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**Record Group/Collection:** George H.W. Bush Presidential Records  
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**Series:** Grant, Mary Kate, Files  
**Subseries:** Subject File, 1988-1991

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**OA/ID Number:** 13879  
**Folder ID Number:** 13879-014

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**Folder Title:**  
Drug Strategy [3]

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>19</b>	<b>2</b>	<b>7</b>	<b>4</b>

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THE WHITE HOUSE  
WASHINGTON

UPDATE 09/01/89  
1:00 p.m.

September 1, 1989

MEMORANDUM TO INTERESTED PARTIES

FROM: DAVID DEMAREST *DD*

SUBJECT: COMMUNICATIONS PLAN FOR DRUG CONTROL STRATEGY  
ACTIVITIES FOR THE MONTH OF SEPTEMBER

Labor Day weekend

Newsday Sunday Magazine -- profile Bennett (ONDCP)

Monday, September 4

\* 4:30 -- Rehearsal for drug address (Demarest)

Tuesday, September 5 (Release Date)

\* 2:00 -- Cabinet briefing by the President and Bennett --  
Cabinet Room. Embargoed copies of report distributed to Cabinet.  
(Bates)

3:00 -- Location prepared for national address

\* 3:30 -- Bipartisan Congressional briefing by the President and  
Bennett -- Cabinet Room (McClure)

4:00 -- Intergovernmental Affairs briefing by Judge Walton --  
Hall of States (Anderson)

\* 4:15 (briefing begins at 4:00) -- Experts (Enforcement, Rehab.,  
Education) briefing by the President and Bennett -- Roosevelt  
Room (Demarest)

\* 5:00 (briefing begins at 4:45) -- Intergovernmental briefing by  
the President and Bennett -- Cabinet Room (Anderson)

\* 5:30 (briefing begins at 5:15) -- Bennett meeting with  
supply/demand working groups with Presidential drop-by --  
Roosevelt Room (ONDCP/Bates)

5:30 -- Agency public affairs and DPC/NSC working groups briefing  
by John Walters and possibly David Demarest -- OEOB, 450.  
Embargoed copies of report distributed. (Demarest)

6:30 -- Capitol Hill political briefing by Jim Pinkerton.  
Embargoed copies of report distributed. (Wray)

6:30 -- Capitol Hill press secretary briefing -- on the Hill.  
Embargoed copies of report distributed. (McClure)

6:30 -- Pick-up of embargoed copies of report by Administration  
officials -- OEOB, 235 (Bates)

7:30 -- White House Press Corps briefing by Bennett and Darman --  
Press briefing room (Fitzwater)

\* 9:00 -- National address by the President -- Oval Office  
(Demarest)

Columnist backgrounders (Fitzwater)

Stakeouts (Demarest)

Radio actualities (Demarest)

Distribution of materials begins \*\*

Wednesday, September 6

Morning TV shows and other television/satellite interviews for  
Bennett and Cabinet Members (Fitzwater/Demarest)

\* \_\_ a.m. -- Color event (Studdert)

\* 11:30 (briefing begins at 10:15) -- Regional media crime/drug  
briefing by the President, Thornburgh, Sullivan, and Bennett --  
OEOB, 450 (Demarest)

12:00 -- National Press Club event/speech by Bennett (ONDCP)

2:00 -- Kleber and Walton at USIA foreign press center (ONDCP)

\* 1:15 (briefing begins at 12:45) -- Constituency group briefing  
by the President and Bennett -- OEOB, 450 (Demarest)

Op-eds by Bennett and Cabinet Members begin running  
(Demarest/Bates)

Distribution of materials continues \*\*

Thursday, September 7

\* Address the American Legion (Demarest)

\* Meeting with Congressional GOP leadership (McClure)

Television interviews by Bennett and Cabinet Members continue  
(Fitzwater/Demarest)

Hearings on the Hill

Friday, September 8

\* Address National Baptist Convention (Demarest)

\* Address the National Hispanic Chamber of Commerce (Demarest)

12:00 -- Worldnet interview by John Walters

Television interviews by Bennett and Cabinet Members continue  
(Fitzwater/Demarest)

Hearings on the Hill

Saturday and Sunday, September 9 & 10

Weekend news shows by Bennett and other Cabinet Members  
(Fitzwater/Demarest)

Tuesday, September 12

\* National address to school children (Demarest)

Wednesday, September 13

\* DARE (Drug Abuse Resistance Education -- "Cops and Kids") event  
-- Rose Garden (Demarest)

Thursday, September 14

CBS 3-hour special: "48 Hours on Crack Street"

ABC 2-hour special: "Making the Grade"; a report card on  
America's youth (drugs, illiteracy)

Friday, September 15

\* 11:45 (briefing begins at 10:30) -- Regional media interview  
and luncheon (Demarest/Fitzwater)

\* **Presidential Participation**

Materials: \*\*

Presidential address (Winston)  
Executive Summary (DPC)  
Talking Points (Winston)  
Generic speech insert (Winston)  
Fact Sheet (ONDCP)  
Books (ONDCP)  
Editorial packages (Winston)

Long Range:

Series of targeted articles in magazines (Winston)  
Ad Council campaign to coordinate agency anti-drug efforts  
(Winston)

# # #

## Questions

prisons & punishment  
budget priorities p. 52  
system inefficiencies p. 62  
drug pregnancy p. 69  
kids attitudes p. 74 (b)  
~~so~~ standard answer for family p. 74

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- ✓ p. 70 pregnancy prevention
- ✓ p. 78 school program
- ✓ p. 79 " "
- ✓ p. 80 prevention program - schools
- ✓ p. 81 intolerance of University
- ✓ p. 82 community programs - prevention
- ✓ p. 83 <sup>directors</sup> " "
- ✓ p. 84 Prints of Light
- ✓ p. 86 motion picture industry
- ✓ p. 87 marijuana is lethal too
- ✓ p. 88 company assistance program
- ✓ p. 56(D) internatl. cooperation
- ✓ p. 11(D) summit

→ indicates where ex. is on page  
draft top drawer of Christina's desk

Anecdotes on

Skimmed through to  
middle of Interest section  
(loop)

Regional Press Briefing

Wed.

Proposed Q & A

A including anecdotes

Crime reporters from every region  
c. 100 newspapers

Page #s of anecdotes

p. 33 on successful arrest

✓ p. 36 not an anecdote, but interesting comments  
on neighborhood police forces

✓ p. 37 anecdote on comm. crime group

✓ p. 37 on comm. crime grp.

