR CRUSADE AGAINST DRUGS.

-- AS A PARENT, I WANT TO SPEAK FOR ALL OF YOU FOR A MOMENT. I WANT TO GIVE A MESSAGE TO THE DOPE PEDDLERS AND PUSHERS AND THE MESSAGE IS THIS: THE PARENTS THROUGHOUT THE WORLD ARE GOING TO DRIVE YOU OUT OF THE BUSINESS. WE'RE THE ONES WHO ARE GOING TO BE THE PUSHERS FROM NOW ON. WE'RE GOING TO PUSH YOU OUT. PUSH YOU OUT OF SCHOOLS, OUT OF OUR NEIGHBORHOODS, OUT OF OUR COMMUNITIES AND OUT OF EXISTENCE!

-- IF WE CAN ONLY KEEP THE MOMENTUM GOING LIKE IT IS NOW, JUST THINK WHAT WE CAN ACCOMPLISH. WE'VE GOT MANY ROADS TO TRAVEL AND HILLS TO CLIMB, BUT JUST KNOWING WE WALK THEM TOGETHER MAKES IT THAT MUCH EASIER.

-- SO KEEP YOUR TORCHES LIT, CARRY THEM HIGH FOR ALL TO SEE. GO FORTH WITH ALL YOU HAVE AND ALL YOU ARE TO FINISH WHAT WE'VE SET OUT TO DO.

-- THANK YOU AND GOD BLESS YOU.

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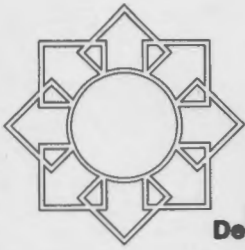
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"What would you say
United States today,
concerned about?"

	Apr 15-21 1986	May 15-21 1986	Jun 15-21 1986	Jul 15-21 1986	Aug 15-21 1986	Sep 15-21 1986
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Political/Economic

- Unemployment
- Deficits/Federal
- Govt
- Govt economy
- Inflation
- High taxes/deficit
- Govt
- Government spending
- High interest rates

FLASH RESULTS

Drug Issues

Foreign Policy/Peace

- Govt/No. to peace
- Arms race/nuclear
- Freeze
- National defense
- Foreign policy
- Too much foreign aid
- Middle East
- Central America
- Communism
- World respect
- South Africa
- International Trade
- Soviet Relations
- Nicaragua
- Libya
- Somalia

September 26, 1986

#3707-01

Social Problems

- Alcohol/Drugs

World Security/MSA

- World Security
- MSA
- MSA (sub title)

September 25-21, 1986



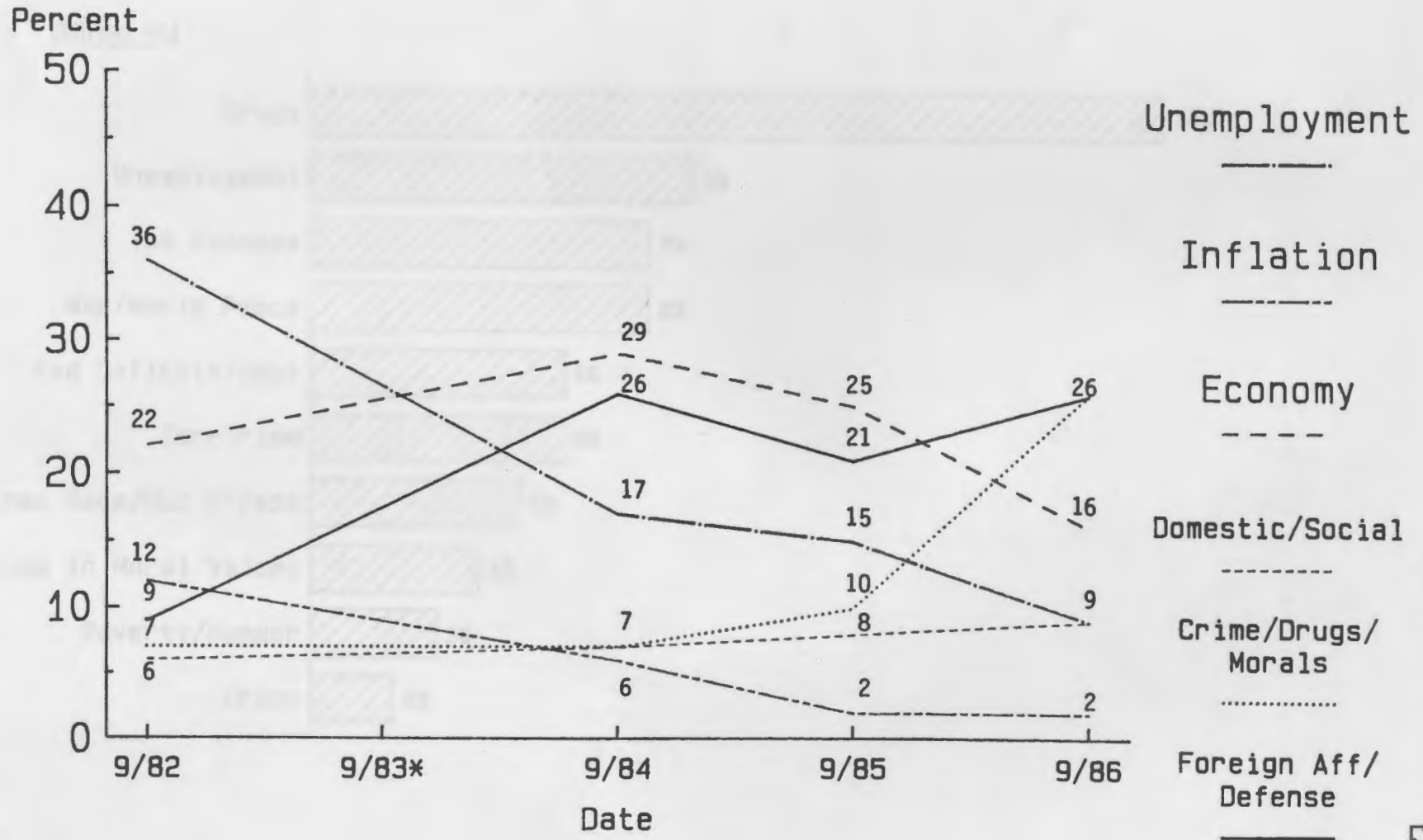
Number One National Problem

"What would you say is the single most important problem facing the United States today, that is, the one that you, yourself, are most concerned about?"

	Apr 15-21 1986	May 15-18 1986	Jun 19-22 1986	Jul 18-21 1986	Aug 15-18 1986	Sep 19-21 1986
<u>Pocketbook/Economy</u>	23	28	31	33	31	27
Unemployment	8	9	12	12	11	9
Deficits/Federal debt	5	6	6	6	6	6
The economy	7	7	8	8	8	8
Inflation	1	1	1	2	2	2
High taxes/Unfair taxes	1	3	2	4	3	2
Government spending	1	1	2	1	1	1
High interest rates	*	*	*	*	*	*
<u>Foreign Policy/Peace</u>	53	38	35	27	26	26
War/World peace	15	13	11	11	8	8
Arms race/Nuclear freeze	2	6	9	7	7	5
National defense	1	1	1	1	1	1
Foreign policy	1	1	1	1	1	1
Too much foreign aid	1	1	1	1	2	1
Middle East	1	1	*	*	1	*
Central America	*	-	*	*	*	*
Communism	*	*	*	*	-	*
World respect	*	*	-	-	*	*
South Africa	-	-	1	1	*	-
International Trade	*	1	1	1	3	1
Soviet Relations	1	1	2	2	1	2
Nicaragua	1	-	-	-	-	-
Libya	20	2	2	1	*	1
Terrorism	11	11	6	2	1	6
<u>Social Problems</u>	13	20	21	25	29	35
Crime/drugs	3	7	6	11	16	22
Drugs	*	*	*	8	14	20
Poverty/Hunger	3	5	6	5	5	3
Social Security/Aid to elderly	2	2	3	2	2	2
Education	1	1	1	1	1	2
Welfare (too little)	*	*	*	*	*	*

