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THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

November 2, 1989

REMARKS BY THE PRESIDENT
TO THE PARTNERSHIP FOR A DRUG-FREE AMERICA

Room 450
Old Executive Office Building

2:52 P.M. EST

THE PRESIDENT: I'm delighted to be here and look forward to seeing you in a little bit across the way. But to Chairman Jim Burke, let me first thank you, Jim, for bringing together such a talented array of people. And I am grateful to see all of you here. I'm grateful for what you're doing.

Welcome to the White House. Or, more accurately, the White House Complex. I never understood that phrase. Sounds like some kind of a neurosis -- (laughter) -- or perhaps a bad case of Potomac fever.

I am very pleased to see Bill Bennett here. And I want to take this opportunity to say that he has not only my full confidence, but total support in this effort.

It's an honor to have you all here today. And I'm grateful that some of you have agreed to serve on advisory committees. I see Bill Moss and others here. And, of course, helping in Jim -- the work that he is really undertaking is terrific. This group is at the leading edge of a powerful and moving effort -- debunking the big myth about drugs -- by deglamorizing them and deglamorizing their users.

And having had some experience a long time ago in business, I think I understand a few of the day-to-day concerns of running a company. And so it's all the more impressive that you're devoting significant time and resources to this struggle against illegal drugs.

You're managing to look past the day-to-day operations and beyond the balance sheets because you understand that America may have no more pressing domestic priority than the struggle to get the drugs off the streets and out of our schoolyards.

Earlier this fall, I presented, with the advice and help of many here, a National Drug Strategy to increase the federal efforts in the war against drugs and to better coordinate the vast range of resources, and the agencies and people devoted to solving the drug problem.

When I presented that plan, I was convinced that a nation united against drugs could not lose. And I still really believe that. And I also remain convinced that the federal government will never solve this problem by itself.

That's why what you're doing is absolutely crucial -- and it's why, in my address to the nation, I made a point of thanking those who are donating air time and space for this antidrug message. I'll tell you, you can feel it. You can feel the change, I think, in the awareness of the American people as a result of what many in this room have already done in that regard.

Among the four pieces of our drug strategy --

MORE

enforcement, interdiction, treatment and prevention -- you understand that it's the last point -- prevention -- that offers the best long-term potential.

With Jim's leadership -- Jim Burke's leadership, this Partnership for a Drug-Free America is producing hard-hitting, and carefully targeted messages -- effectively tackling the drug issue from the demand side.

I was moved by -- and I know Bill was -- we've talked about it -- by President Barco of Colombia's charge about -- to us -- stop the consumption. He's not blaming his own problems entirely on that, but it's a charge that I was happy to repeat on his behalf -- on our behalf -- to the entire country. So you're tackling the demand side -- breaking a few eggs in the process -- as you put your marketing and communications expertise to work. Because nobody understands demand psychology better than you.

There is that ad where a television, a trip to Paris, a new car -- all disappear right under the cocaine user's nose. Or another about how a drug-induced "high" is like diving into the empty swimming pool. And the infamous frying egg. These are images no child or adult can easily forget.

By applying marketing experience and advertising talent to unsell drug use, and drug users, your ads are really managing to induce, nationwide, an ideological allergy to illegal drugs.

You know, it occurred to me. Never before in the history of man have such energy, talent and resources been devoted to getting people not to buy something.

The Partnership's message -- some call them "advertorials" -- clearly seem to work. A year after this campaign began in 1987 -- and I don't think it's mere coincidence -- Americans of all ages viewed drug use and drug users more negatively -- a trend that is continuing to this day.

That's the message about your medium. You've shown that the private sector can do what legislation alone never can do -- change attitudes.

Your generosity in the past, providing the time and space to showcase these messages, has been outstanding. And it's by far the largest such effort in the history of the industry.

But what you're setting out to do -- committing \$1 million a day in advertising time and space, every day for three years -- is truly extraordinary. And it's an effort that I personally want to see succeed, because it's so important to our struggle against drugs.

Beyond earning presidential appreciation, which in your case, that's easy -- you've got that -- and certainly personal admiration and respect -- you've got that. But your continuing support of this Partnership demonstrates the best in the American spirit of service to others.

In fact, I'm told that the Partnership for a Drug-Free America is the largest volunteer private sector ad campaign since the war bond drives back in World War II. And you've clearly taken to heart the conviction that I share, that from now on in America any definition of a successful life must include serving others.

Yours is the kind of civic spirit America has always turned to -- and been able to count on -- when faced with threats from abroad or at home.

So today, a generation of Americans is threatened from an enemy within -- literally. It courses through their veins, and compromises their minds, and closes the doors of their future. This generation deserves better. And with your help, will know better.