Open Clean Sweep

✓ p. 39 HUD's ability to help clean-up publ. housing

✓ p. 41 ways of punishing Boot camps + drivers licenses

p. 46 ex. of interagency task force

✓ p. 59 description of treatment programs examples

p. 57 treatment groups

✓ p. 67 treatment rather than incarceration

✓ < p. 68 rehabilitation program

p. 68 company programs

((Grant))  
September 2, 1989  
Draft four  
A:college

PROPOSED PRESIDENTIAL ARTICLE  
TO RUN IN 850 COLLEGE NEWSPAPERS NATIONALLY  
ON NATIONAL DRUG STRATEGY

Summer is over and classes are back in session. As we begin the school year, our thoughts again turn to the future -- a future gravely threatened by drugs.

Americans agree that the biggest threat we are facing as a nation is drugs, in particular cocaine and crack.

Who is responsible? <sup>Everyone</sup> Anyone who uses drugs. <sup>Everyone</sup> Anyone who sells drugs. <sup>Everyone</sup> Anyone who looks the other way.

Some people used to call drugs just a benign form of recreation. They're not. Drugs are a <sup>real</sup> ~~direct~~ and extremely serious threat to our schools, our homes, our friends and our families. It doesn't matter where you live or what school you attend. No one ~~among us~~ <sup>free from the threat of drugs,</sup> is ~~out of danger.~~ ~~The~~ inner cities, ~~the~~ small towns, and ~~the~~ college campuses <sup>are</sup> all under siege -- because America is under siege.

On September 5, I announced <sup>the first</sup> ~~a~~ comprehensive national strategy to end the siege -- to fight drugs with tougher laws and enforcement, and <sup>with</sup> improved treatment, education and prevention. The programs we've proposed are an all-out assault against the evil of drug use and drug trafficking. We are aggressively attacking the problem from every angle, and proposing a 1990 drug-budget totaling over eight billion dollars -- the largest single increase in history.

America is fighting a war against drugs. Yet the most important weapons in the war on drugs are the least tangible: self-discipline, courage, character, support from one's family, faith in God and in one's self.

Fundamentally, the drug problem in America is not one of supply, but of demand. We are taking strong new action to stop the flow of drugs into this country and to stop the dealers themselves; but as long as Americans are willing to buy illegal drugs, somebody, somewhere in the world will sell them.

Recently, I met with Mrs. Everett Hatcher, the widow of a veteran DEA agent who was killed by drug-using cowards. A woman of considerable dignity, she put responsibility for her husband's death squarely on "casual" users of cocaine. She's right -- and there is now blood on their hands. Similarly, President Barco of Colombia recently made an appeal to Americans to stop buying the cocaine causing the slaughter of innocent civilians in the drug wars there.

(112) → College campuses have long been centers of conscience and idealism in this country, places where students have raised their voices to protest oppression, injustice and human ~~rights~~<sup>suffering</sup> violations around the world. Yet, no one would deny that often drugs go hand in hand with injustice, suffering and even death. But where is the sound of protest? Innocent bystanders are killed at random on city streets. Babies are born addicted to crack and heroin. Young children are forced into the drug trade by addicts. What greater human rights violations exist? What

greater injustices? Yet, recreational drug users ~~still~~ on some college campuses are ambivalent to the death and destruction they are financing.

We must appeal to the social conscience of every college student on every college campus in America. ~~But~~ the way to protest the misery and oppression brought about by drugs is to commit yourself to staying away from drugs -- and working to keep them away from your friends. Drug use doesn't usually begin the way most people would think, with young people getting their first drugs from an addict or a dealer. Instead, they get them free from "friends" who think casual drug use hurts no one. Peer pressure is what spreads drug use and peer pressure can stop it.

*You can't help stop if you've got involved.*

~~What confounds me most when I read of "casual" drug use by young people, particularly college students, is this: Why lie to yourself?~~

①

Every student in America at some point -- at a party, in a locker room, in a dorm room -- every student must choose to accept or reject drugs. Those who engage in "casual" drug use, no matter how "harmless" it may seem, are lying to themselves. That's because they are accepting, along with the "recreational" drugs, all the misery and destruction they wreak in the world. ~~And the most destructive part of all is that those who will try anything once may not get a second chance.~~

###

②

*You are responsible to ~~yourself~~ <sup>yourself</sup> to make the right choice. But there's another <sup>chance</sup> responsibility that college students, as responsible adults must make -- whether they get involved in a personal way to end drug use, or with the other way.*

Every college student in America  
today can be part of the  
solution. ~~Get involved~~

Be a part of the solution.--  
Get involved. ~~today to~~

You can help stop it, if you  
get involved.

THE WHITE HOUSE

WASHINGTON

August 31, 1989

BRIEFING MEMORANDUM FOR CRIME/DRUG MEDIA BRIEFING

DATE: Wednesday, September 6, 1989

TIME: 11:30 a.m. to 11:50 a.m.

LOCATION: Room 450 OEOB

THROUGH: DAVID DEMAREST *DD*  
          CHRISS WINSTON *cw*  
          BARRIE TRON *BT*

FROM: CHERYL KIENEL *CK*

I. PURPOSE:

To provide brief remarks and answer questions at a crime/drug media briefing on the newly introduced National Strategy for the War on Drugs.

II. BACKGROUND:

The Drug Policy office has indicated the vital role that state and local communities will play in the success of the National Drug Strategy. Thus the regional crime/drug media will be an ideal mechanism to communicate to "home town America".

Approximately 70 print, television and radio reporters will participate in your question and answer session. They will have been briefed by William Bennett, Richard Thornburgh, and Louis Sullivan.

While the primary focus of this briefing will be to articulate the National Drug Strategy, you should also emphasize the importance of community involvement in the strategy.

The reporters in attendance will be those that cover the crime/drug beat in their cities. They will represent regions designated by Drug Policy as "high intensity areas". They also will be from states Drug policy has targeted because of pending drug legislation in their state assemblies.

Please note that a White House press pool will cover the session. Your remarks will be considered on the record.

III. PARTICIPANTS:

The President

Richard Thornburgh

Louis Sullivan

William Bennett

David Demarest

Chriss Winston

Barrie Tron

See attached attendees list

IV. PRESS PLAN:

Crime/drug media, White House press pool

V. TALKING POINTS:

Q & A and talking points to be provided

Davis/Martin  
Sept. 4, 1989  
Title: Bismark  
Draft: Thirteen

**PRESIDENTIAL ADDRESS ON DRUGS: All Networks**  
**Tuesday, Sept. 5/9 p.m.**

((Good evening.))

This is the first time since taking the oath of office that I felt an issue was so important, so threatening, that it warranted talking directly with you, the American people. All of us agree that the gravest domestic threat facing our nation today is drugs.

Drugs have strained our faith in our system of justice. Our courts, our prisons, our legal system are stretched to the breaking point. The social <sup>cost</sup> <sup>is</sup> costs of drugs are mounting. In short, drugs are sapping our strength as a nation.