September 19-21, 1986

NUMBER ONE NATIONAL PROBLEM Five Year Issue Agenda



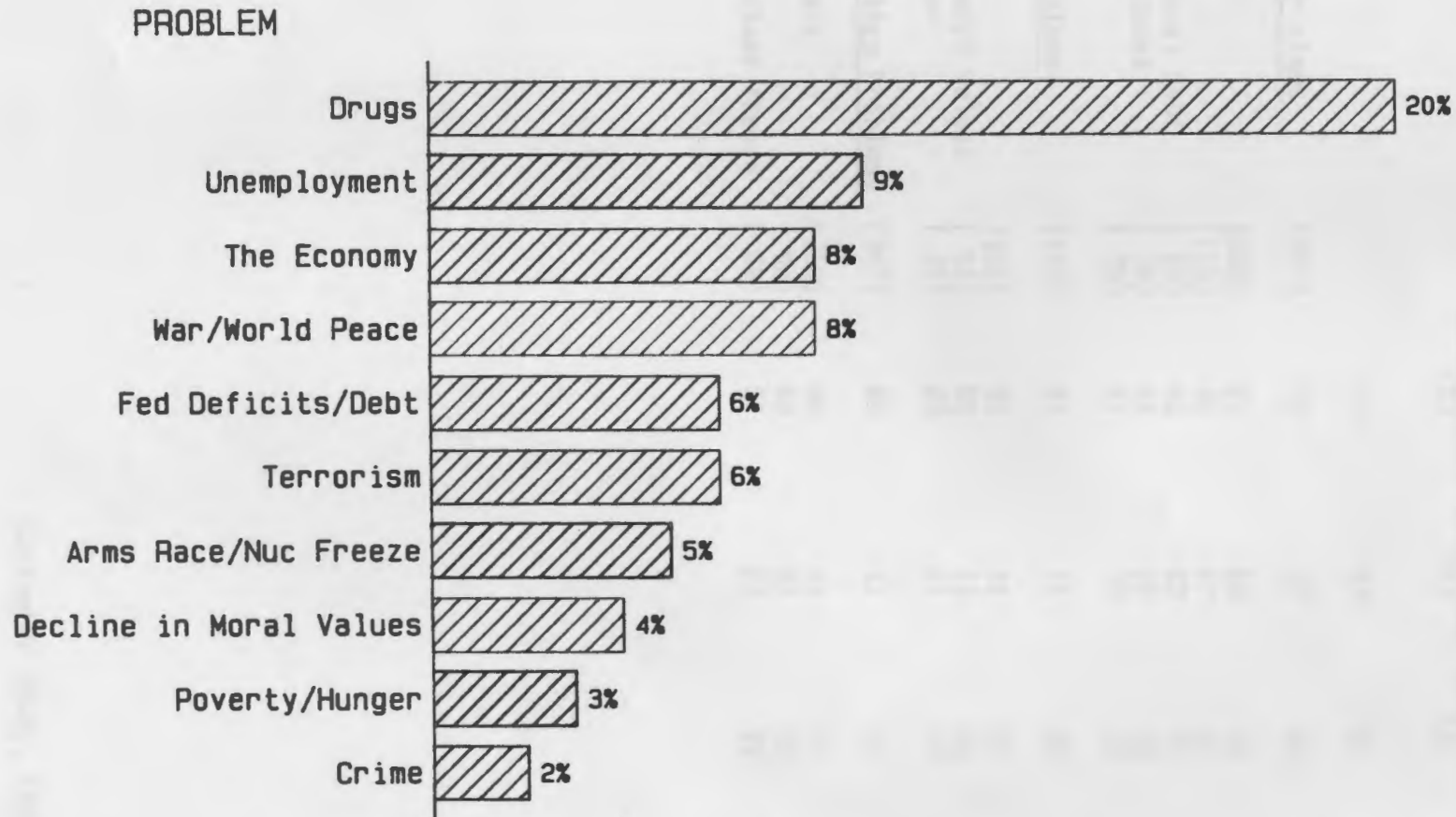
Source:
DMI Polls

*No reading was taken in September 1983

Decision/Making/Information



TOP TEN NATIONAL PROBLEMS



Source: DMI Polls





Which Party Can Best Handle Most Important Problem By Issue Area

=====				
		<u>Republicans</u>	<u>Democrats</u>	<u>Undecided</u>
		(%)	(%)	(%)
All problems		39	37	23
<u>Top Economic Problems</u>	(405)	36	43	20
Unemployment	(128)	27	54	20
The economy	(118)	36	47	17
Deficits/Federal debt	(90)	46	32	22
High/Unfair taxes	(34)	53	35	12
Inflation	(23)	52	30	17
<u>Top Social Problems</u>	(528)	41	36	24
Drugs	(305)	41	37	22
Decline in moral values	(53)	55	19	26
Poverty/Hunger	(45)	29	44	27
<u>Top Foreign Policy Problems</u>	(387)	46	31	23
War/World peace	(118)	36	38	27
Terrorism	(90)	40	37	23
Arms race/Nuclear freeze	(69)	57	23	22



Reagan Job Rating: The Fight Against Illegal Drugs

=====

"Do you approve or disapprove of the way Ronald Reagan is handling the fight against illegal drugs?"

	Jul 18-21 1986	Sep 19-21 1986
Strongly approve	44	62
Somewhat approve	26	20
Somewhat disapprove	10	7
Strongly disapprove	16	10
No opinion	4	1

"How about you? How much money do you think the federal government should spend on new anti-drug programs?"

	Sep 19-21 1986
\$3 billion dollar as proposed by the house	24
\$1 billion as proposed by President Reagan	65
No opinion	11



Proposed Anti-Drug Legislation

=====

"As you may know, to combat illegal drugs, both President Reagan and the U.S. House of Representatives have proposed new anti-drug legislation.

"The House of Representatives proposes to spend \$3 billion in various anti-drug programs, saying that the federal government must put its money where its mouth is in fighting drug abuse.

"President Reagan on the other hand proposes to spend just under \$1 billion, saying that while the federal government's role in fighting drug abuse is vital, throwing money at the problem will not solve it. What is more important, according to President Reagan, is the involvement and commitment of all Americans to make drug abuse unacceptable.

"How about you? How much money do you think the federal government should spend on new anti-drug programs?"

	Sep 19-21 <u>1986</u>
\$3 billion dollars as proposed by the House	24
\$1 billion as proposed by President Reagan	65
No opinion	11

September 19-21, 1986



Spending Preferences

"Let's talk for a few minutes about government spending on various programs. I'm going to read you a list of programs. For each one, just tell me, in your opinion, whether the federal government should spend more or should spend less on each program. (IF RESPONDENT SAYS "SPEND MORE", ASK: And would you be willing to have your own taxes increased to support this program?)

Mar 17-21 1983	Apr 7-11 1983	May 27-30 1983	Nov 27-29 1984	Jul 1-3 1985	Jan 11-12 1986	Feb 8-9 1986	Aug 15-18 1986	Sep 19-21 1986
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Spend More (Even If Taxes Increase)

Defense	28	36	31	19	27	24	27	28	28
Welfare	18	24	20	*	*	26	*	24	19
Education	61	62	64	53	69	*	*	67	74
Anti-drug programs	*	*	*	*	*	*	*	61	63

Spend More (No Tax Increase)

Defense	7	7	8	9	8	6	12	12	7
Welfare	8	8	7	*	*	6	*	10	7
Education	15	14	15	17	13	*	*	19	12
Anti-drug programs	*	*	*	*	*	*	*	19	15

Spend Less

Defense	46	41	41	56	51	51	43	51	45
Welfare	57	52	59	*	*	49	*	55	57
Education	13	12	12	16	10	*	*	8	8
Anti-drug programs	*	*	*	*	*	*	*	14	13

Spend Same

Defense	14	13	16	11	10	18	18	*	18
Welfare	13	12	11	*	*	17	*	*	14
Education	9	9	8	11	5	*	*	*	6
Anti-drug programs	*	*	*	*	*	*	*	*	7

September 19-21, 1986

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

October 3, 1986

TO: MARTY COYNE
~~ELAINE CRISPEN~~
LONDON PARVIN
CARLTON TURNER

FROM: JACK L. COURTEMANCHE *JLC*

SUBJECT: DMI POLL

For your information, attached are the latest polling results from DMI.



ANTI-DRUG CRUSADE: ATTITUDES AND OPPORTUNITIES FOR CHANGE

Introduction

President and Mrs. Reagan's national TV address on Drug Abuse and Prevention on September 14, 1986 highlighted and focussed on the growing awareness and concern over the menace and threat of illegal drugs on American society and what we can do about it.

Through a combination of national public opinion surveys, focus groups, and other research methods we have identified many of the fears, concerns, and hopes engendered by the problem of drug abuse. This report summarizes that research.

Growth In Concern About Drug Abuse And Prevention

In April of this year when asked what was the most important problem facing the United States today, only two percent mentioned anything about drug abuse. Despite the low public salience of drug abuse as a major national problem facing the U.S., several factors indicated its growing threat.

According to a Time magazine study three years ago 25% of adult Americans admitted someone close to them had used cocaine. Currently 39% have friends who have used cocaine. The problem is particularly acute among young Americans 18-34 years old where 63% have a close friend who has tried "coke".

Two out of three Americans also express their feeling that drug abuse in their own community has gotten worse over the last five years.

Moreover, law enforcement agencies have long been concerned about the more powerful, less expensive cocaine derivative crack. People already involved in fighting illegal drugs and their effects fully recognized the epidemic.

Catalytic Event I

In many ways, the tragic death of the talented and respected college athlete Len Bias was one of two catalytic events that awakened American concern about the drug problem in a way that no speech, legislative initiative, or national campaign could ever do, by dramatically demonstrating drugs are "destroying the brightness and life of the sons and daughters of the United States".

By August, more adult Americans (14%) mentioned drug abuse as the most important national problem than any other single issue. Americans also express growing concern over drugs in public schools. One year ago, less than one in five adults expressed their concern



that drug abuse was the biggest problem with which public schools in their community must deal. Now, nearly two out of five adults worry about drugs in their schools, making this the biggest public concern.

Catalytic Event II: Involvement Of The First Family

President and Mrs. Reagan's national TV address on Drugs Abuse and Prevention on September 14, 1986 reached an audience acutely aware of the menace and threat of illegal drugs on American society. About half (47%) of the people we talked to watched all or part of the address -- a fairly good sized audience. Among those who saw the speech 83% came away with a favorable impression of the speech. Only the President's speech at the time of the Geneva Summit last year matches this level of favorable response.

We also conducted a PulseLinetm analysis of the speech with a representative sample of adults. (A detailed transcript of the Reagans' speech along with PulseLinetm scores and a list of power phrases are included in the appendix of this report. A videotape of the address with superimposed PulseLinetm scores is also available.) Focus groups conducted with participants after the speech supplemented our analysis.

The speech's greatest impact appears to be its ability to begin to change the climate about the individual's responsibility and role, to himself, his family, his co-workers, his community, in the war against drugs. No longer is it a problem only for those directly affected, and no longer can the federal government be completely effective through its program of eradication, interdiction, arrests, incarceration, education, and rehabilitation. People are realizing that it is time for each of them to do something.

The audience strongly responded to three specific themes in the speech.

- (1) Just Say No. This is an extremely powerful phrase, one that evokes strong positive response. Most of the support for "Just say no," however, is derived from those who would, of course, say no to drugs if offered. These people take the phrase one step further: "I should tell others they should say no."

Saying no, to oneself or to another, takes courage, just like it takes courage to refuse a drink or to ask someone to put out a cigarette, or to not let yourself or a friend get behind the wheel when intoxicated. The public needs encouragement and support to say no: it must be made socially acceptable. As Mrs. Reagan points out, in the current social climate a person would become unpopular for saying something to one's friends; it is this climate that must be changed.



