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MRS. PEAGAN'S REMARKS  
ANTI-DRUG ABUSE TRAILER PREVIEWS  
THE WHITE HOUSE  
TUESDAY, JULY 14, 1987

-- THANK YOU AND WELCOME.

-- YOU KNOW, SAM GOLDWYN WAS ONCE AT A SCRIPT CONFERENCE AND SOMEONE ASKED, "BUT, MR. GOLDWYN, WHAT IS THE MESSAGE OF THIS FILM?" AND GOLDWYN SAID, "I'M JUST MAKING A MOVIE. I'M NOT INTERESTED IN MESSAGES. MESSAGES ARE FOR WESTERN UNION."

-- OF COURSE, WE NOW KNOW THE SCREEN MESSAGE IS VERY POWERFUL. AND IT'S WHY WE'RE HERE TODAY.

-- WHEN I MET WITH LEADERS OF THE MOVIE INDUSTRY BACK IN OCTOBER 1986, I ASKED FOR HELP IN THE FIGHT AGAINST DRUG ABUSE. I'M DELIGHTED TO REPORT THEY RESPONDED. ONE OF THE THINGS WE TALKED ABOUT WAS RUNNING ANTI-DRUG MESSAGES BEFORE THE MAIN FEATURE IN THEATERS ACROSS THE COUNTRY. THIS INNOVATIVE IDEA HAS BECOME A REALITY AND IN A FEW MOMENTS WE'LL VIEW THE RESULTS. THESE TRAILERS WILL REACH MILLIONS OF YOUNG PEOPLE, AND I GENUINELY BELIEVE THEY'LL MAKE A DIFFERENCE.

-- I'D LIKE TO THANK JACK VALENTI OF THE MOTION PICTURE ASSOCIATION OF AMERICA AND JERRY WEINTRAUB, WHO PRODUCED THE MESSAGES, FOR THEIR LEADERSHIP IN THIS ASPECT OF THE FIGHT AGAINST DRUGS.

-- I'M ALSO GRATEFUL FOR THE LEADERSHIP OF CONGRESSMAN RANGEL AND CONGRESSMAN GILMAN -- WHO ARE HERE TODAY -- FOR THEIR DEDICATION AND HARD WORK ON THE SELECT COMMITTEE ON NARCOTICS ABUSE AND CONTROL. THEY, ESPECIALLY, APPRECIATE THE NEED TO GET OUT THE IMPORTANT MESSAGE THAT DRUGS KILL.

-- AND, NOW, I'D LIKE TO INTRODUCE ONE OF THE FEW PEOPLE WHO UNDERSTANDS BOTH WASHINGTON AND HOLLYWOOD, A SPECIAL FRIEND...JACK VALENTI.

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(Parvin--7/13/87)

MRS. REAGAN: TRAILER PREVIEWS  
JULY 14, 1987

Thank you and welcome.

You know Sam Goldwyn was once at a script conference and someone asked, "But, Mr. Goldwyn, what is the message of this film?" And Goldwyn said, "I'm just making a movie. I'm not interested in messages. Messages are for Western Union."

Of course, we now know the screen message is very powerful. And it's why we're here today.

When I met with leaders of the movie industry back in October of 1986, I asked for help in the fight against drug abuse. I'm delighted to report they responded. One of the things we talked about was running anti-drug messages before the main feature in theaters across the country. This innovative idea has become a reality and in a few moments we'll view the results. These trailers will reach millions of young people, and I genuinely believe they'll make a difference.

I'd like to thank Jack Valenti of the Motion Picture Association of America and Jerry Weintraub, who produced the messages, for their leadership in this aspect of the fight against drugs.

I'm also grateful for the leadership of Congressman Rangel and Congressman Gilman--who are here today--for their dedication and hard work on the Select Committee on Narcotics Abuse and Control. They, especially, appreciate the need to get out the important message that drugs kill.

And, now, I'd like to introduce one of the few people who understands both Washington and Hollywood, a special friend. . .Jack Valenti.

REMARKS FOR ANTI-DRUG ABUSE TRAILER PREVIEWS  
TUESDAY, JULY 14, 1987

-- THANK YOU AND WELCOME.

-- YOU KNOW, SAM GOLDWYN WAS ONCE AT A SCRIPT CONFERENCE AND SOMEONE ASKED, "BUT, MR. GOLDWYN, WHAT IS THE MESSAGE OF THIS FILM?" AND GOLDWYN SAID, "I'M JUST MAKING A MOVIE. I'M NOT INTERESTED IN MESSAGES. MESSAGES ARE FOR WESTERN UNION."