Turn on the evening news, or pick up the morning paper and you'll see what some Americans know just by stepping out their front door: our most serious problem today is cocaine, and in particular, crack.

Who's responsible? Let me tell you straight out.

Everyone who uses drugs.

Everyone who sells drugs.

And everyone who looks the other way.

Tonight, I will tell you how many Americans are using illegal drugs. I will present to you our national strategy to

deal with every aspect of this threat. And I will ask you to get involved in what promises to be a very difficult fight.

*Very cautious*  
*open air mkt*  
*DEA*

((Pick up vial)) This is crack cocaine seized a few days ago by Drug Enforcement Administration agents in a park just across the street from the White House. It could easily have been heroin or PCP. It's as innocent-looking as candy, but it is turning our cities into battle zones and it is murdering our children. Let there be no mistake, **this stuff is poison.** ((Set vial down, out of camera range.))

Some used to call drugs harmless recreation. They're not. Drugs are a real and terribly dangerous threat to our neighborhoods, our friends and our families.

No one among us is out of harm's way. When four-year-olds play in playgrounds strewn with discarded hypodermic needles and crack vials -- ((I have to tell you,)) it breaks my heart. When cocaine -- one of the most deadly and addictive illegal drugs -- is available to school kids -- **school kids** -- it makes me furious. And when hundreds of thousands of babies are born each year to mothers who use drugs -- premature babies born desperately sick -- then even the most defenseless among us are at risk.

These are the tragedies behind the statistics. But the numbers also have quite a story to tell. Let me share with you the results of the recently completed Household Survey of the National Institute on Drug Abuse. It compares recent drug use to three years ago. It tells us some good news . . . and, some very

bad news. First, the good. ((Camera cuts to Slide One.))  
 ((PAUSE))

As you can see in the chart, in 1985, the government estimated that 23 million Americans were using drugs on a "current" basis -- that is, at least once in the preceding 30 days. Last year, that number fell by more than a third. That means almost nine million fewer Americans are casual drug users. Good news. ~~((Cut to Slide Two.))~~ \*

Because we changed our national attitude toward drugs, casual drug use **has** declined. We have many to thank: our brave law-enforcement officers, religious leaders, teachers, community activists, and leaders of business and labor. We should also thank the media for their exhaustive news and editorial coverage; and advertisers for running anti-drug messages. Finally, I want to thank President and Mrs. Reagan. All of these good people told the truth -- that drug use is wrong and dangerous.

But, as much comfort as we can draw from these dramatic reductions, there is also bad news -- very bad news. <sup>Slide 2</sup> Among the more than eight million people who used cocaine at all in the past year, almost one million of them used it once a week or more.

What this means is that, in spite of the fact that **overall** cocaine use is down, **habitual** cocaine use has almost doubled in the last few years. And that's why habitual cocaine users -- especially crack users -- are our most pressing, immediate drug problem. ((PAUSE))

What, then, is our plan? To begin with, I trust the lesson of experience: no single policy will cut it, no matter how glamorous or magical it may sound. To win the war against addictive drugs like crack will take more than just a federal strategy, another Washington solution. It will take a national strategy, one that reaches into every school, every workplace, involving every family.

Earlier today, I sent this document, ((hold up red book)) our first such National Strategy to the Congress. It was developed with the hard work of our nation's first drug policy director, Bill Bennett. In preparing this plan, we talked with state, local and community leaders, law enforcement officials and experts in education, drug prevention, and rehabilitation. We talked with parents and kids. We took a long hard look at all that the federal government has done about drugs in the past: what's worked, and -- let's be honest -- what hasn't. Too often, people in government have only seen their part of the problem, <sup>was</sup> <sup>the</sup> <sup>--</sup> <sup>the</sup> the production of drugs, the smuggling of drugs, their ~~distribution or their consequences~~ <sup>underground</sup>. But turf battles won't win this war. Teamwork will.

Tonight, I'm announcing a strategy that reflects the coordinated, cooperative commitment of all our federal agencies. In short, it is as comprehensive as the problem. With this strategy we now finally have a plan that coordinates our resources, our programs and the people who run them.

Our weapons in this strategy are: our laws and criminal justice system; our foreign policy; our treatment systems, and our schools and drug prevention programs. So the basic weapons we need are the assets we already have. What has been lacking is a strategy to effectively use them.

Let me address four of the major elements of our strategy.

\*\*\* **First**, we are determined to enforce the law, to make our streets and neighborhoods safe. So to start, I'm proposing that we more than double federal assistance to state and local law enforcement. Americans have a right to safety in and around their homes.

And we won't have safe neighborhoods unless we are tough on drug criminals -- much tougher than we are now. Sometimes that means tougher penalties. But more often it just means punishment that is swift and certain. We've all heard stories about drug dealers who are caught and arrested -- again and again -- but never punished. Well, our policy is simple: If you sell drugs, you will be caught. And when you're caught, you will be prosecuted. And once you're convicted, you will do time. Caught. Prosecuted. Punished.

*Vol. to criticism*  
*punish? send to jail*  
*no prison capacity alt. to incarceration*

I am also proposing that we enlarge our criminal justice system across the board -- at the local, state and federal levels alike. We need more prisons, more jails, more courts, more prosecutors. So tonight, I'm requesting -- altogether -- an

almost billion-and-a-half dollar increase in drug-related federal spending on law enforcement.

And while illegal drug use is found in every community, nowhere is it worse than in our public housing projects. You know, the poor have always borne a disproportionate share of suffering. But in America's past, they weren't mugged on the way home from work by crack gangs. And their children didn't have to dodge bullets on the way to school. These Americans deserve compassion. And they will be the first to tell you that in this case, compassion means getting tough. That is why I'm targeting fifty-million dollars for public housing projects -- to help restore order, and to kick out the dealers for good.

\*\*\* The **second** element of our strategy looks beyond our borders, where all the cocaine and crack bought on America's streets is grown and processed. In Colombia alone, cocaine killers have gunned down a leading statesman, murdered almost two hundred judges and seven members of their supreme court. The besieged governments of the drug-producing countries are fighting back, fighting to break the international drug rings. But you and I agree with the courageous President of Colombia, Virgilio ((Veer-HEEL-leo)) Barco, who said that if Americans use cocaine, then Americans are paying for murder. Americans need to understand that. We have a responsibility **not** to leave these brave people to fight alone.



... international agreements to track drug money to front men and financiers. And then we will handcuff these money launderers, and jail them -- just like any street dealer.

\*\*\* The third part of our strategy concerns drug treatment. Experts believe that there are two million American drug users who may be able to get off drugs with proper treatment. But right now, only 40 percent of them are actually getting help. This is simply not good enough.