- (2) This Is Not A Victimless Crime. Key to convincing people about their responsibility in the fight against drug abuse is to make it very clear that they, themselves, suffer from the problem in some way. The consequences of drug abuse affect them as much as they do the abuser. The President's use of victims of crime is a dramatic demonstration and proof of this claim. People's response is personal. This makes the associations to crime relevant because the President makes clear how the abuser of drugs actually and potentially threatens the non-user: economically, socially, and even physically. To the extent that the use of illegal drugs causes concern, and even fear, in the non-user, then what has been a problem for others becomes a personal problem.
- (3) Money Cannot Stop Drug Abuse. Not all participants are convinced that additional expenditures to fight drug abuse are necessary or would even be helpful. In fact, many express concern that the issue has become political and that political motivations underlie many of the proposals in Congress. These people expect all the attention to die away after election day.

Further, to the extent that the federal government allocates resources to deal with the nation's drug problem, this lets many of the public "off the hook". Attitudinally, people may believe that if "the government is doing something, then I don't have to do anything."

Nevertheless, it makes sense to some that the only way to achieve success is to attack the problem on two fronts: government programs and personal action; one won't work without the other. Proof of this is the lack of success people perceive from the government's past efforts.

Our polling after the speech supports this finding. Two-thirds of the people support the President's \$1 billion anti-drug program as opposed to the \$3 billion program proposed by the House of Representatives. The feeling that expresses their sentiment suggests that while government support in fighting drug abuse is vital, throwing money at the problem will not solve it. What is more important is the involvement and commitment of all Americans to make drug abuse unacceptable.

As a result of the speech President Reagan's ratings for handling "the fight against illegal drugs" rose from 70% approval to 87% approval (62% strongly approve).

Political Implications of the Drug Issue

In its early and middle states of development as an issue, drug abuse was widely perceived as a "Republican" issue. As late as August 18 our research showed that, of the 14% who named drugs as the most important problem, 45% believed that the Republican party could best handle it and only 26% felt the Democrats would do a better job. When we asked everyone which party would do a better job in the fight against illegal drugs, 47% said the Republican party and 27% said the Democratic party. This 20 point partisan advantage represents the largest issue advantage we have measured this year from among a total of 20 other major issues.

Without question, Nancy Reagan's long personal involvement with this issue helps to explain why most Americans associated Republicans with fighting drug abuse and its effects. Earlier this year we asked people what was the first thing that came to their mind when they thought of Nancy Reagan. About one third spontaneously mentioned her work with drug prevention and abuse among young children.

Now that drug abuse is peaking as an issue everyone is trying to involve themselves in some way with this important problem. While it is still too early to know definitely, it appears that the effect of this bipartisan bandwagoning has diluted Republican political advantage on this issue. The most recent figures indicate that, of the 20% of the population who consider drugs to be the most important national problem, 41% believe Republicans can do a better job handling the problem and 37% believe Democrats would do a better job handling the drug problem. What used to be a 19 point partisan advantage is now just a 4 point edge.

NATIONAL ADDRESS ON DRUG ABUSE AND PREVENTION
September 14, 1986

SPEECH ANALYSIS



INTRODUCTION

President and Mrs. Reagan's National TV Address on Drug Abuse and Prevention was delivered to the American people on Sunday, September 14, 1986. A PulseLinetm analysis of the speech was conducted by POPULUS, Inc. in Stamford, Connecticut, on the evening it was given as it was broadcast live from the West Wing of the White House.

PulseLinetm is a graphic representation of people's reactions. Twenty adults, balanced to reflect the population on the basis of age, sex, and political ideology, watched network coverage of the address and individually recorded their reactions, second by second, on small handheld computer terminals. Viewers were instructed to constantly express their attitudes while watching using a five point scale: A - Agree Strongly; B - Agree Somewhat; C - Neutral; D - Disagree Somewhat; E - Disagree Strongly. The data were collected and recorded each second onto magnetic disk and the PulseLinetm score was displayed on a monitor along with a graphic representation of that score, both superimposed over the video signal in real time.

The PulseLinetm score, which reflects reactions to the message, is the percentage of those who "agree strongly" at that moment less the percentage of those who "disagree strongly," plus twenty-five percent of those who "agree somewhat" less twenty-five percent of those who "disagree somewhat."

PulseScripttm Analysis (Section Two) includes a transcript of the Reagans' speech along with selected PulseLinetm scores and shifts in these scores. The analytical observations are included in this section as well.



PulseRatetm, another critical factor in understanding attitudinal response, is the rate of change. The PulseRatetm measure is the points per second change in the difference between two PulseLinetm scores which are judgmentally selected to reflect swings in reactions. PulseRatetm can be best thought of as a measure of emotional velocity.

To understand why viewers react as they do, two additional forms of data were collected. Viewers recorded how they rated Mr. Reagan on several dimensions of job performance: "Overall," "Leadership," "Economy," "Reducing Crime," "Controlling Illegal Drugs," and "Drug Education and Rehabilitation" both before and after the speech. Mrs. Reagan was also rated before and after the address on "Overall Performance as First Lady" and her performance in the area of "Drug Education and Rehabilitation." A set of twenty "Voter Response Profile" items was also administered after the speech, measuring on an agree-disagree basis "Relevant News," "Credibility," "Empathy," "Stimulation," "Familiarity," and "Confusion."

All of the viewers then participated in one of two focused group interviews in which they were asked what they recalled from the speech and were probed in depth as to the reasons for their PulseLinetm ratings.

The section on Implications for Communications Development represents POPULUS' analysis of the data in terms of future communications themes.

PULSE SCRIPTtm ANALYSIS

Time	TEXT:	PulseLine	Shift	PulseRate	OBSERVATIONS:
0007	[RR:] Good evening. Usually, I talk with you from my office in the West Wing of the White House. But tonight, there is something special to talk about, and I've asked someone very special to join me.	0			
0017	Nancy and I are here in the West Hall of the White House, and around us are the rooms in which we live. It is the home you have provided for us, of which we merely have temporary custody.	6	+ 6		
0029	Nancy is joining me because the message this evening is not <u>my</u> message, but <u>ours</u> . And we speak to you not simply as fellow citizens -- but as fellow parents and grandparents and as concerned neighbors.	9	+ 3		
0044	It's back to school time for America's children, and while drug and alcohol abuse cuts across all generations, it is especially damaging to the young people on whom our future depends.	24	+13		
0055	So tonight, from our family to yours -- from our home to yours, thank you for joining us.	70	+46	+2.35	First affirmation that people agree there is a drug problem and that it is particularly threatening to youth.
0063	America has accomplished so much in these last few years, whether it has been rebuilding our economy or serving the cause of freedom in the world. What we've been able to achieve has been done with your help -- with us working together as a nation united.	63	- 7		
0079	Now, we need your support again. Drugs are menacing our society. They're threatening our values and undercutting our institutions. They're killing our children.	34	-29	-1.50	While people do acknowledge the rebuilding of the economy, this has had little perceived effect in dealing with the problem of illegal drugs.
0090	From the beginning of our administration, we have taken strong steps to do something about this horror.	81	+47	+4.27	Again, the strong positive reaction to the threat against our children.
0096	Tonight, I can report to you that we've made much progress.	75	- 6		

Decision/Making/Information



<u>Time</u>	<u>TEXT:</u>	<u>PulseLine</u>	<u>Shift</u>	<u>PulseRate</u>	<u>OBSERVATIONS:</u>
0099		7	-68		
0104	Thirty-seven Federal agencies are working together in a vigorous national effort,	-13	-20	-11.00	↓
					People find this most difficult to believe because their perception is that the problem has gotten worse. This is one of the most precipitous declines encountered in the PulseLine measures. People wonder, if so much progress has been made why is it necessary to make a Presidential address on the subject.
	and by next year our spending for drug law enforcement will have more than tripled from its 1981 levels.				
0112	We have increased seizures of illegal drugs. Shortages of marijuana are now being reported. Last year alone, over 10,000 drug criminals were convicted, and nearly \$250 million of their assets were seized by the Drug Enforcement Administration.	-10	+ 3		↓
0131	And in the most important area -- individual use -- we see progress. In 4 years, the number of high school seniors using marijuana on a daily basis has dropped from 1 in 14 to 1 in 20.	9	+19	+1.00	↓
0145	The U.S. military has cut the use of illegal drugs among its personnel by 67 percent since 1980.	-16	-25	-1.79	↓
0153	These are a measure of our commitment and emerging signs that we can defeat this enemy.	- 2	+14	+1.75	↓
0159	But we still have much to do. Despite our best efforts, illegal cocaine is coming into our country at alarming levels, and 4-to-5 million people regularly use it. Five hundred thousand Americans are hooked on heroin. One in twelve persons smokes marijuana regularly.	- 5	- 3		↓
0178		75	+80	+4.21	↓
	Regular drug use is even higher among the age group 18-to-25 -- most likely just entering the work force.				People relate strongly to the people aspect of the problem, unlike the preceding negative reactions primarily deal with the bureaucratic process of solving the problem. Further, it confirms their perception that there <u>is</u> a very large problem.
0186		70	- 5		



<u>Time</u>	<u>TEXT:</u>	<u>PulseLine</u>	<u>Shift</u>	<u>PulseRate</u>	<u>OBSERVATIONS:</u>
0201	<p>Today, there is a new epidemic -- smokable cocaine -- otherwise known as "crack." It is an explosively destructive and often lethal substance which is crushing its users. It is an uncontrolled fire.</p> <p>And drug abuse is not a so-called "victimless crime." Everyone's safety is at stake when drugs and excessive alcohol are used by people on the highways or by those transporting our citizens or operating industrial equipment. Drug abuse costs you and your fellow Americans at least \$60 billion a year.</p>	84	+11		
0223		83	+ 2		High agreement is maintained as the President illustrates the issue as being threatening to the non-user. As people discuss this aspect, they become even more aware of how drugs threaten their lives, economically, socially, even physically and morally.
0253	<p>From the early days of our administration, Nancy has been intensely involved in the effort to fight drug abuse. She has since traveled over 100,000 miles to 55 cities in 28 states and 6 foreign countries to fight school-age drug and alcohol abuse. She's given dozens of speeches and scores of interviews and has participated in 24 special radio and TV tapings to create greater awareness of this crisis.</p>	44	-39	-1.30	From the group interviews we learn that the drop is due to people's lack of awareness of Mrs. Reagan's efforts and her specific accomplishments relating to drug education. The statistics cited do not communicate achievement as much as activity.
0263	<p>Her personal observations and efforts have given her such dramatic insights that I wanted her to share them with you this evening. Nancy</p>	43	- 1		