-- OF COURSE, WE NOW KNOW THE SCREEN MESSAGE IS VERY POWERFUL. AND IT'S WHY WE'RE HERE TODAY.

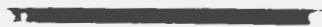
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-- WHEN I MET WITH LEADERS OF THE MOVIE INDUSTRY BACK IN OCTOBER 1986, I ASKED FOR HELP IN THE FIGHT AGAINST DRUG ABUSE. I'M DELIGHTED TO REPORT THEY RESPONDED. ONE OF THE THINGS WE TALKED ABOUT WAS RUNNING ANTI-DRUG MESSAGES BEFORE THE MAIN FEATURE IN THEATERS ACROSS THE COUNTRY. THIS INNOVATIVE IDEA HAS BECOME A REALITY AND IN A FEW MOMENTS WE'LL VIEW THE RESULTS. THESE TRAILERS WILL REACH MILLIONS OF YOUNG PEOPLE, AND I GENUINELY BELIEVE THEY'LL MAKE A DIFFERENCE.

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-- I'M ALSO GRATEFUL FOR THE LEADERSHIP OF CONGRESSMAN RANGEL AND CONGRESSMAN GILMAN -- WHO ARE HERE TODAY -- FOR THEIR DEDICATION AND HARD WORK ON THE SELECT COMMITTEE ON NARCOTICS ABUSE AND CONTROL. THEY, ESPECIALLY, APPRECIATE THE NEED TO



GET OUT THE IMPORTANT MESSAGE THAT DRUGS KILL.

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SUGGESTED REMARKS FOR TRAILER EVENT - July 14, 1987

-- THANK YOU AND A WARM WELCOME TO ALL OF YOU. I APPRECIATE YOUR TAKING TIME TO BE HERE.

-- DURING THE PAST SEVERAL YEARS, I'VE SPENT A LOT OF TIME RECRUITING ALL KINDS OF PEOPLE TO HELP IN THE CAMPAIGN AGAINST DRUG ABUSE. TODAY I'M VERY PLEASED THAT REPRESENTATIVES OF THE MOTION PICTURE INDUSTRY ARE WITH US. THEY'VE STEPPED FORWARD IN A BIG WAY TO DE-GLAMORIZE DRUG USE AND INITIATE A MASSIVE PUBLIC AWARENESS CAMPAIGN.

-- THIS ISN'T THE FIRST TIME I'VE HAD THE PRIVILEGE OF WORKING WITH THEM. WHEN I MET WITH LEADERS IN THE INDUSTRY BACK IN OCTOBER OF '86, WE TALKED ABOUT THE IDEA OF RUNNING SPECIAL, ANTI-DRUG MESSAGES BEFORE THE MAIN FEATURE IN THEATERS ACROSS THE COUNTRY. WELL, THIS WONDERFUL IDEA HAS BECOME A REALITY AND IN A FEW MOMENTS WE'D LIKE TO SHARE THE TRAILERS THAT HAVE BEEN PRODUCED. THEY'RE GOING TO REACH MILLIONS OF PEOPLE AND AFTER SEEING THEM, I THINK YOU'LL <sup>surely</sup> AGREE THAT THEY ARE POWERFUL.

*and the motion picture industry including the theaters their leadership*

-- I'D LIKE TO THANK JACK VALENTI AND JERRY WEINTRAUB FOR JOINING ME IN THE FIGHT AGAINST DRUGS. ~~I'M ALSO GRATEFUL FOR THE LEADERSHIP OF CONGRESSMAN RANGEL AND CONGRESSMAN GILMAN FOR THEIR DEDICATION AND HARD WORK ON THE SELECT COMMITTEE ON NARCOTICS~~ <sup>and the members of</sup> ~~ABUSE AND CONTROL~~ YOU'VE CERTAINLY PUT YOUR PRIORITIES IN THE RIGHT PLACE -- IN THE PROTECTION AND DEFENSE OF OUR CHILDREN -- ~~AGAINST THE PERILS OF DRUG ABUSE. THANK YOU.~~

-- NOW I'D LIKE TO INTRODUCE A SPECIAL FRIEND AND SOMEONE WHO ADDS REAL ENTERTAINMENT TO OUR LIVES, JACK VALENTI.