Many people who need treatment won't seek it on their own. And some who do seek it are put on a waiting list. Most programs were set up to deal with heroin addicts. Today, the major problem is cocaine users. It's time we expanded our treatment systems and do a better job of providing services to those who need them.

So to improve the treatment system, I'm proposing an increase of three hundred and twenty-one million dollars in federal spending on drug treatment.

With this strategy, we will do more. We will work with the states. We will encourage employers to establish Employee Assistance Programs to cope drug use. And, because addiction is



sentencing.

And we need your help. If someone you know is a user, help them get off drugs. If you are a parent, talk to your children about drugs -- tonight.

Call your local drug prevention program. Be a Big Brother or Sister to a child in need. Pitch in with your local Neighborhood Watch program. Whether you give your time or talent, everyone counts.

Every employer who bans drugs from the workplace.

Every school that takes a hardnosed stance.

Every neighborhood in which drugs are not welcome.

Finally, everyone who refuses to look the other way.

**Everyone counts.**

Of course, victory will take hard work and many years. But we will not relent -- too many young lives are at stake.

Not long ago, I read a newspaper story about a little boy named Dooney, who, until recently, lived in a crack house in a suburb of Washington, D.C. In Dooney's neighborhood, children don't flinch at the sound of gunfire. And when they play, they pretend to sell to each other small white rocks they call crack.

Life at home was so cruel that Dooney begged his teachers to let him sleep on the floor at school. And, when asked about his



CW - latest clean copy

Christina has checked it.

(one change

((Grant))

August 29, 1989

Draft four

on p. 2 - all #'s okay)

MK

TALKING POINTS FOR SURROGATES  
NATIONAL DRUG CONTROL STRATEGY

On September 5, President Bush announced the Administration's National Drug Control Strategy.

- o **Comprehensive Strategy:** This is the first such national strategy to end the evil of drug use and drug trafficking, a fully integrated approach that is an assault on every front. The President's strategy addresses all the elements necessary to an effective strategy: school and drug prevention programs, our treatment system, our laws and criminal justice system, and our foreign policy.
- o **Coordinated Approach:** Jurisdictional and "turf" problems have slowed past anti-drug efforts. Therefore, President Bush has emphasized the need for a coordinated national effort. This means federal, state and local levels must work together. At the federal level, with the leadership of the Director of National Drug Control Policy, William Bennett, strong interagency cooperation has already resulted.
- o **Bipartisan Consensus:** Americans agree that the gravest domestic threat facing the country today is drugs. The President is looking to the leadership in Congress for bipartisan support in the implementation of his strategy, and is looking to the grass-roots support of America's communities in the fight against drugs.

- o **Call to Action:** President Bush is issuing an urgent call to action to all Americans to support this national strategy. He challenges every citizen to make a personal commitment to help in the fight against drug abuse.

**The evidence suggests that the drug problem is a grave threat:**

- o **Good and Bad News:** The National Institute <sup>of</sup> Drug Abuse's recently released national survey of drug use (the first since 1985) indicates that number of Americans using any illegal drug on a "current" basis has dropped 37 percent. That means that almost nine million Americans have given up "casual" drug use. ~~However, the survey also found that "frequent" use of cocaine in any form is up a shocking 33 percent since 1985.~~ Among the more than eight million people who used cocaine at all in the past year, almost one million of them used it once a week or more. **So while overall cocaine use is down, habitual cocaine use has almost doubled.**
- o **Crime:** Fear of drugs and attendant crime are at an all-time high. Rates of drug-related homicide continue to rise -- sometimes alarmingly -- in cities around the country.
- o **Health:** The number of drug-related emergency hospital admissions increased by 121 percent between 1985 and 1988, and hundreds of thousands of babies are born each year to mothers who use drugs.

- o **The Economy:** A U.S. Chamber of Commerce estimate puts annual gross drug sales at \$100 billion -- more than our total gross agricultural income, and more than double the profits enjoyed by the Fortune 500 companies combined.
- o **Overseas:** In many foreign nations, the drug trade and the violence and corruption that go with it are causing serious social, economic, and political disruption. Trafficking threatens stability and democratic institutions.

**The National Drug Control Strategy:**

- o **Enforcement:** The Administration's enforcement strategy is based upon this principle: If you sell drugs, you will be caught; when caught you will be prosecuted; and if convicted, you will do time.
  - The criminal justice system will be enlarged across the board, at the local, state and federal levels.
  - The Administration is requesting a \$1.4 billion increase in drug-related federal spending on law enforcement, including a 133 percent increase -- or \$200 million -- in federal assistance to state and local law enforcement.
  - President Bush is seeking \$50 million through the Department of Housing and Urban Development to restore order in hard-hit public housing projects by kicking dealers out for good.

o **International Interdiction:** The international drug trade poses a serious threat to the welfare, economy and national security of the United States.

-- \$1.5 billion dollars will be requested for interdiction efforts and <sup>especially</sup> for continued support of our Coast Guard and Customs agents to stop drugs at our borders. ✓

-- \$260 million in military and law enforcement assistance <sup>for</sup>

<sup>next year</sup> will be sought for Colombia, Bolivia and Peru, the first part of a five-year, \$2 billion program to fight drug producers, traffickers and smugglers.

-- President Bush is seeking a drug summit with Western Hemisphere nations, to coordinate an Inter-American strategy against the cartels, and will ~~support~~ <sup>negotiate</sup> international agreements to track drug money and punish money laundering.

o **Treatment:** Experts believe that there are two million American drug users who can be helped by well-designed, existing programs, yet only 40 percent of them are actually getting the help they need.

-- A 53 percent increase, of \$321 million, will be sought in Federal spending on drug treatment programs that work.

-- The federal government will work with states to better coordinate the drug treatment system, and will

encourage employers to establish Employee Assistance Programs that cover drug use.

- Research will be expanded in the search for improved methods to break cocaine and crack addiction, and treatment efforts will be targeted on expectant mothers and crack babies.
  
- o **Education and Prevention:** We must stop drug abuse before it starts. The President is proposing:
  - Education and prevention programs in schools and communities will be increased by \$233 million.
  - The President called on every school, college, university, and workplace to adopt tough, fair anti-drug policies.
  - President Bush will be addressing American schoolchildren in a special televised address, to discuss the war on drugs.

# # #

((Grant))  
August 29, 1989  
Draft three


TALKING POINTS FOR SURROGATES  
NATIONAL DRUG CONTROL STRATEGY

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- o **Health:** The number of drug-related emergency hospital admissions increased by 121 percent between 1985 and 1988, and ~~as many as 200,000~~ *hundreds of thousands of* babies are born each year to mothers who use drugs. 