Time	TEXT:	PulseLine	Shift	PulseRate	OBSERVATIONS:
	[NR:] Thank you.				
	As a mother, I've always thought of September as a special month -- a time when we bundled our children off to school, to the warmth of an environment in which they could fulfill the promise and hope in those restless minds.				
0278		43	0		
	But so much has happened over these last years -- so much to shake the foundations of all that we know and all that we believe in. Today, there is a drug and alcohol abuse epidemic in this country, and no one is safe from it -- not you, not me, and certainly not our children, because this epidemic has <u>their</u> names written on it.				
0300		64	+21	+0.95	High agreement comes when she personalizes the issue to herself and to each of us and our children.
	Many of you may be thinking: "Well, drugs don't concern me." But it <u>does</u> concern you -- it concerns us all because of the way it tears at our lives and because it is aimed at destroying the brightness and life of the sons and daughters of the United States.				
0316		64	0		She has captured the essence of people's feelings about this issue: 'This is a serious national concern, but it really doesn't concern me,' and this results in cross-pressure as people come to recognize their denial and begin to feel guilt.
	For 5 years, I've been traveling across the country -- learning and listening. And one of the most hopeful signs I've seen is the building of an essential new awareness of how terrible and threatening drug abuse is to our society. This was one the main purposes when I started, so of course it makes me happy that's been accomplished.				
0339		55	- 9		
	Each time I meet with someone new or receive another letter from a troubled person on drugs, I yearn to find a way to help share the message that cries out from them.				
0350		53	- 2		
	As a parent, I'm especially concerned about what drugs are doing to young mothers and their newborn children. Listen to this news account from a hospital in Florida of a child born to a mother with a cocaine habit.				
0366		65	+12		



Decision/Making/Information



Time	TEXT:	PulseLine	Shift	PulseRate	OBSERVATIONS:
0386	"Nearby, a baby named Paul lies motionless in an incubator, feeding tubes riddling his tiny body. He needs a respirator to breathe and a daily spinal tap to relieve fluid buildup on his brain. Only one month old, he has already suffered two strokes."	58	- 7		
0404	Now you can see why drug abuse concerns every one of us -- <u>all</u> the American Family. Drugs steal away so much. They take and take, until finally every time a drug goes into a child, something else is forced out --	84	+26	+1.44	Everyone agrees drugs are devastating to young people. This is a predictable emotional trigger.
0419	like love and hope and trust and confidence. Drugs take away the dream from every child's heart and replace it with a nightmare. And it's time we in American stand up and replace those dreams.	77	- 7		
0431	Each of us has to put our principles and consciences on the line -- whether in social settings or in the workplace -- to set forth solid standards and stick to them.	76	- 1		
0449	There is no moral middle ground. Indifference is not an option. We want you to help us create an outspoken intolerance for drug use. For the sake of our children, I implore each of you to be unyielding and inflexible in your opposition to drugs.	70	- 6		
0472	Our young people are helping us lead the way. Not long ago, in Oakland, California, I was asked by a group of children what to do if they were offered drugs. I answered: "Just say no." Soon after that, those children in Oakland formed a "Just Say No" Club, and now there are over 10,000 such clubs all over the country.	59	-11		Mrs. Reagan has been making a very emotional and personal appeal to each American on a moral and ethical level, and the shift to "facts" results in less strong agreement. Yet, registration of 'Just Say No' is very high and is a very powerful idea for most people.

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<u>Time</u>	<u>TEXT:</u>	<u>PulseLine</u>	<u>Shift</u>	<u>PulseRate</u>	<u>OBSERVATIONS:</u>
0492	Well, their participation and their courage in saying "no" needs our encouragement. We can help by using every opportunity to force the issue of <u>not</u> using drugs to the point of making others uncomfortable -- even if it means making ourselves unpopular.	66	+ 7		This is another extremely powerful idea. Yet, because it was expressed only once in the speech, it was not picked up by everyone. Mrs. Reagan expands the concept of "saying no" beyond the drug abuser and potential user. In this context, "saying no," to ourselves or someone else, is the responsibility of all.
0525	Our job is never easy because drug criminals are ingenious. They work <u>every</u> day to plot a new and better way to steal our children's lives -- just as they have done by developing this new drug, "crack." For every door we close, they open a new door to death. They prosper on <u>our</u> unwillingness to act. So, we must be smarter and stronger and tougher than they are. It's up to us to change attitudes and just simply dry up their markets.	80	+14		There may have been some misunderstanding about the intended focus. Many understand this to refer to the supplier, not the user.
0533	Finally, to young people watching or listening -- I have a very personal message for you: There's a big, wonderful world out there for you. It <u>belongs</u> to you. It's exciting, stimulating, rewarding. Don't cheat yourselves out of this promise. Our country <u>needs</u> you. But it needs you to be clear-eyed and clear-minded.	69	-11		
0552	I recently read one teenager's story -- she's now determined to stay clean, but was once strung out on several drugs. What she remembered most clearly about her recovery was that during the time she was on drugs, everything appeared to her in shades of black and gray. And after her treatment, she was able to see colors again.	64	- 5		
0576	To my young friends out there . . . Life can be great -- but not when you can't see it. So open your eyes to life -- to see it in the vivid colors that God gave as a precious gift to his children -- to enjoy life to the fullest, and to make it count.	64	0		
0595	Say yes to your life. And when it comes to drugs and alcohol: Just say no.	65	+ 1		
0602		84	+19	+2.71	These few words summarize what she has been saying in a concise and motivating manner.

Decision/Making/Information



<u>Time</u>	<u>TEXT:</u>	<u>PulseLine</u>	<u>Shift</u>	<u>PulseRate</u>	<u>OBSERVATIONS:</u>
	[RR:] I think you can see why Nancy has been such a positive influence on all that we are trying to do. The job ahead of us is very clear. Nancy's personal crusade -- like that of so many other wonderful individuals -- should become our national crusade. It must include a combination of government and private efforts which complement one another. Last month I announced six initiatives which we believe will do just that.				
0629	First, we seek a drug-free workplace -- at all levels of government and in the private sector.	73	-11		
0636	Second, we'll work toward drug-free schools.	68	- 5		
0639	Third, we want to ensure that the public is protected and that treatment is available to substance abusers and the chemically dependent.	74	+ 6		
0648	Our fourth goal is to expand international cooperation while treating drug trafficking as a threat to our national security. In October, I will be meeting with key U.S. ambassadors to discuss what can be done to support our friends abroad.	89	+15	+1.67	When the issue is presented on a people basis, as abuse or dependency on drugs, there is almost universal agreement that steps must be taken.
0664	Fifth, we must move to strengthen law enforcement activities such as those initiated by Vice President Bush and Attorney General Meese.	83	- 6		
0673	Finally, we seek to expand public awareness and prevention.	81	- 2		
0678	In order to further implement these six goals, I will announce tomorrow a series of new proposals for a drug free America. Taken as a whole, these proposals will toughen our laws against drug criminals, encourage more research and treatment and insure that illegal drugs will not be tolerated in our schools or in our work places. Together with our ongoing efforts, these proposals will bring the federal commitment to fighting drugs to \$3 billion.	78	- 3		
0708		74	- 4		



<u>Time</u>	<u>TEXT:</u>	<u>PulseLine</u>	<u>Shift</u>	<u>PulseRate</u>	<u>OBSERVATIONS:</u>
0732	As much financing as we commit, however, we would be fooling ourselves if we thought that massive new amounts of money alone will provide the solution. Let us not forget that in America, <u>people</u> solve problems and no national crusade has ever succeeded without <u>human</u> investment. Winning the crusade against drugs will not be achieved by just throwing money at the problem.	74	0		
0741	Your government will continue to act aggressively, but nothing would be more effective than for Americans simply to quit using illegal drugs.	56	-18	-2.00	People do not believe that Americans are simply going to stop using drugs.
0755	We seek to create a massive change in national attitudes which ultimately will separate the drugs from the customer . . . to take the user away from the supply. I believe, quite simply, that we can help them quit.	45	-11		People find it hard to really believe that they can make a difference in someone's drug usage. At this point, only some seem willing to try.
0781	That's where you come in. My generation will remember how American swung into action when we were attacked in World War II. The war was not just fought by the fellas flying the planes or driving the tanks. It was fought at home by a mobilized nation -- men and women alike -- building planes and ships; clothing sailors and soldiers; feeding Marines and airmen. And it was fought by children planting victory gardens and collecting cans.	56	+11		The generation reference is more meaningful to older people who shared in this experience during WWII. Younger people do not have a good understanding of this kind of national or community effort.
0805	Now we're in another war for our freedom, and it's time for all of us to pull together again. So, for example, if your friend or neighbor or a family member has a drug or alcohol problem don't turn the other way. Go to his help or to hers. Get other involved with you -- clubs, service groups, and community organizations -- and provide support and strength.	53	- 3		