So by contributing this unique ability to influence public opinion to the problem of drug abuse, you are setting high standards for the rest of the nation to follow. Like the Partnership for a Drug-Free America, every individual and institution must decide to make its own contribution to bettering our communities.

You have the power -- you have that power to change America's mind about drugs. So, keep breaking the eggs and putting together young lives.

Thank you all very, very much for what you're doing. I really mean it. It is absolutely essential service to the greatest country on the face of the Earth. Thank you very, very much.

END.

3:00 P.M. EST

File

**PARTNERSHIP FOR A DRUG-FREE AMERICA / RM. 450, O.E.O.B.
THURSDAY, NOVEMBER 2, 1989 / 2:45 P.M.**

THANK YOU. CHAIRMAN JIM BURKE, LET ME FIRST THANK YOU FOR BRINGING TOGETHER SUCH AN ARRAY OF TALENT.

WELCOME TO THE WHITE HOUSE. OR, MORE ACCURATELY, "THE WHITE HOUSE COMPLEX." [[NEVER UNDERSTOOD THAT PHRASE. SOUNDS LIKE SOME KIND OF NEUROSIS. . .OR MAYBE A REALLY BAD CASE OF POTOMAC FEVER.]]

- 2 -

IT'S AN HONOR TO HAVE YOU HERE TODAY. THIS GROUP IS AT THE LEADING EDGE OF A POWERFUL AND IMPORTANT MOVEMENT: DE-BUNKING THE BIG MYTH ABOUT DRUGS -- BY DE-GLAMORIZING THEM, AND THEIR USERS.

BEING SOMETHING OF A BUSINESSMAN FROM WAY BACK, I THINK I UNDERSTAND A FEW OF THE DAY-TO-DAY CONCERNS OF RUNNING A COMPANY. SO IT'S ALL THE MORE IMPRESSIVE THAT YOU'RE DEVOTING SIGNIFICANT TIME AND RESOURCES TO THE STRUGGLE AGAINST ILLEGAL DRUGS.

- 3 -

YOU'RE MANAGING TO LOOK PAST DAY-TO-DAY OPERATIONS -- AND BEYOND BALANCE SHEETS -- BECAUSE YOU UNDERSTAND THAT AMERICA MAY HAVE NO MORE PRESSING DOMESTIC PRIORITY THAN THE STRUGGLE TO GET DRUGS OFF THE STREETS AND OUT OF THE SCHOOLYARDS.

- 4 -

EARLIER THIS FALL, I PRESENTED TO THE NATION A NATIONAL DRUG STRATEGY, TO INCREASE FEDERAL EFFORTS IN THE WAR AGAINST DRUGS AND TO BETTER COORDINATE THE VAST RANGE OF RESOURCES, AGENCIES, AND PEOPLE DEVOTED TO SOLVING THE DRUG PROBLEM.

WHEN I PRESENTED THAT PLAN, I WAS CONVINCED THAT A NATION UNITED AGAINST DRUGS COULD NOT LOSE -- AND I STILL BELIEVE THAT.

BUT I ALSO REMAIN CONVINCED THAT THE FEDERAL GOVERNMENT WILL NEVER SOLVE THE PROBLEM BY ITSELF.

THAT'S WHY WHAT YOU'RE DOING IS SO CRUCIAL -- AND IT'S WHY, IN MY ADDRESS TO THE NATION, I MADE A POINT OF THANKING THOSE WHO ARE DONATING AIR TIME AND SPACE FOR ANTI-DRUG MESSAGES.

AMONG THE FOUR PIECES OF OUR DRUG STRATEGY -- ENFORCEMENT, INTERDICTION, TREATMENT, AND PREVENTION -- YOU UNDERSTAND THAT IT'S THE LAST POINT, PREVENTION, THAT OFFERS THE BEST LONG-TERM POTENTIAL.

WITH JIM BURKE'S TERRIFIC LEADERSHIP, THE PARTNERSHIP FOR A DRUG-FREE AMERICA IS PRODUCING HARD-HITTING, CAREFULLY TARGETED MESSAGES -- EFFECTIVELY TACKLING THE DRUG PROBLEM FROM THE DEMAND SIDE.

- 7 -

YOU'RE EVEN BREAKING A FEW EGGS IN THE PROCESS AS YOU'VE PUT YOUR MARKETING AND COMMUNICATIONS EXPERTISE TO WORK -- BECAUSE NOBODY UNDERSTANDS "DEMAND PSYCHOLOGY" BETTER THAN YOU.

THERE'S THE AD WHERE A TV, A TRIP TO PARIS, A NEW CAR -- ALL DISAPPEAR RIGHT UNDER A COCAINE USER'S NOSE. OR ANOTHER ABOUT HOW A DRUG-INDUCED "HIGH" IS LIKE DIVING INTO AN EMPTY SWIMMING POOL. AND THE INFAMOUS FRYING EGG -- THESE ARE IMAGES NO CHILD OR ADULT CAN EASILY FORGET.