- o **The Economy:** A U.S. Chamber of Commerce estimate puts annual gross drug sales at \$100 billion -- more than our total gross agricultural income, and more than double the profits enjoyed by the Fortune 500 companies combined.
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  - The criminal justice system will be enlarged across the board, at the local, state and federal levels.
  - The Administration is requesting a \$1.4 billion increase in drug-related federal spending on law enforcement, including a 133 percent increase -- or \$200 million -- in federal assistance <sup>(of)</sup> state and local law enforcement.
  - President Bush is seeking \$50 million through the Department of Housing and Urban Development to <sup>help</sup> restore order in <sup>hard hit</sup> ~~drug-infested~~ public housing projects, <sup>by</sup> kicking dealers out for good.

o **International Interdiction:** The international drug trade poses a serious threat to the welfare, economy and national security of the United States. ~~The President is seeking:~~

*Speech* -- \$260 million in military and law enforcement assistance <sup>will be sought</sup> for Colombia, Bolivia and Peru, <sup>the first part of</sup> ~~will be requested, and the President will ask Congress to aid these governments with a five-year, \$2 billion program to fight drug producers, traffickers and smugglers.~~

-- <sup>that</sup> ~~President Bush will hold~~ <sup>is seeking</sup> a drug summit with Western Hemisphere nations, to <sup>coordinate</sup> ~~develop~~ an Inter-American strategy against the cartels, and ~~will support~~ international agreements to <sup>hack drug money</sup> ~~criminalize~~ and punish money laundering.

-- *insert \$1.5 billion dollars for interdiction efforts and for continued support of our Coast Guard and*

o **Treatment:** Experts believe that there are two million American drug users who can be helped by well-designed, existing programs, yet only 40 percent of them are actually getting the help they need. The Administration is proposing:

-- Federal spending on drug treatment programs that work, ~~will be increased 53 percent, which is an increase of \$321 million~~ <sup>53%</sup>

-- The federal government will work with states to better coordinate the drug treatment system, and will encourage employers to establish Employee Assistance Programs that cover drug use.

*Customs agents to stop drugs at our borders!*

-- Research will be expanded ~~into ways~~ <sup>in the search for improved methods</sup> to break cocaine and crack addiction, and treatment efforts will be targeted on expectant mothers and crack babies.

o **Education and Prevention:** We must stop drug abuse before it starts. The President is proposing:

- Education and prevention programs in schools and communities will be increased by \$233 million.
- The President called on every school, college, university, and workplace to adopt tough, fair anti-drug policies.
- President Bush will be addressing American schoolchildren in a special televised address, to discuss the war on drugs.

# # #

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 9/1/89 ACTION/CONCURRENCE/COMMENT DUE BY: 9/1/89 4:00 PM

SUBJECT: PROPOSED PRESIDENTIAL ARTICLE FOR COLLEGE NEWSPAPERS ON NATIONAL DRUG STRATEGY

*4:20PM*

	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 checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER 2315	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input type="checkbox"/>	<input type="checkbox"/>
BATES <i>m. Jackson 2000 → 700 w/ Bennett</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON <i>→</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BENNETT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

*89 AUG 1 4:22*

**REMARKS:**

Please forward any comments to Chriss Winston, Rm. 122 x2930, no later than 4:00 PM TODAY, September 1, 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

((Grant))  
August 31, 1989  
Draft three  
A:college

39 AUG 1 48:22

PROPOSED PRESIDENTIAL ARTICLE  
TO RUN IN 850 COLLEGE NEWSPAPERS NATIONALLY  
ON NATIONAL DRUG STRATEGY

Summer is over and classes are back in session. As we begin the school year, our thoughts again turn to the future -- a future gravely threatened by drugs.

Americans agree that the biggest threat we are facing as a nation is drugs, in particular cocaine and crack.

Who is responsible? Anyone who uses drugs. Anyone who sells drugs. Anyone who looks the other way.

Some people used to call drugs just a benign form of recreation. They're not. Drugs are a direct and extremely serious threat to our schools, our homes, our friends and our families. It doesn't matter where you live or what school you attend. No one among us is out of danger. The inner cities, the small towns, and the college campuses are all under siege -- because America is under siege.

On September 5, I announced a comprehensive national strategy to end the siege -- to fight drugs with tougher laws and enforcement, and improved treatment <sup>education</sup> and prevention. The programs we've proposed are an all-out assault against the evil of drug use and drug trafficking. We are aggressively attacking the problem from every angle, and proposing a 1990 drug-budget totaling over ~~seven and a half billion dollars~~ <sup>eight</sup> billion dollars -- the largest single increase in history.

(America is on war footing in the fight against drugs.) Yet the most important weapons in the war on drugs are the least tangible: self-discipline, courage, character, support from one's family, faith in God and in one's self.

Fundamentally, the drug problem in America is not one of supply, but of demand. We are taking strong new action to stop the flow of drugs into this country and to stop the dealers themselves; but as long as Americans are willing to buy illegal drugs, somebody, somewhere in the world will sell them.

Recently, I met with Mrs. Everett Hatcher, the widow of a veteran DEA agent who was killed by <sup>drug</sup> drug lords. A woman of considerable dignity, she put responsibility for her husband's death squarely on "casual" users of cocaine. She's right -- and there is now blood on their hands. Similarly, President Barco of Colombia recently made an appeal to Americans to stop buying the cocaine causing the slaughter of innocent civilians in the drug wars there.

College campuses have long been centers of ~~social~~ <sup>conscience and idealism</sup> consciousness in this country, places where students have raised their voices to protest oppression, injustice and human ~~rights~~ <sup>suffering</sup> violations around the world. Yet, <sup>no one would deny that often</sup> drugs are the cause of more ~~oppression, injustice, and death, than any government regime or~~ <sup>go hand in hand with</sup> ~~tyrant.~~ <sup>suffering</sup> <sup>even</sup> But where is the sound of protest? Innocent bystanders are killed at random on city streets. Babies are born addicted to crack and heroin. Young children are forced into the drug trade by addicts. What greater human rights violations exist?

still

What greater injustices? Yet, ~~we see~~ recreational drug users ~~on~~ <sup>some</sup> the college campuses who are ambivalent to the death and destruction they are financing.

*We must appeal to the*

~~The solution lies in the~~ social conscience of every college student on every college campus in America. But the way to protest the misery and oppression brought about by drugs ~~is not to march in the streets, but~~ to commit yourself to staying away from drugs -- and working to keep them away from your friends. Drug use doesn't usually begin the way most people would think, with young people getting their first drugs from an addict or a dealer. Instead, they get them free from "friends" who think casual drug use hurts no one. Peer pressure is what spreads drug use, *and peer pressure can stop it.*

*young people - particularly* What confounds me most when I read of "casual" drug use by college students, is this: Why take the risk? ~~You are attending college to open your minds and the door to your future -- to make something of yourself; to prepare yourself for a life of meaning and adventure. But those who use recreational drugs are rolling loaded dice, and the stakes are high. They are risking years of study, everything they've worked for, and everything that lies ahead of them. They are literally gambling away their lives. Those who will try anything once may not get a second chance.~~

Every student in America at some point -- at a party, in a locker room, in a dorm room -- every student must choose to accept or reject drugs. ~~Make the right decision or drugs will make the wrong ones for you.~~ # # #

Mr. K.