<u>Time</u>	<u>TEXT:</u>	<u>PulseLine</u>	<u>Shift</u>	<u>PulseRate</u>	<u>OBSERVATIONS:</u>
0820	And, of course, many of you have been cured through treatment and self-help. Well, you are the combat veterans, and you have a critical role to play. You can help others by telling your story and providing a willing hand to those in need.	66	+13		
	Being friends to others is the best way of being friends to ourselves.				
0831	It's time -- as Nancy said -- for America to "just say no" to drugs.	80	+14	+1.04	
	Those of you in union halls and work places everywhere -- please make this challenge a part of your job every day. Help us preserve the health and dignity of all workers.				In addition to consistently high agreement, the phrase emerges as the most thought provoking ideal in fighting drugs.
0842	To businesses large and small -- we need the creativity of your enterprise applied directly to this national problem. Help us.	79	- 1		
0851	And those of you who are educators -- your wisdom and leadership are indispensable to this cause.	73	- 6		
0857	From the pulpits of this spirit-filled land -- we would welcome your reassuring message of redemption and forgiveness and of helping one another.	64	- 9		
0866	On the athletic fields -- you men and women are among the most beloved citizens of our country. A child's eyes fill with you heroic achievements. Few of us can give youngsters something as special and strong to look up to as you. Please don't let them down.	74	+10	+1.11	
0882	And this camera in front of us -- It's a reminder that in Nancy's and my former profession, and in the newsrooms and production rooms of our media centers -- you have a special opportunity with your enormous influence to send alarm signals across the nation.	63	-11	-0.69	
0898		70	+ 7	+0.44	

Decision/Making/Information

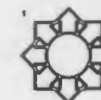


<u>Time</u>	<u>TEXT:</u>	<u>PulseLine</u>	<u>Shift</u>	<u>PulseRate</u>	<u>OBSERVATIONS:</u>
0906	To our friends in foreign countries, we know many of you are involved in this battle with us. We need your success as well as ours.	64	- 6		
0926	When we all come together, united -- striving for this cause -- then those who are killing America and terrorizing it with slow but sure chemical destruction will see that they are up against the mightiest force for good that we know. Them, they will have no dark alleyways to hide in.	53	-11		
0937	In this crusade, let us not forget who we are. Drug abuse is a repudiation of everything America is. The destructiveness and human wreckage mock our heritage.	54	+ 1		
0951	Think for a moment how special it is to be an American. Can we doubt that only a divine providence placed this land, this island of freedom, here as a refuge for all those people in the world who yearn to breathe free?	59	+ 5		
0987	The Revolution out of which our liberty was conceived signaled an historical call to an entire world seeking hope. Each new arrival of immigrants rode the crest of that hope. They came . . . millions seeking a safe harbor from the oppression of cruel regimes. They came . . . to escape starvation and disease. They came . . . those surviving the holocaust and the Soviet gulags. They came . . . the Boat People, chancing death for even a glimmer of hope that they could have a new life. They all came to taste the air redolent and rich with the freedom that is ours.	69	+10	+0.28	The President's linkage to values is relevant to the audience...
0996	What an insult it will be to what we are -- and whence we came -- if we do not rise up together in defiance against this cancer of drugs.	78	+ 9		...and linked to the call for moral outrage and personal action.
1010	And there's one more thing. The freedom that so many seek in our land has not been preserved without a price. Nancy and I shared that remembrance 2 years ago at the Normandy American cemetery in France.	74	- 4		



<u>Time</u>	<u>TEXT:</u>	<u>PulseLine</u>	<u>Shift</u>	<u>PulseRate</u>	<u>OBSERVATIONS:</u>
1022	In the still of that June afternoon, we walked together among the soldiers of freedom -- past the hundreds of white markers which are monuments to courage and memorials to sacrifice.	74	0		
1031	Too many of these and other such graves are the final resting places of teenagers -- who became men in the roar of battle.	78	+ 4		
1055	Look what they gave to us who live. Never would they see another sunlit day glistening off a lake or river back home . . . or miles of corn pushing up against the open sky of our plains. The pristine air of our mountains and the driving energy of our cities are theirs no more. Nor would they ever again be a son to their parents or a father to their own children.	64	-14	-0.58	
1076	They did this for you -- for me -- for a new generation to carry our democratic experiment proudly forward. Well, that's something I think we're obliged to honor, because what they did for us means that we owe a simple act of civic stewardship to use our freedom wisely for the common good.	55	- 9		
1098	As we mobilize for this national crusade -- I'm mindful that drugs are a constant temptation for millions. Please remember this when your courage is tested: You are Americans. You are the product of the freest society mankind has ever known. No one -- ever -- has the right to destroy your dreams and shatter your life.	66	+11	+0.50	The President does not explicitly ask all to be courageous. Perhaps response would have been even more strong had he defined courage in the context of Mrs. Reagan's remarks. She implies the level of personal courage necessary: courage "even if it means making ourselves unpopular."

Decision/Making/Information

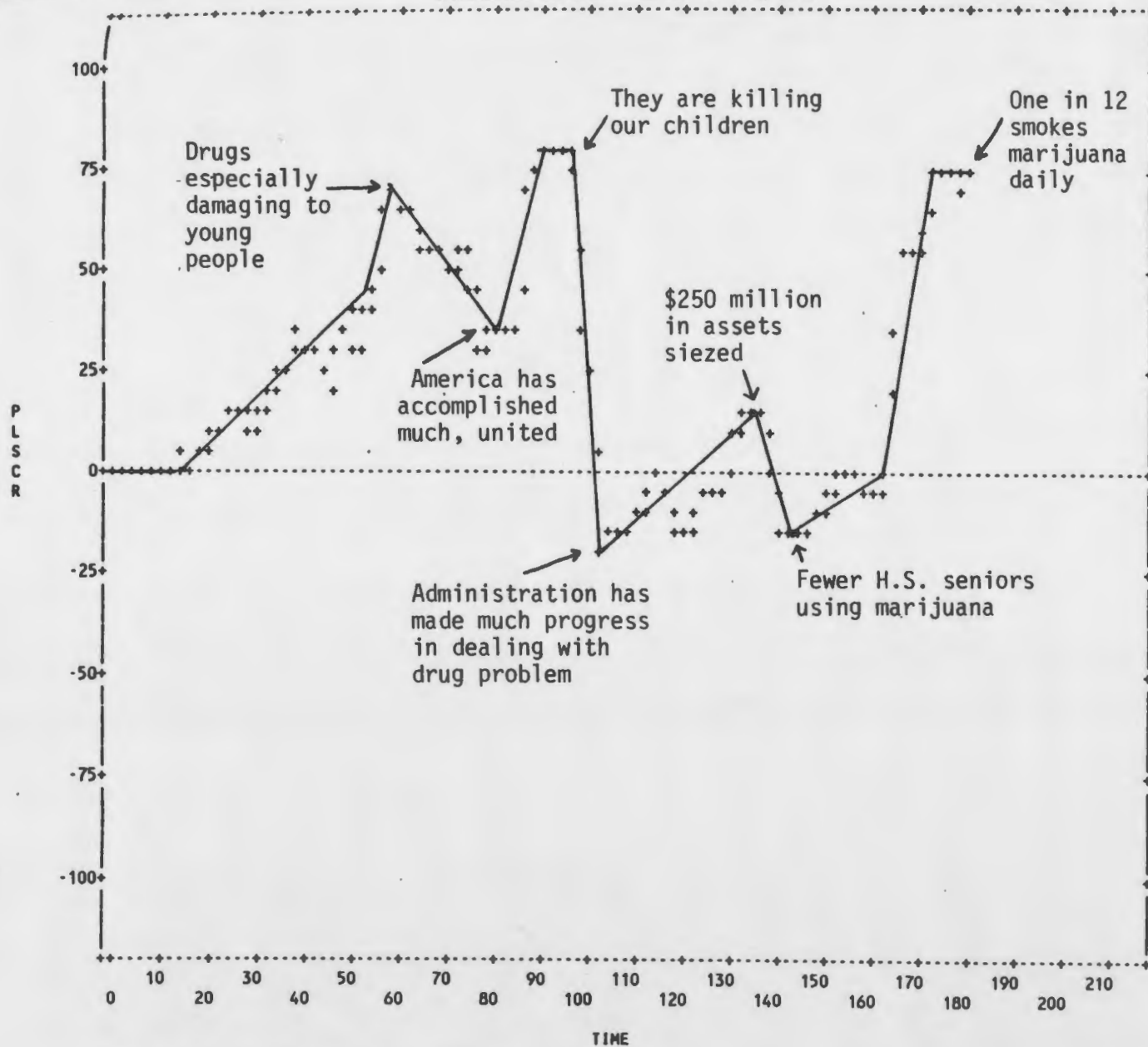


<u>Time</u>	<u>TEXT:</u>	<u>PulseLine</u>	<u>Shift</u>	<u>PulseRate</u>	<u>OBSERVATIONS:</u>
1129	Right down the end of this hall is the Lincoln bedroom. But in the Civil War, that room was the one President Lincoln used as his office. Memory fills that room -- and more than anything, that memory drives us to see vividly what President Lincoln sought to save. Above all, it is that America must stand for something. And that our heritage lets us stand with a strength of character made more steely by each layer of challenge pressed upon the nation.	73	+ 7		
1144	We Americans have never been morally neutral against any form of tyranny. Tonight, we are asking no more than that we honor what we have been and what we are by standing together.	55	-18	-1.20	Patriotic appeals are played back by some as symbols of the good Reagan has done for the country: for values, family life, and tradition.
1161	[NR:] And now we go on to the next stop -- making a final commitment not to tolerate drugs by anyone, at any time, any place. So won't you join us in this great new national crusade.	61	+ 6		
1163	[RR:] God bless you and good night.	70	+ 9		