- 8 -

BY APPLYING MARKETING EXPERIENCE AND ADVERTISING TALENT TO "UNSELL" DRUG USE -- AND DRUG USERS -- YOUR ADS ARE MANAGING TO INDUCE, NATION-WIDE, AN IDEOLOGICAL ALLERGY TO ILLEGAL DRUGS.

YOU KNOW, IT OCCURRED TO ME: NEVER BEFORE IN THE HISTORY OF MAN HAVE SUCH ENERGY, TALENT, AND RESOURCES BEEN DEVOTED TO GETTING PEOPLE NOT TO BUY SOMETHING.

THE PARTNERSHIP'S MESSAGES -- SOME CALL THEM "ADVERTORIALS" -- CLEARLY SEEM TO WORK.

A YEAR AFTER THIS CAMPAIGN BEGAN IN 1987 -- AND I DON'T THINK IT'S MERE COINCIDENCE -- AMERICANS OF ALL AGES VIEWED DRUG USE AND DRUG USERS MORE NEGATIVELY -- A TREND THAT CONTINUES.

THAT'S THE MESSAGE ABOUT YOUR MEDIUM: YOU'VE SHOWN THAT THE PRIVATE SECTOR CAN DO WHAT LEGISLATION ALONE NEVER CAN -- CHANGE ATTITUDES.

YOUR GENEROSITY IN THE PAST, PROVIDING TIME AND SPACE TO SHOWCASE THESE MESSAGES, HAS BEEN OUTSTANDING.

IT'S BY FAR THE LARGEST SUCH EFFORT IN THE HISTORY OF THE INDUSTRY.

BUT WHAT YOU'RE SETTING OUT TO DO -- COMMITTING ONE MILLION DOLLARS A DAY IN ADVERTISING TIME AND SPACE, EVERY DAY FOR THREE YEARS -- IS TRULY EXTRAORDINARY. IT'S AN EFFORT THAT I PERSONALLY WANT TO SEE SUCCEED -- BECAUSE IT'S SO IMPORTANT TO OUR STRUGGLE AGAINST DRUGS.

BUT BEYOND EARNING PRESIDENTIAL APPRECIATION -- AND MY PERSONAL ADMIRATION -- YOUR CONTINUING SUPPORT OF THE PARTNERSHIP DEMONSTRATES THE BEST IN THE AMERICAN SPIRIT OF SERVICE TO OTHERS.

IN FACT, I'M TOLD THAT THE PARTNERSHIP FOR A DRUG-FREE AMERICA IS THE LARGEST VOLUNTEER PRIVATE SECTOR AD CAMPAIGN SINCE THE WAR-BOND DRIVES OF WORLD WAR II.

YOU HAVE CLEARLY TAKEN TO HEART MY CONVICTION THAT FROM NOW ON IN AMERICA ANY DEFINITION OF A SUCCESSFUL LIFE MUST INCLUDE SERVING OTHERS.

YOURS IS THE KIND OF CIVIC SPIRIT AMERICA HAS ALWAYS TURNED TO -- AND BEEN ABLE TO COUNT ON -- WHEN FACED WITH THREATS FROM ABROAD OR AT HOME.

TODAY, A GENERATION OF YOUNG AMERICANS IS THREATENED BY AN "ENEMY WITHIN" -- LITERALLY.

- 13 -

IT COURSES THROUGH THEIR VEINS, COMPROMISES THEIR MINDS, AND CLOSES THE DOORS ON THEIR FUTURE. THIS GENERATION DESERVES BETTER -- AND WITH YOUR HELP, WILL KNOW BETTER.

BY CONTRIBUTING YOUR UNIQUE ABILITY TO INFLUENCE PUBLIC OPINION TO THE PROBLEM OF DRUG ABUSE, YOU ARE SETTING A HIGH STANDARD FOR THE REST OF THE NATION TO FOLLOW.

- 14 -

LIKE "THE PARTNERSHIP FOR A DRUG FREE AMERICA," EVERY INDIVIDUAL AND INSTITUTION MUST DECIDE TO MAKE ITS OWN CONTRIBUTION TO BETTERING OUR COMMUNITIES.

YOU HAVE THE POWER TO CHANGE AMERICA'S MIND ABOUT DRUGS. SO KEEP BREAKING EGGS -- AND PUTTING TOGETHER YOUNG LIVES.

THANK YOU. GOD BLESS YOU. AND MAY GOD BLESS THE WORK YOU'RE DOING.