((Grant))  
August 29, 1989  
Draft two

TALKING POINTS FOR SURROGATES  
NATIONAL DRUG CONTROL STRATEGY

On September 5, President Bush announced the Administration's National Drug Control Strategy, ~~setting the nation on a "war footing" in the fight against drugs.~~

- o **Comprehensive Strategy:** This is the first such national strategy to end the evil of drug use and drug trafficking, a fully integrated approach that is an assault on every front. The President's strategy ~~utilizes~~ <sup>addresses all the elements necessary to an</sup> school and drug prevention <sup>effective</sup> programs, our treatment system, our laws and criminal <sup>strategy.</sup> justice system, and our foreign policy.
- o **Coordinated Approach:** <sup>anti-drug</sup> Many past <sup>efforts to stop drugs in</sup> ~~this country have failed because of confusion over~~ <sup>drug</sup> jurisdiction and "turf" <sup>problems have flowed</sup> battles. <sup>President Bush has placed a high</sup> ~~developed a coherent plan for federal, state and local~~ <sup>emphasized</sup> levels <sup>the need for</sup> ~~to work together successfully.~~ <sup>coordinated national effort. This means federal</sup> ~~And under the~~ <sup>must</sup> ~~leadership of the Director of National Drug Control Policy,~~ <sup>It means coordinating</sup> William Bennett, strong inter-agency cooperation has <sup>At the federal level, with the</sup> already resulted.
- o **Bipartisan Consensus:** Americans agree that the gravest domestic threat facing the country today is drugs. The President is looking to the leadership in Congress for bipartisan support in the implementation of his strategy, and is looking to the grass-roots support of America's communities in the fight against drugs.

- o **Call to Action:** President Bush is issuing an urgent call to action to all Americans to ~~join him in his~~ <sup>and support this</sup> national strategy. He challenges every citizen to make a personal commitment to ~~end drug abuse~~ <sup>help fight against.</sup> ~~and every citizen who knows someone who is using drugs to encourage them to get help.~~

The evidence suggests that the drug problem is a grave threat:

- o **Good and Bad News:** The National Institute of Drug Abuse's recently released national survey of drug use (the first since 1985) indicates that number of Americans using any illegal drug on a "current" basis has dropped 37 percent. That means that almost nine million Americans have given up "casual" drug use. However, the survey also found that "frequent" use of cocaine in any form is up a ~~shocking~~ 33 percent since 1985. Among the more than eight million people who used cocaine at all in the past year, almost one million of them used it once a week or more. **So while overall cocaine use is down, habitual cocaine use has almost doubled.**
- o **Crime:** Fear of drugs and attendant crime are at an all-time high. Rates of drug-related homicide continue to rise -- sometimes alarmingly -- in cities around the country.
- o **Health:** The number of drug-related emergency hospital admissions increased by 121 percent between 1985 and 1988, and as many as 200,000 babies are born each year to mothers who use drugs.

↓  
check latest speech #

- o **The Economy:** A U.S. Chamber of Commerce estimate puts annual gross drug sales at \$100 billion -- more than our total gross agricultural income, and more than double the profits enjoyed by the Fortune 500 companies combined.
- o **Overseas:** In many foriegn nations the drug trade, violence and corruption are causing serious social, economic, and political disruption. Trafficking threatens stability and democratic institutions.

**The National Drug Control Strategy:**

- o **Enforcement:** The Administration's enforcement strategy is based upon this principle: If you <sup>sell</sup> ~~commit~~ a drug <sup>s</sup>crime, you will be caught; <sup>when</sup> ~~if~~ caught you will be prosecuted; and if convicted, you will do time. The President is proposing:
  - The criminal justice system will be enlarged across the board, at the local, state and federal levels.
  - The Administration is requesting a \$1.4 billion increase in drug-related federal spending on law enforcement, including a 133 percent increase -- or \$200 million -- in federal assistance ot state and local law enforcement.
  - President Bush is seeking \$50 million through the Department of Housing and Urban Development to restore order in drug-infested public housing projects.

A  
Check all  
#1s w/speech

- o **International Interdiction:** The international drug trade poses a serious threat to the welfare, economy and national security of the United States. The President is seeking:
  - \$260 million in military and law enforcement assistance for Colombia, Bolivia and Peru will be requested, and the President will ask Congress to aid these governments with a five-year, \$2 billion program to fight ~~narco~~<sup>drug</sup> producers, traffickers and smugglers.
  - President Bush will hold a drug summit with Western Hemisphere nations, to develop an Inter-American strategy against the cartels, and will support international agreements to criminalize and punish money laundering.

- o **Treatment:** Experts believe that there are two million American drug users who can be helped by well-designed, existing programs, yet only 40 percent of them are actually getting ~~the help they need~~. The Administration is proposing:

- Federal spending on drug treatment programs that work, will be increased 53 percent, which is an increase of \$321 million.
- The federal government will work with states to ~~improve~~<sup>better coordinate</sup> ~~the drug~~<sup>system</sup> treatment facilities, and will encourage employers to establish Employee Assistance Programs that cover drug use.

-- Research will be expanded into ways to break cocaine and crack addiction, and treatment efforts will be targeted on expectant mothers and crack babies.

o **Education and Prevention:** We must stop drug abuse before it starts. The President is proposing:

-- Education and prevention programs in schools and communities will be increased by \$233 million.

-- The President called on every school, college, university, and workplace to adopt tough, fair anti-drug policies.

-- President Bush will be addressing American schoolchildren in a special televised address, to discuss the war on drugs.

# # #

THE WHITE HOUSE  
WASHINGTON  
August 17, 1989

*Baumy*

MEMORANDUM FOR DAVID DEMAREST

THROUGH: CHRISS WINSTON *W*  
FROM: BARRIE TRON *B*  
SUBJECT: AGENDA PROPOSAL FOR THE REGIONAL DRUG STRATEGY  
BRIEFING ON SEPTEMBER 6, 1989

The following is a proposed Agenda for the Drug Strategy Briefing on Wednesday, September 6th.