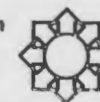
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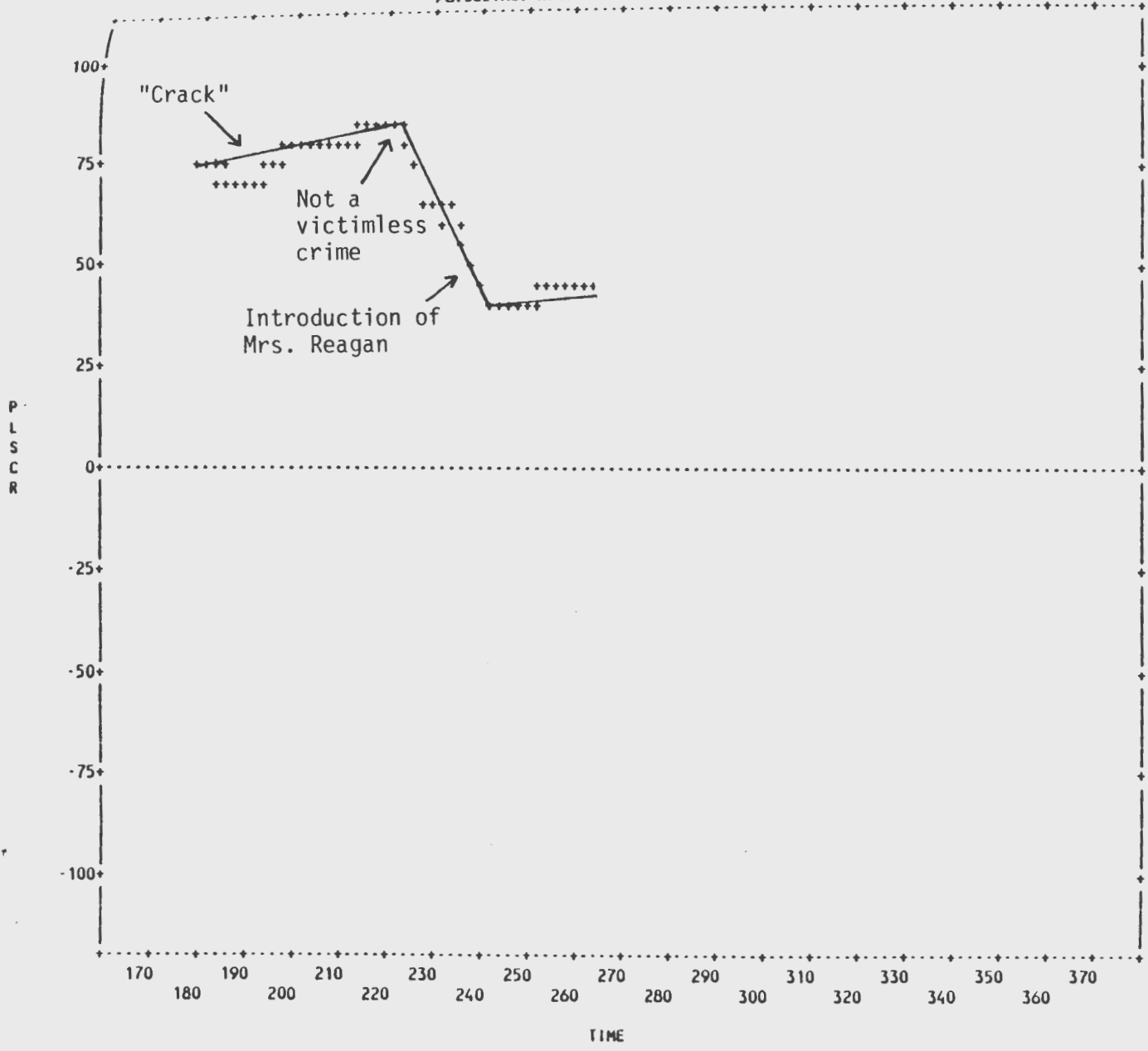


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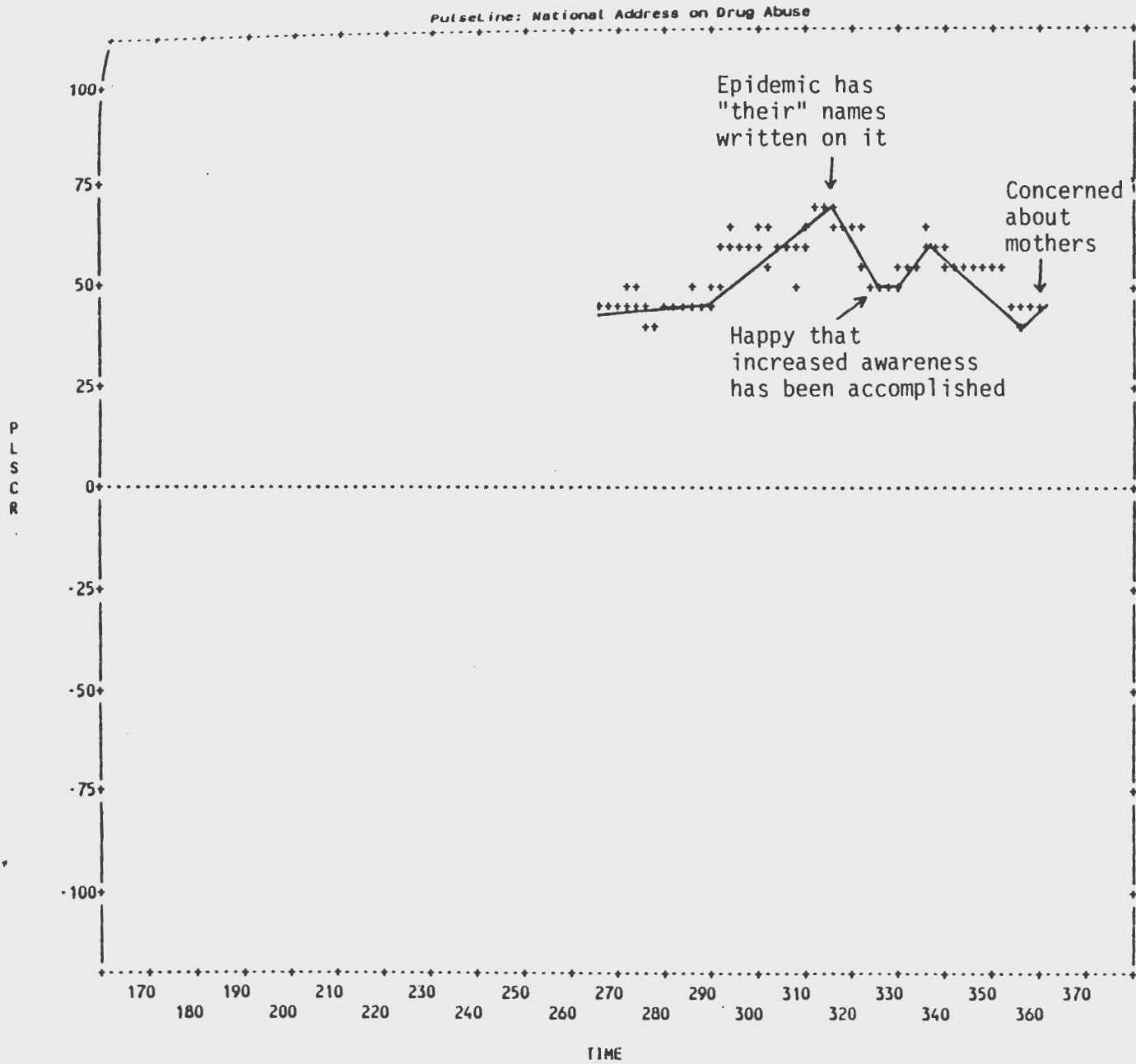
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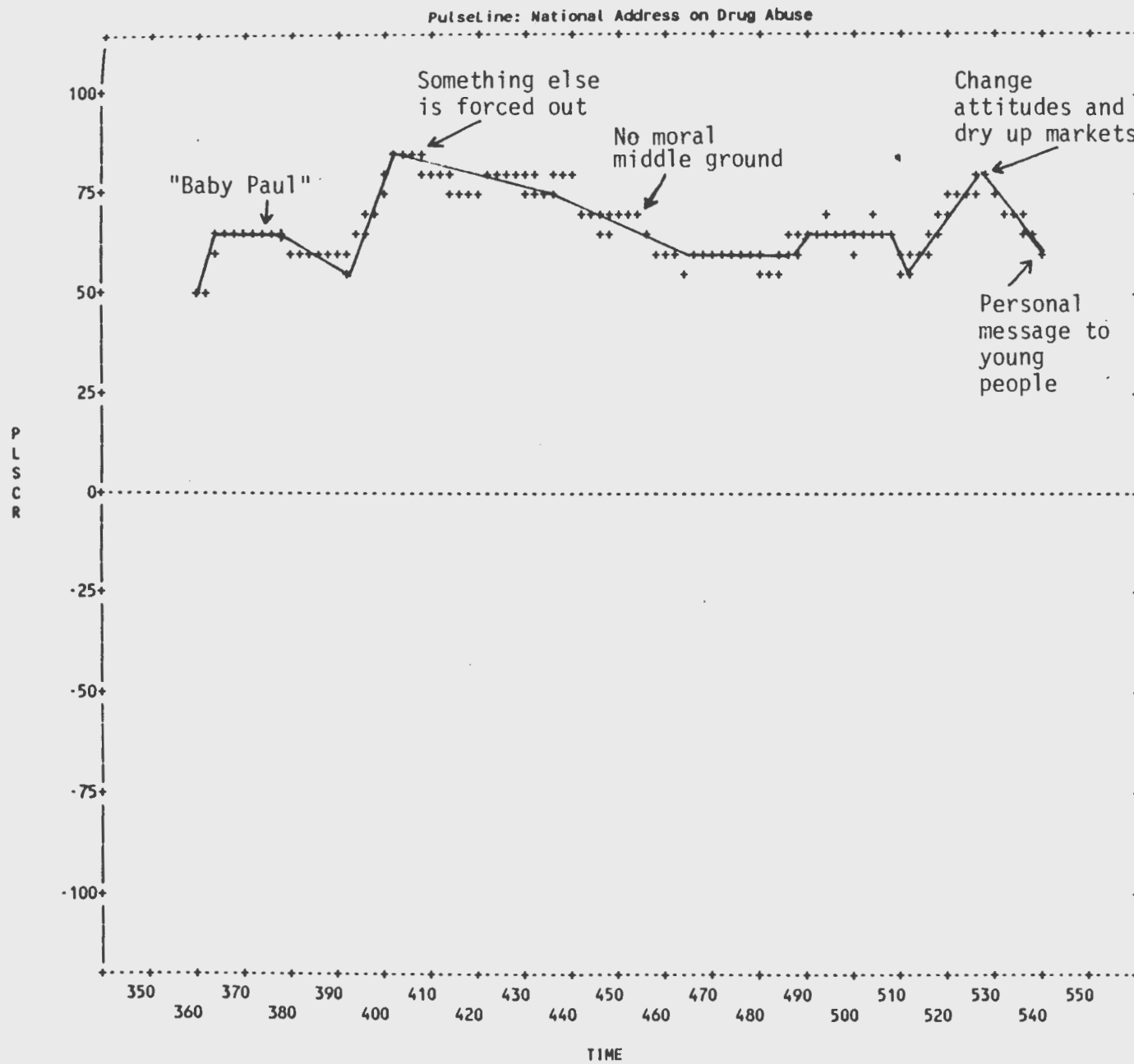