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THE WHITE HOUSE
WASHINGTON

October 31, 1989

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

FROM: NELSON LUND *NL*
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Draft Presidential Remarks: Partnership for a
Drug-Free America

This will confirm our oral advice to your office that Counsel's office has reviewed the captioned remarks. We have no legal objections.

We appreciate having had the opportunity to review these remarks.

cc: James W. Cicconi

89 OCT 1 100 68
12:23

WHITE HOUSE STAFFING MEMORANDUM

DATE: 10/30/89 ACTION/CONCURRENCE/COMMENT DUE BY: 10/31/89 2:00 PM

SUBJECT: PRESIDENTIAL REMARKS: PARTNERSHIP FOR A DRUG-FREE AMERICA

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	BENNETT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:
 Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 2:00 PM, Tuesday, October 31, with a copy to my office. Thank you.

RESPONSE:

James W. Cicconi
 Assistant to the President
 and Deputy to the Chief of Staff
 Ext. 2702

(Lange/Simon)
October 30, 1989
3:45 a.m.
[ADVT.DOC]

1989 OCT 30 PM 4:37

PRESIDENTIAL REMARKS: PARTNERSHIP FOR A DRUG-FREE AMERICA
ROOM 450, O.E.O.B.
THURSDAY, NOVEMBER 2, 1989
2:45 P.M.

Thank you. Jim Burke, [acknowledgements]...

Welcome to the White House. Or, more accurately, "The White House Complex." [[Never understood that phrase. ~~Makes the place sound~~ like some kind of neurosis...]] *or maybe a really bad case of Potomac fever.*

It's an honor to have you here today. This group is at the leading edge of a powerful and important movement: De-bunking the big myth about drugs -- by de-glamorizing them, and their users.

[[Of course, you're breaking a few eggs in the process. Reminds me of that ad, showing how drugs fry your brain like an egg. Pretty tough stuff. I don't know about you, but the morning after I saw **that** one, I ate cereal for breakfast.]]

Being something of a businessman from way back, I think I understand a few of ~~your~~ *the* day-to-day concerns. *(of running a company.)* So it's all the more impressive that you're devoting ~~your~~ *significant* time and resources to the struggle against illegal drugs.

You're managing to look past day-to-day operations -- and beyond balance sheets -- because you understand that America may have no more pressing domestic priority than the struggle to get drugs off the streets and out of the schoolyards.

increase federal efforts in
the war against drugs and to

2

and sent to
Congress

Earlier this fall, I presented to the nation a National Drug Strategy, to better coordinate the vast range of resources, agencies, and people devoted to ^{solving} the drug problem.

When I presented that plan, I was convinced that a nation united against drugs could not lose -- and I still believe that. But I also remain convinced that the federal government will never solve the problem by itself.

That's why what you're doing is so crucial -- and it's why, in my address to the nation, I made a point of thanking those who are donating air time and space for anti-drug messages.

Among the four pieces of our drug strategy -- enforcement, interdiction, treatment, and prevention -- you understand that it's the last point, **prevention**, that offers the best long-term potential.

With Jim Burke's terrific leadership, the Partnership for a Drug-Free America is producing hard-hitting, carefully targeted messages -- effectively tackling the drug problem from the **demand** side. You've put your marketing and communications expertise to work -- because nobody understands "demand psychology better." than you!

There's the ad where a TV, a trip to Paris, a new car -- all disappear right under a cocaine user's nose. Or another about how a drug-induced "high" is like diving into an empty swimming pool. And the infamous frying egg -- these are images no ~~kid~~ child or adult can easily forget.

By applying marketing experience and advertising talent to "unsell" drug use -- and drug users -- your ads are managing to induce, nation-wide, an ideological **allergy** to illegal drugs.

[~~4~~ You know, it occurred to me: Never before in the history of man have such energy, talent, and resources been devoted to getting people not to buy something. ~~5~~ Any of you interested in working on some Democratic campaigns?]]

The Partnership's messages -- some call them "advertorials" -- clearly seem to **work**. ^{A year after} When this campaign began in 1987, drug use had been steadily worsening. But after the Partnership got to work -- and I don't think it's mere coincidence -- drug use started to go **down** among high school seniors. Even cocaine use.

? Americans of all ages view drug users more negatively -- a trend that continues.

That's the message about your medium: You've shown that the private sector can do what legislation alone never will -- ^{can} change attitudes.

Your generosity in the past, providing time and space to showcase these messages, has been outstanding. It's by far the largest such effort in the history of the industry.

But what you're setting out to do -- committing one million dollars a **day** in advertising time and space, every day for **three years** -- is truly extraordinary. It's an effort that I personally ^{want to} ~~hope succeeds~~ -- because it's so important to our struggle against drugs.