TOTAL BRIEFING TIME: 90 minutes  
LOCATION: TBD, probably Room 450 EOB.  
TIME: TBD. Once we have a time for POTUS, we will fill-in the other participants.  
FORMAT: Brief remarks followed by Q & A. POTUS can reiterate points made in the Oval Office address.  
PROPOSED SCHEDULE: Director Bennett - 30 minutes  
Attorney General - ~~20~~ minutes  
Secretary Sullivan - ~~20~~ minutes  
POTUS - ~~20~~ minutes  
PRESS COVERAGE: Regional press, OPWP for the national press corps.

Please advise.

*Baumy -  
We need to  
call this something  
different than 'regional'  
briefing. How about  
briefing for crime reporters?  
Metro reporters? Special  
reporters?  
Something to make it  
sound special*

Coordination  
Comprehensive  
Bipartisan ship

((Grant))  
August 29, 1989  
Draft one  
A:drugs

TALKING POINTS FOR SURROGATES  
NATIONAL DRUG CONTROL STRATEGY

Strength of POTUS  
is comprehensive  
coordinated effort among Fed states local  
sub-bipartisan approach support of Cong  
and civic support of communities.  
Call to action

On September 5, President Bush announced the Administration's comprehensive strategy to fight drugs with *National Drug Control Strategy* in a televised address to the nation.

prevention, treatment, tougher laws and interdiction. This A comprehensive approach: is the first such national strategy, a fully integrated approach that is an assault on every front.

new language

A coordinated approach: many past efforts have failed b/c of lack of full B/c of POTUS leadership no prob Bennett got

- o Americans agree that the gravest domestic threat facing the country today is drugs. In the inner-city, in the small town, in the suburbs, America is under siege. That is why *the President and the American people* we have made a fundamental decision to go on a war footing against drugs.

Bipartisan support

- o Our coordinated strategy utilizes our schools and drug prevention programs; our treatment system; our laws and criminal justice system; and our foreign policy.

Good & Bad News  
NIDA

Call to Action

The evidence suggests that the drug problem is ~~getting worse:~~ *scare*

- o **Crime:** Fear of drugs and attendant crime are at an all-time high. Rates of drug-related homicide continue to rise -- sometimes alarmingly -- in cities around the country.

- o **Health:** The number of drug-related emergency hospital admissions increased by 121 percent between 1985 and 1988, and as many as 200,000 babies are born each year to mothers who use drugs.
  
- o **The Economy:** A U.S. Chamber of Commerce estimate puts annual gross drug sales at \$100 billion -- more than our total gross agricultural income, and more than double the profits enjoyed by the Fortune 500 companies combined.
  
- o **Overseas:** In many foriegn nations the drug trade, violence and corruption are causing serious social, economic, and political disruption. Trafficking threatens stability and democratic institutions.
  
- o **National Institute of Drug Abuse survey:** NIDA's recently released national survey of drug use (the first since 1985) indicates that number of Americans using any illegal drug on a "current" basis has dropped 37 percent. That means that almost nine million Americans have given up "casual" drug use. However, the survey also found that "frequent" use of cocaine in any form is up a shocking 33 percent since 1985. Among the more than eight million people who used cocaine at all in the past year, almost one million of them used it once a week or more. **So while overall cocaine use is down, habitual cocaine use has almost doubled.**

## **The National Drug Control Strategy:**

- o **Enforcement:** The Administration's enforcement strategy is based upon this principle: If you commit a drug crime, you will be caught; if caught you will be prosecuted; and if convicted, you will do time. The President is proposing that the criminal justice system be enlarged across the board -- at the local, state and federal levels. The Administration is requesting a \$1.4 billion increase in drug-related federal spending on law enforcement, including a 133 percent increase -- or \$200 million -- in federal assistance to state and local law enforcement. President Bush is seeking \$50 million through the Department of Housing and Urban Development to restore order in drug-infested public housing projects.
  
- o **International Interdiction:** The international drug trade poses a serious threat to the welfare, economy and national security of the United States. The President is seeking \$260 million in military and law enforcement assistance for Colombia, Bolivia and Peru, and will ask Congress to aid these governments with a five-year, \$2 billion program to fight narcotics producers, traffickers and smugglers. President Bush will hold a drug summit with Western Hemisphere nations, to develop an Inter-American strategy against the cartels, and will support international agreements to criminalize and punish money laundering.

*Bullet  
these*

o **Treatment:** Experts believe that there are two million American drug users who can be helped by well-designed, existing programs, yet only 40 percent of them are actually getting the help they need. The Administration is proposing a 53 percent increase in federal spending on drug treatment for the programs that work, an increase of \$321 million. The federal government will work with states to improve treatment facilities, and will encourage employers to establish Employee Assistance Programs that cover drug use. Research will be expanded into ways to break cocaine and crack addiction. Most importantly, we're targeting our treatment efforts on expectant mothers and crack babies.

o **Education and Prevention:** We must stop drug abuse before it starts. The President is proposing a \$233 million increase for education and prevention programs in schools and communities. The President called on every school, college, university, and workplace to adopt tough, fair anti-drug policies. ~~Those that do not do so will not get federal funds.~~ President Bush will be addressing American schoolchildren in a special televised address, to discuss the war on drugs.

**President Bush is issuing an urgent call to action to all Americans to join him in fighting drugs. He challenges:**

- o All American newspapers to print the names of those arrested for selling and using drugs;
- o All doctors and health professionals to give pro bono work in drug counseling and rehabilitation, as much as they can;
- o Every citizen who knows someone who is using drugs to encourage them to get help. # # #

THE WHITE HOUSE  
WASHINGTON

August 10, 1989

MEMORANDUM TO INTERESTED PARTIES

FROM: DAVID DEMAREST

SUBJECT: COMMUNICATIONS PLAN FOR DRUG CONTROL STRATEGY  
ACTIVITIES FOR THE MONTHS OF AUGUST AND SEPTEMBER

Thursday, August 10

Final Domestic Policy Council meeting without the President  
(Bates/Jackson)

\* Final discussions between the President and NSC on  
international interdiction.