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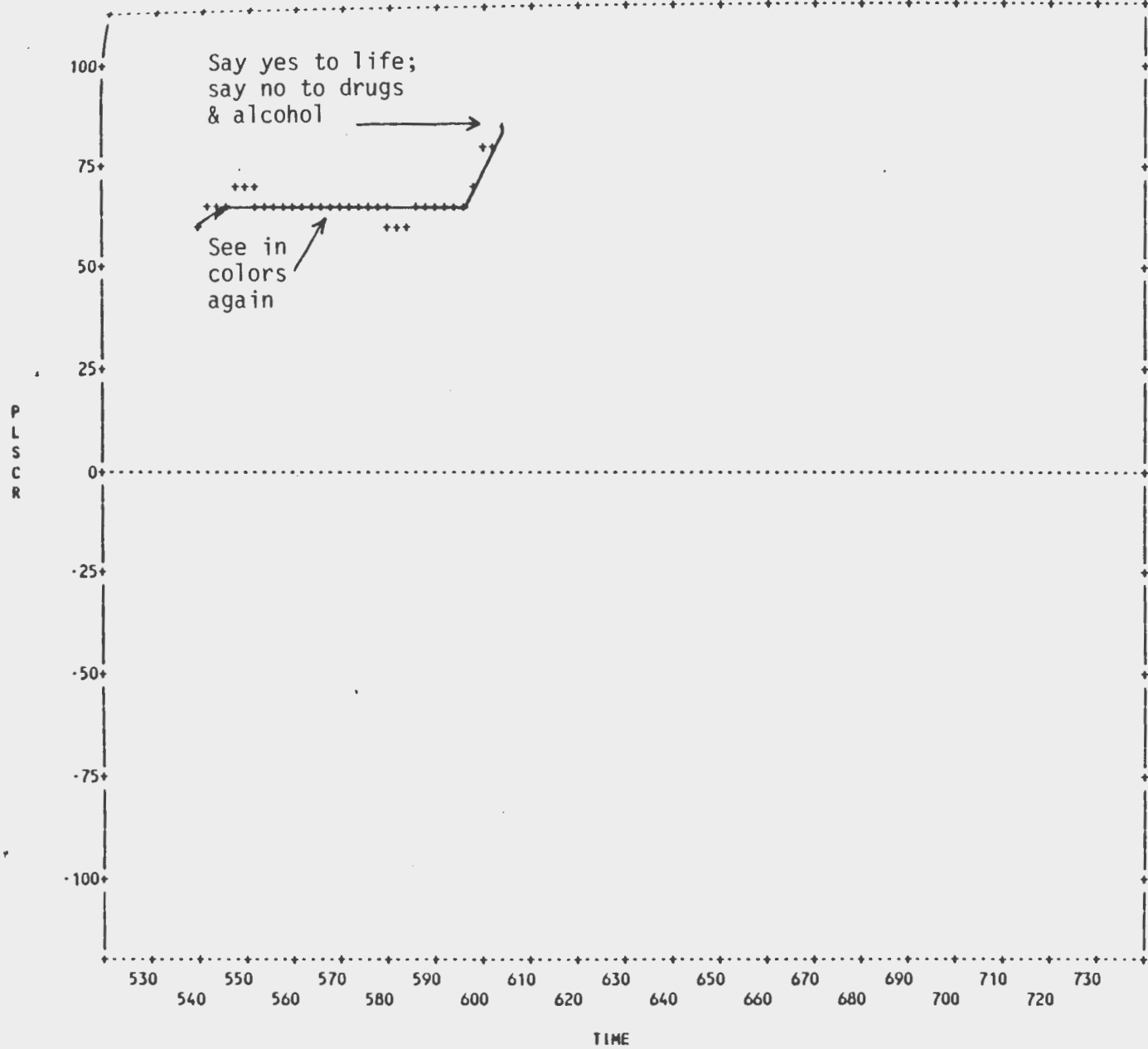




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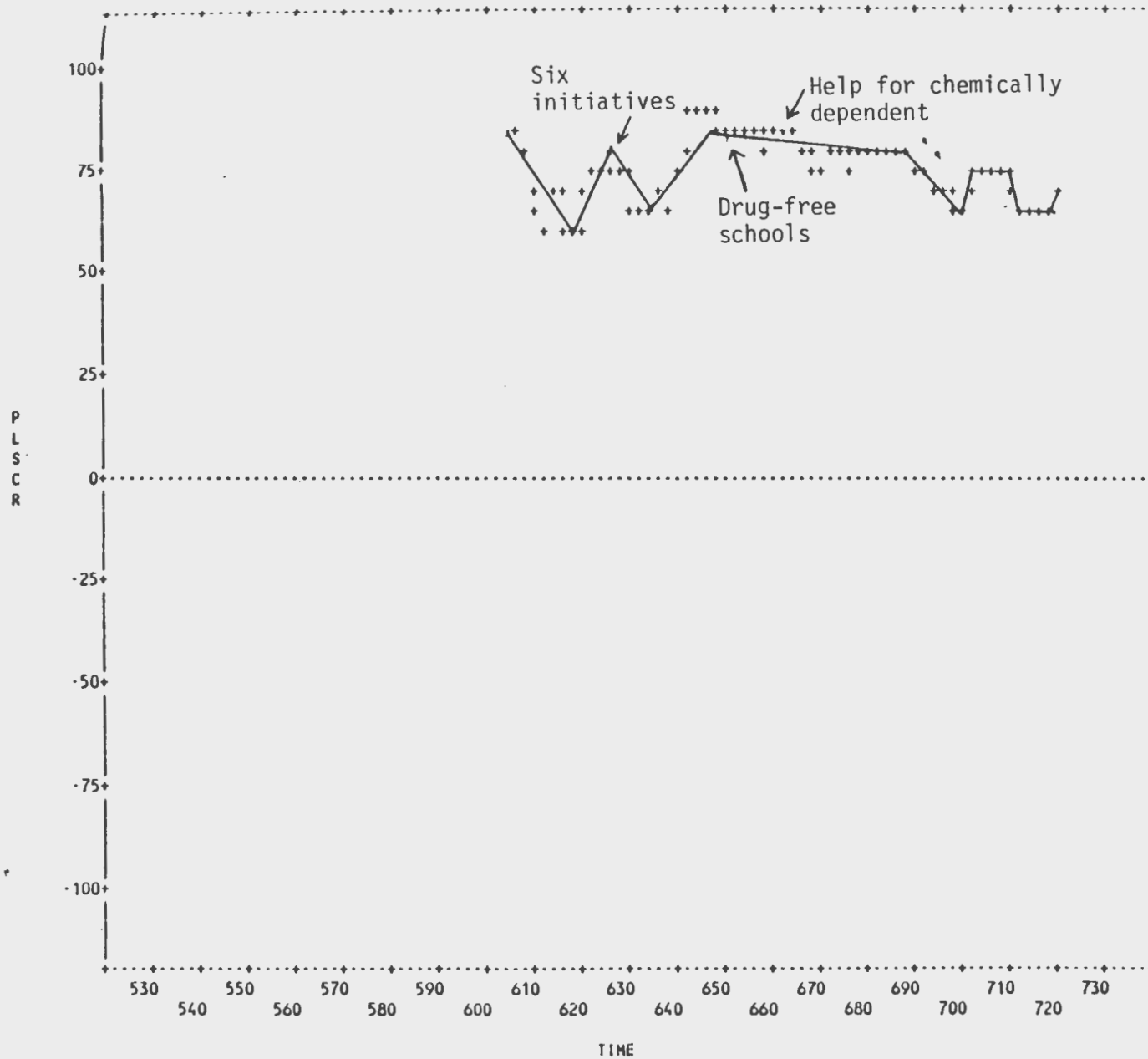