But beyond earning Presidential appreciation -- and my personal admiration -- your continuing support of the Partnership demonstrates the best in the American spirit of ^{service to others.} ~~volunteerism~~.

In fact, I'm told that the Partnership for a Drug-Free America is the largest volunteer private sector ad campaign since the war-bond drives of World War II.

~~That's~~ ^{Yours is} the kind of civic spirit America has always turned to -- and been able to count on -- when faced with threats from abroad or at home.

Today, a generation of young Americans is threatened by an enemy within^x ^{literally.} It courses through their veins, compromises their minds, and closes the doors on their future. This generation deserves better -- and with your help, will **know** better. ?

^{Insert A} → You have the power to change America's mind about drugs.
 So keep breaking eggs -- and ^{putting together} ~~saving~~ young lives.

Thank you. God bless you. And may God bless the work you're doing.

#

You have clearly taken to heart my ~~conviction~~ conviction that from now on in America any definition of a successful life must include serving others.

THE WHITE HOUSE
WASHINGTON

Date: 10/30/88

TO:

Chris Winston

FROM:

CLARK KENT ERVIN
Office of National Service
x6266

C
KE

- Action
- Your Comment
- Let's Talk
- FYI

*Attached are all comments on
the "Partnership for A Drug Free
America Speech."*

WHITE HOUSE STAFFING MEMORANDUM

DATE: 10/30/89 ACTION/CONCURRENCE/COMMENT DUE BY: 10/31/89 2:00 PM

SUBJECT: PRESIDENTIAL REMARKS: PARTNERSHIP FOR A DRUG-FREE AMERICA

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
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CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>BENNETT</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PETERSMEYER</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	<u> </u>	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

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RESPONSE:

89 OCT 31 10:39 AM

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

(Lange/Simon)
October 30, 1989
3:45 a.m.
[ADVT.DOC]

1989 OCT 30 PM 4:37

PRESIDENTIAL REMARKS: PARTNERSHIP FOR A DRUG-FREE AMERICA
ROOM 450, O.E.O.B.
THURSDAY, NOVEMBER 2, 1989
2:45 P.M.

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[[Of course, you're breaking a few eggs in the process. Reminds me of that ad, showing how drugs fry your brain like an egg. Pretty tough stuff. I don't know about you, but the morning after I saw **that** one, I ate cereal for breakfast.]]

Being something of a businessman from way back, I think I understand a few of your day-to-day concerns. So it's all the more impressive that you're devoting your time and resources to the struggle against illegal drugs.

You're managing to look past day-to-day operations -- and beyond balance sheets -- because you understand that America may have no more pressing domestic priority than the struggle to get drugs off the streets and out of the schoolyards.

what group?

This is a serious subject, no place for joke

Earlier this fall I presented to the nation a National Drug Strategy, to better coordinate the vast range of resources, agencies, and people devoted to the drug problem.

When I presented that plan, I was convinced that a nation united against drugs could not lose -- and I still believe that. But I also remain convinced that the federal government will never solve the problem by itself.

That's why what you're doing is so crucial -- and it's why, in my address to the nation, I made a point of thanking those who are donating air time and space for anti-drug messages.

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Child or adult

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[[You know, it occurred to me: Never before in the history of man have such energy, talent, and resources been devoted to getting people not to buy something... Any of you interested in working on some Democratic campaigns?]]

The Partnership's messages -- some call them "advertorials" -- clearly seem to **work**. When this campaign began in 1987, drug use had been steadily worsening. But after the Partnership got to work -- and I don't think it's mere coincidence -- drug use started to go **down** among high school seniors. Even cocaine use.

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But beyond earning Presidential appreciation -- and my personal admiration -- your continuing support of the Partnership demonstrates the best in the American spirit of ^{service to others.} ~~volunteerism~~.

*Totally inappropriate!!
Non-partisan*

In fact, I'm told that the Partnership for a Drug-Free America is the largest volunteer private sector ad campaign since the war-bond drives of World War II. ↖

~~That's~~ the kind of civic spirit America has always turned to -- and been able to count on -- when faced with threats from abroad or at home. ↖

Today a generation of young Americans is threatened by an enemy within. It courses through their veins, compromises their minds, and closes the doors on their future. This generation deserves better -- and with your help, will ~~know~~ better.

You have the power to change America's mind about drugs. *INSERT (see back of this page)*

So keep breaking eggs -- and saving young lives.

Thank you. God bless you. And may God bless the work you're doing.

Yours is

get

###

literally

putting together

*You have clearly taken to heart my conviction that
from now on in America any definition of a successful
life must include serving others.*

INSERT A

By contributing your unique ability to influence public opinion to the problem of drug abuse, you are setting a high standard for the rest of the ^{nation} to follow. Like the Portknoper for a Drug Free America, every individual and institution ~~is~~ ^{must} ~~the victim~~ ^{must} decide to make ~~its~~ ^{its} own ~~unique~~ contribution to bettering our communities. For ~~only when each of us takes~~ ^{responsibility} ~~ownership~~ ^{our} ~~of~~ ~~society's~~ ~~problems~~ ~~will~~ ~~these~~ ~~problems~~ ~~ever~~ ~~be~~ ~~solved~~.

THE WHITE HOUSE
WASHINGTON

October 31, 1989

Memorandum to Chriss Winston

From: Jim Pinkerton

Subject: Partnership For A Drug-Free America

pg. 3, para. 2, line 3 "...getting people not to buy something... Any of you interested in working on some Democratic campaigns?"

This is funny but, ^{more than} a little risky at a time when the press is constantly attributing current negative political advertising to the past Presidential campaign.

Instead, perhaps the President could suggest, in a self-deprecating way, that the advertisers get people not to buy something that makes fun of him, e.g., those rubber masks of himself and the First Lady, or houseslippers with their caricatures.

###

89 OCT 31 P2:15

THE WHITE HOUSE
WASHINGTON

October 31, 1989

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*
SUBJECT: Presidential Remarks: Partnership For A Drug-Free America

We have reviewed the draft remarks and have no suggested changes from a policy standpoint. We approve of the draft in its present form.

cc: James W. Cicconi

89 OCT 31 PM 17

WHITE HOUSE STAFFING MEMORANDUM

DATE: 10/30/89 ACTION/CONCURRENCE/COMMENT DUE BY: 10/31/89 2:00 PM

SUBJECT: PRESIDENTIAL REMARKS: PARTNERSHIP FOR A DRUG-FREE AMERICA

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMEYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>BENNETT</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PETERSMEYER</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	<u> </u>	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 2:00 PM, Tuesday, October 31, with a copy to my office. Thank you.

RESPONSE:

James W. Cicconi
 Assistant to the President
 and Deputy to the Chief of Staff
 Ext. 2702

(Lange/Simon)
October 30, 1989
3:45 a.m.
[ADVT.DOC]

1989 OCT 30 PM 4:37

PRESIDENTIAL REMARKS: PARTNERSHIP FOR A DRUG-FREE AMERICA
ROOM 450, O.E.O.B.
THURSDAY, NOVEMBER 2, 1989
2:45 P.M.

Thank you. Jim Burke, [acknowledgements]...

Welcome to the White House. Or, more accurately, "The White House Complex." [[Never understood that phrase. Makes the place sound like some kind of neurosis...]]

It's an honor to have you here today. This group is at the leading edge of a powerful and important movement: De-bunking the big myth about drugs -- by de-glamorizing them, and their users.

[[Of course, you're breaking a few eggs in the process. Reminds me of that ad, showing how drugs fry your brain like an egg. Pretty tough stuff. I don't know about you, but the morning after I saw **that** one, I ate cereal for breakfast.]]

Being something of businessman from way back, I think I understand a few of your day-to-day concerns. So it's all the more impressive that you're devoting your time and resources to the struggle against illegal drugs.

You're managing to look past day-to-day operations -- and beyond balance sheets -- because you understand that America may have no more pressing domestic priority than the struggle to get drugs off the streets and out of the schoolyards.

Earlier this fall I presented to the nation a National Drug Strategy, to better coordinate the vast range of resources, agencies, and people devoted to the drug problem.

When I presented that plan, I was convinced that a nation united against drugs could not lose -- and I still believe that. But I also remain convinced that the federal government will never solve the problem by itself.

That's why what you're doing is so crucial -- and it's why, in my address to the nation, I made a point of thanking those who are donating air time and space for anti-drug messages.

Among the four pieces of our drug strategy -- enforcement, interdiction, treatment, and prevention -- you understand that it's the last point, **prevention**, that offers the best long-term potential.

With Jim Burke's terrific leadership, the Partnership for a Drug-Free America is producing hard-hitting, carefully targeted messages -- effectively tackling the drug problem from the **demand** side. You've put your marketing and communications expertise to work -- because nobody understands demand psychology better.

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By applying marketing experience and advertising talent to "unsell" drug use -- and drug users -- your ads are managing to induce, nation-wide, an ideological **allergy** to illegal drugs.

[[You know, it occurred to me: Never before in the history of man have such energy, talent, and resources been devoted to getting people not to buy something... Any of you interested in working on some Democratic campaigns?]]

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Today a generation of young Americans is threatened by an enemy within. It courses through their veins, compromises their minds, and closes the doors on their future. This generation deserves better -- and with your help, will **know** better.

You have the power to change America's mind about drugs.
So keep breaking eggs -- and saving young lives.