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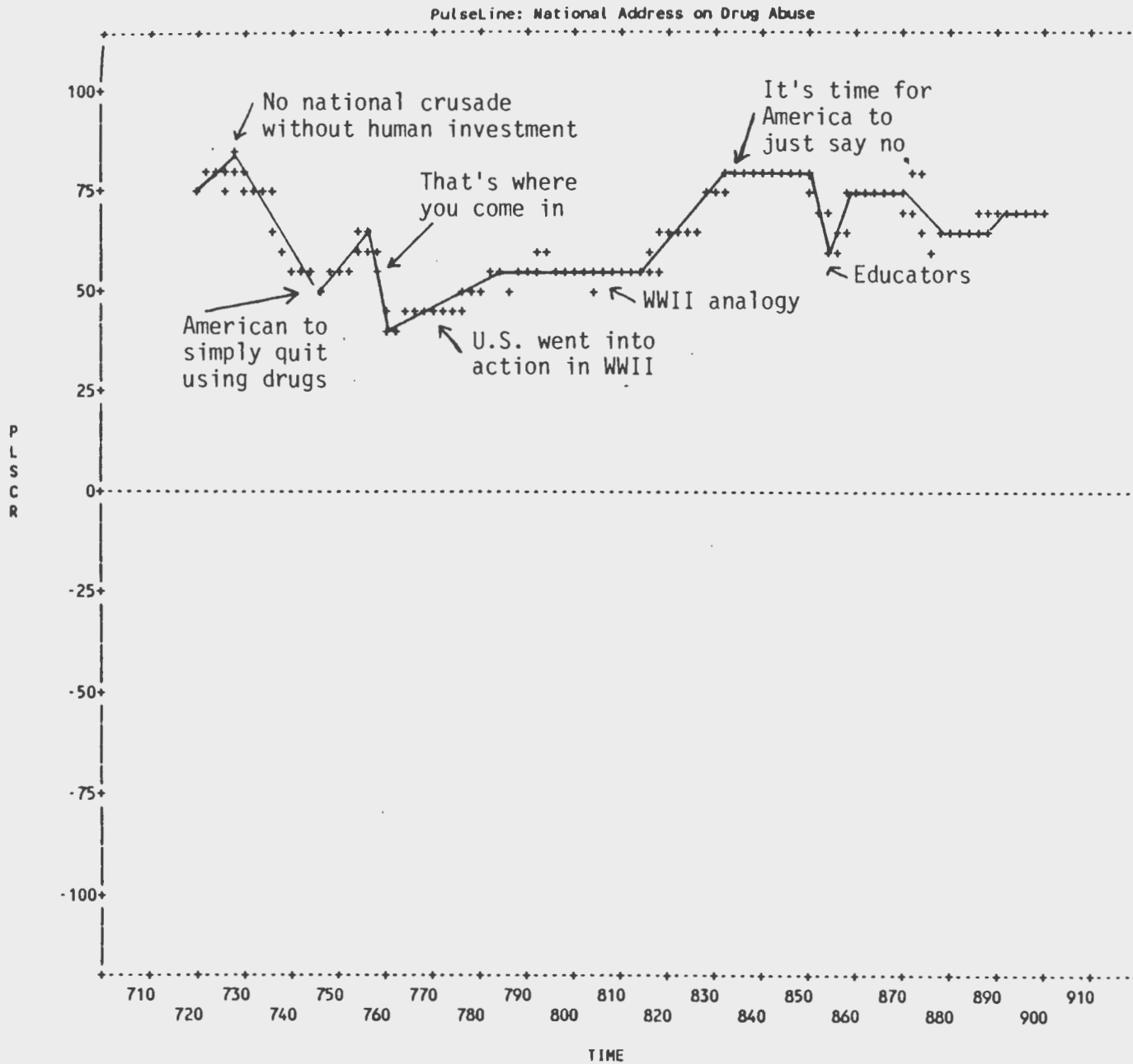


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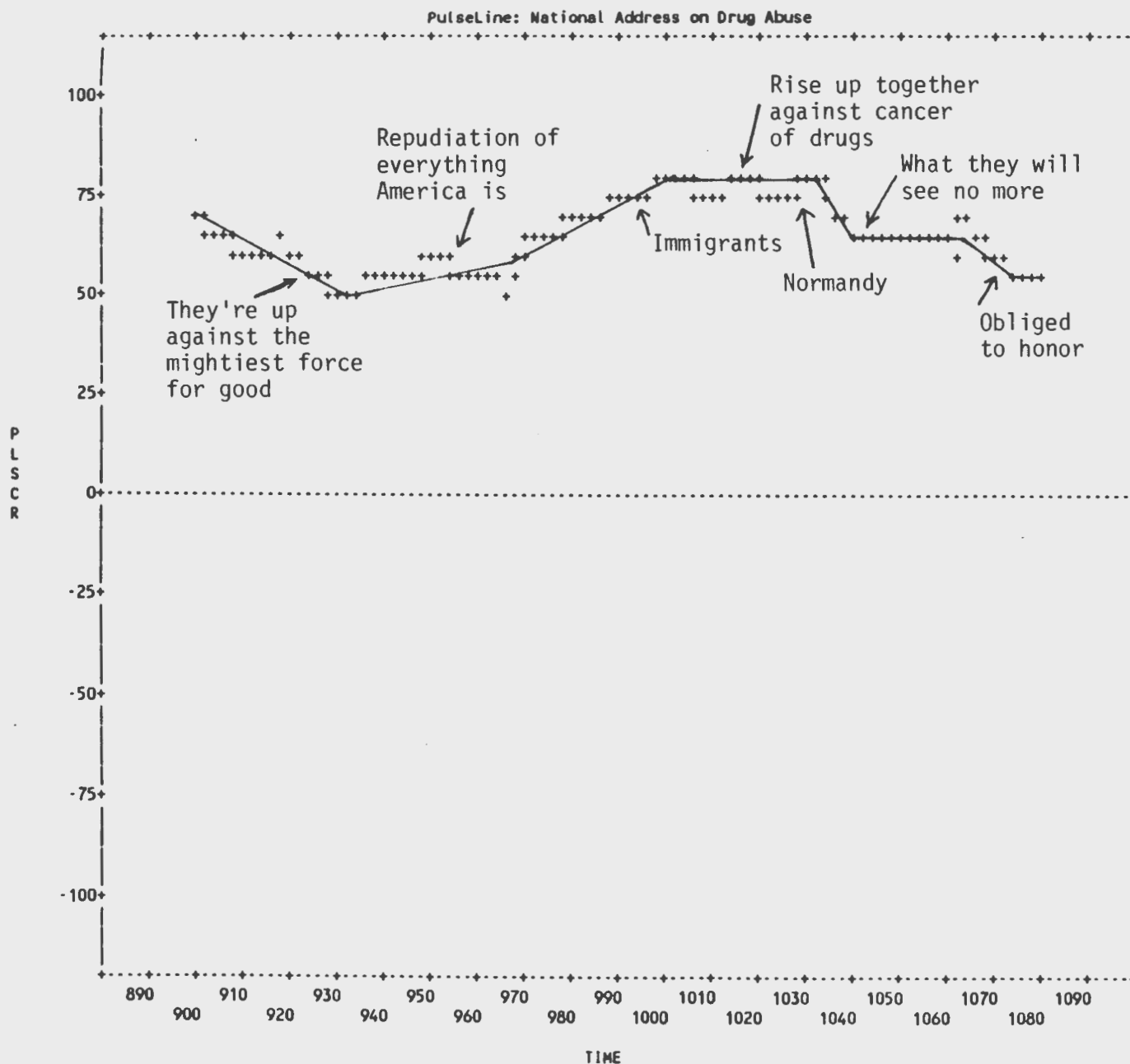




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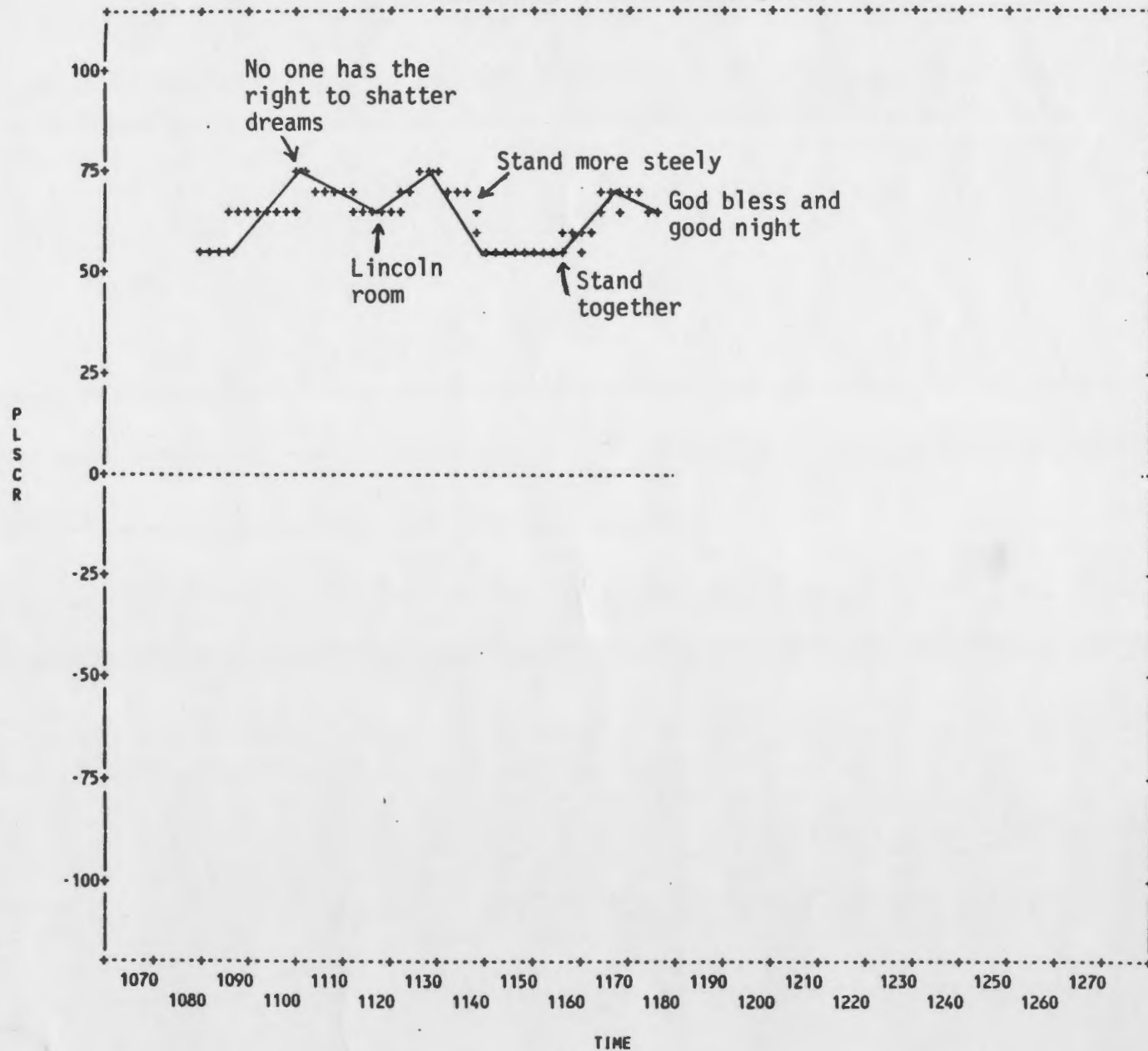


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Decision/Making/Information



PulseLine: National Address on Drug Abuse



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Decision/Making/Information