Thank you. God bless you. And may God bless the work you're doing.

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 10/30/89 ACTION/CONCURRENCE/COMMENT DUE BY: 10/31/89 2:00 PM

SUBJECT: PRESIDENTIAL REMARKS: PARTNERSHIP FOR A DRUG-FREE AMERICA

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
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CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

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RESPONSE:

OK. S.R.

89 OCT 31 PM 2:32

James W. Cicconi
 Assistant to the President
 and Deputy to the Chief of Staff
 Ext. 2702

7-1-83: 28

(Lange/Simon)
October 30, 1989
3:45 a.m.
[ADVT.DOC]

1989 OCT 30 PM 4:37

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October 30, 1989
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WHITE HOUSE STAFFING MEMORANDUM

DATE: 10/30/89

ACTION/CONCURRENCE/COMMENT DUE BY: 10/31/89 2:00 PM

SUBJECT: PRESIDENTIAL REMARKS: PARTNERSHIP FOR A DRUG-FREE AMERICA

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	BENNETT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

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RESPONSE:

Please see suggested revisions.

10/31/89

09 OCT 31 P 1:40

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

(Lange/Simon)
October 30, 1989
3:45 a.m.
[ADVT.DOC]

1989 OCT 30 PM 4:37

PRESIDENTIAL REMARKS: PARTNERSHIP FOR A DRUG-FREE AMERICA
ROOM 450, O.E.O.B.
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SUBJECT: PRESIDENTIAL REMARKS: PARTNERSHIP FOR A DRUG-FREE AMERICA

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
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CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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RESPONSE:

No comment

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

(Lange/Simon)
October 30, 1989
3:45 a.m.
[ADVT.DOC]

1989 OCT 30 PM 4:37

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10/31 Marked copy returned
11:30 am from ONA/ACP
Baltimore #170

086247SS

Document No. _____

WHITE HOUSE STAFFING MEMORANDUM



DATE: 10/30/89

ACTION/CONCURRENCE/COMMENT DUE BY: _____

10/31/89 2:00 PM

SUBJECT: PRESIDENTIAL REMARKS: PARTNERSHIP FOR A DRUG-FREE AMERICA

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	BENNETT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 2:00 PM, Tuesday, October 31, with a copy to my office. Thank you.

RESPONSE:

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

10/31

ONDCLP marked copy

(Lange/Simon)

October 30, 1989

3:45 a.m.

[ADVT.DOC]

1989 OCT 30 PM 4:37

**PRESIDENTIAL REMARKS: PARTNERSHIP FOR A DRUG-FREE AMERICA
ROOM 450, O.E.O.B.
THURSDAY, NOVEMBER 2, 1989
2:45 P.M.**

Thank you. Jim Burke, [acknowledgements]...

Welcome to the White House. Or, more accurately, "The White House Complex." [[Never understood that phrase. Makes the place sound like some kind of neurosis...]]

It's an honor to have you here today. This group is at the leading edge of a powerful and important movement: De-bunking the big myth about drugs -- by de-glamorizing them, and their users.

[[Of course, you're breaking a few eggs in the process. Reminds me of that ad, showing how drugs fry your brain like an egg. Pretty tough stuff. I don't know about you, but the morning after I saw that one, I ate cereal for breakfast.]]

Being something of a businessman from way back, I think I understand a few of your day-to-day concerns. So it's all the more impressive that you're devoting your time and resources to the struggle against illegal drugs.

You're managing to look past day-to-day operations -- and beyond balance sheets -- because you understand that America may have no more pressing domestic priority than the struggle to get drugs off the streets and out of the schoolyards.

By applying marketing experience and advertising talent to "unsell" drug use -- and drug users -- your ads are managing to induce, nation-wide, an ideological allergy to illegal drugs.

[[You know, it occurred to me: Never before in the history of man have such energy, talent, and resources been devoted to getting people not to buy something... Any of you interested in working on some Democratic campaigns?]]

The Partnership's messages -- some call them "advertorials" -- clearly seem to work. When this campaign began in 1987, drug use had been steadily worsening. But after the Partnership got to work -- and I don't think it's mere coincidence -- drug use started to go down among high school seniors. Even cocaine use.

That's the message about your medium: You've shown that the private sector can do what legislation alone never will -- change attitudes.

Your generosity in the past, providing time and space to showcase these messages, has been outstanding. It's by far the largest such effort in the history of the industry.

But what you're setting out to do -- committing one million dollars a day in advertising time and space, every day for three years -- is truly extraordinary. It's an effort that I personally hope succeeds -- because it's so important to our struggle against drugs.

But beyond earning Presidential appreciation -- and my personal admiration -- your continuing support of the Partnership demonstrates the best in the American spirit of volunteerism.

The high school seniors survey shows low declines in cocaine and marijuana use from 1985.

Earlier this fall I presented to the nation a National Drug Strategy, to better coordinate the vast range of resources, agencies, and people devoted to the drug problem.

When I presented that plan, I was convinced that a nation united against drugs could not lose -- and I still believe that. But I also remain convinced that the federal government will never solve the problem by itself.

That's why what you're doing is so crucial -- and it's why, in my address to the nation, I made a point of thanking those who are donating air time and space for anti-drug messages.

Among the four pieces of our drug strategy -- enforcement, ^{offshore and overseas initiatives} interdiction, treatment, and prevention -- you understand that it's the last point, prevention, that offers the best long-term potential.

With Jim Burke's terrific leadership, the Partnership for a Drug-Free America is producing hard-hitting, carefully targeted messages -- effectively tackling the drug problem from the demand side. You've put your marketing and communications expertise to work -- because nobody understands demand psychology better.

There's the ad where a TV, a trip to Paris, a new car -- all disappear right under a cocaine user's nose. Or another about how a drug-induced "high" is like diving into an empty swimming pool. And the infamous frying egg -- these are images no kid can easily forget.

In fact, I'm told that the Partnership for a Drug-Free America is the largest volunteer private sector ad campaign since the war-bond drives of World War II.

That's the kind of civic spirit America has always turned to -- and been able to count on -- when faced with threats from abroad or at home.

Today a generation of young Americans is threatened by an enemy within. It courses through their veins, compromises their minds, and closes the doors on their future. This generation deserves better -- and with your help, will know better.

You have the power to change America's mind about drugs. So keep breaking eggs -- and saving young lives.

Thank you. God bless you. And may God bless the work you're doing.

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THE WHITE HOUSE
WASHINGTON

OCTOBER 31, 1989

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON *cu*
FROM: MARK LANGE *ML*
SUBJECT: PARTNERSHIP FOR A DRUG-FREE AMERICA

Attached are brief remarks (7-8 minutes) for your meeting with the Partnership for a Drug-Free America.

This is a voluntary, private sector group of media, advertising, and publishing executives, devoted to de-glamorizing drugs. In the audience will be about 150 media and Fortune 100 CEOs.

The Partnership is seeking donations of advertising time and space equal to \$1 million a day for three years from these major broadcasters and publishers, to get out the anti-drug message.

(Lange/Simon)
October 31, 1989
3:30 p.m.
[ADVT.DOC]

PRESIDENTIAL REMARKS: PARTNERSHIP FOR A DRUG-FREE AMERICA
ROOM 450, O.E.O.B.
THURSDAY, NOVEMBER 2, 1989
2:45 P.M.

Thank you. Chairman Jim Burke, let me first thank you for bringing together such an array of talent.

Welcome to the White House. Or, more accurately, "The White House Complex." [[Never understood that phrase. Sounds like some kind of neurosis. . .or maybe a really bad case of Potomac fever.]]

It's an honor to have you here today. This group is at the leading edge of a powerful and important movement: De-bunking the big myth about drugs -- by de-glamorizing them, and their users.

[[Of course, you're breaking a few eggs in the process. Reminds me of that ad, showing how drugs fry your brain like an egg. Pretty tough stuff. I don't know about you, but the morning after I saw that one, I ate cereal for breakfast.]]

Being something of a businessman from way back, I think I understand a few of the day-to-day concerns of running a company. So it's all the more impressive that you're devoting significant time and resources to the struggle against illegal drugs.

You're managing to look past day-to-day operations -- and beyond balance sheets -- because you understand that America may

Earlier this fall, I presented to the nation a National Drug Strategy, to increase federal efforts in the war against drugs and to better coordinate the vast range of resources, agencies, and people devoted to solving the drug problem.

When I presented that plan, I was convinced that a nation united against drugs could not lose -- and I still believe that. But I also remain convinced that the federal government will never solve the problem by itself.

That's why what you're doing is so crucial -- and it's why, in my address to the nation, I made a point of thanking those who are donating air time and space for anti-drug messages.

Among the four pieces of our drug strategy -- enforcement, interdiction, treatment, and prevention -- you understand that it's the last point, **prevention**, that offers the best long-term potential.

With Jim Burke's terrific leadership, the Partnership for a Drug-Free America is producing hard-hitting, carefully targeted messages -- effectively tackling the drug problem from the **demand** side. You've put your marketing and communications expertise to work -- because nobody understands "demand psychology" better than you.

There's the ad where a TV, a trip to Paris, a new car -- all disappear right under a cocaine user's nose. Or another about how a drug-induced "high" is like diving into an empty swimming pool. And the infamous frying egg -- these are images no child or adult can easily forget.