Sunday, August 13

Face the Nation -- Bennett (ONDCP)

Monday, August 14

\* Listening session with interdiction group: 9:30 - 10:45 a.m.  
(Wead/Sanchez)

Stakeouts (Tron)

Press conference by Bennett on Gallup Polls 11:00 a.m. (ONDCP)

Meeting with the Ad Council (Winston/Williamson)

Tuesday, August 15

\* Two listening sessions with prevention and treatment groups:  
9:00 - 10:15 a.m. and 12:30 - 1:45 p.m. (Wead/Sanchez)

Stakeouts (Tron)

\* Domestic Policy Council presents Drug Control strategy draft to  
the President (Bates/Jackson)

Wednesday, August 16

\* The President departs for Maine

Tom Brokaw special on L.A. drugs and crime; Bennett interview (ONDCP)

Thursday, August 17

Cabinet Public Affairs briefing 10:00 a.m. (Winston/Williamson)

Sunday, August 20

USA Today will profile Bennett (ONDCP)

Monday, August 21

Letter from White House encouraging media/travel participation and support from Cabinet Members (Bates)

Book distribution numbers due for National Drug Control Strategy (each shop to coordinate with ONDCP)

Friday, August 25

Print deadline for Drug Control Strategy (ONDCP)

Tuesday, August 29

Crossfire Bennett (ONDCP)

Tuesday, September 5 (Release Date)

Constituency group briefings -- including possible drop-bys by the President (Demarest)

Cabinet Public Affairs briefing (Winston/Williamson)

\* Major Presidential address (Demarest)

Press Briefing by Bennett and/or other Cabinet Members (Fitzwater)

Columnist backgrounders (Fitzwater)

Stakeouts (Tron)

Radio actualities (Tron)

Distribution of materials \*\*

Wednesday, September 6

Morning shows for Bennett and Cabinet Members  
(Demarest/Fitzwater)

Regional media briefing (Demarest/Tron)

National Press Club speech by Bennett

Thursday, September 7

\* American Legion speech

Friday, September 8

\* Southern Baptist speech

Saturday and Sunday, September 9 & 10

Weekend news shows

David Brinkley show -- Bennett

Monday, September 11

The White House Wire distributed (Winston)

Wednesday, September 13

\* DARE event (tentative)

\* Color event

Mid-September

The Ad Council campaign to begin (Winston/Williamson)

October

Readers Digest October issue on the drug control strategy (ONDCP)

\* Presidential participation

Materials: \*\*

Fact Sheet/Executive Summary (ONDCP)

Talking Points (Winston)

Generic speech insert (Winston)

Op-eds (ONDCP/Winston)

Magazine pieces (Winston)

Books (ONDCP)

Editorial packages (Winston)

Press releases from the Departments (Bates/Winston)

The White House Wire (Winston)

Specialized Plans Involving the Cabinet, to Come:

1. Satellite interviews plan (Tron)
2. Network TV plan (Tron)
3. Op-eds and magazine pieces plan (Grant)
4. Distribution of materials from the White House, RNC, Departments and Agencies (Winston/Williamson/ONDCP)

Open Questions:

1. involvement of Nancy Reagan in a Presidential event? a phone call?
2. Vice President Quayle's role
3. Congressional activities
4. Intergovernmental activities
5. Mrs. Bush's role -- a magazine article?

Davis/Martin  
August 26, 1989  
Title: Bismark  
Draft: Six

PRESIDENTIAL ADDRESS ON DRUGS: All Networks  
Tuesday, Sept. 5/9 p.m.

Good evening. Yesterday marked the unofficial end of summer, a time of family vacations, away from work and away from school. America has known many such peaceful and prosperous summers. But now yellow school buses are back on the streets; America's children are back in class; and our thoughts turn to the future.

This is the first time since taking the oath of office that I felt an issue was so important, so threatening, that it warranted directly talking with you, the American people. You, your friends, your neighbors and I agree that the gravest domestic threat facing our nation today is drugs.

Turn on the evening news, or pick up the morning paper and you'll see what some Americans know just by stepping out their front door: the most serious problem today is **cocaine**, and in particular, **crack**.

Who's responsible? Let me tell you.

Anyone who uses drugs.

Anyone who sells drugs.

And anyone who looks the other way.

Tonight, I will tell you how many Americans are using illegal drugs. I will present to you our national plan for

dealing with this threat. And I will ask for your help in what promises to be a difficult fight.

((Pick up vial)) This is crack cocaine seized last night by Drug Enforcement Administration agents just ten blocks from where I'm sitting now. It could just as easily have been heroin or PCP. It's as innocent-looking as candy, but it is turning our cities into battle zones and it is murdering our children by the thousands. Let there be no mistake, **this is the enemy.** ((Set vial down, out of camera range.))

Some used to call drugs just a benign form of recreation. They're not. Drugs are a creeping malignancy, a direct and terribly dangerous threat to our neighborhoods, to our homes and to our families and friends. Many of us have seen first hand the damage drugs do. All of us know that this has got to stop. And that's why this country has made a fundamental decision: we are ready, as never before, **to go on a war-footing against drugs.**

No one among us is out of harm's way. When a 3-year-old Seattle boy, while picnicking with his parents, finds a dirty needle and sticks himself -- and must now endure AIDS testing -- to tell you the truth, it breaks my heart. When cocaine -- one of the most deadly and addictive illegal drugs -- is available to school kids, it makes me furious. And when as many as 200,000 babies are born each year to mothers who use drugs -- babies who know the agony of withdrawal as they draw their first breath, then I know **this is a war we must win.**

Many citizens, and many communities, are already in the thick of it. Some Americans have even paid with their lives. Corporal Charles Hill, a Virginia policeman, was gunned down while trying to persuade a violent crack addict to release a hostage. ((Maria Hernandez, a New York woman, was shot in her bedroom one morning because she and her husband had confronted local drug dealers.)) These are American heroes -- heroes who struggled to save the future, the very soul, of America. We mourn their loss. And as a nation, we vow that they have not died in vain.

What exactly are we up against? Let me share with you the results of the recently completed Household Survey of the National Institute on Drug Abuse. It compares recent drug use to three years before. It tells us some very good news . . . and some very bad news. First, the good. ((Camera cuts to Slide One.)) ((PAUSE))

In 1985, the government estimated that 23 million Americans were using drugs on a "current" basis -- that is, at least once in the preceding 30 days. Last year, that number fell by 37 percent to 14.5 million. That means that almost nine million Americans have given up so-called casual drug use. ((Cut to Slide Two.))

Current use of the two most common, illegal substances -- marijuana and cocaine -- is down 36 and 48 percent respectively.

A change in attitude led to this decline in casual drug use, and there are many to thank for this: our brave law-enforcement

officers, parents, teachers, community activists, and business and labor leaders. I want to thank the media -- television, radio and the press -- for their exhaustive news and editorial coverage; and advertisers for their anti-drug campaign. Finally, I especially want to thank a President and a First Lady by the name of Reagan. All of these good people told the truth -- that drug use is wrong and dangerous.

But, as much comfort as we can draw from these dramatic declines in usage, there is also bad news -- very bad news.

((Cut to Slide Three.))

Among the more than eight million people who used cocaine at all in the past year, almost one million of them used it once a week or more.

What this means is that, in spite of the fact that overall cocaine use is down, habitual cocaine use has almost doubled. And habitual cocaine use -- especially crack use -- is our most pressing, immediate drug problem. ((PAUSE))

Make no mistake. There are no easy answers, no magic-bullet solutions. To win the war against addictive drugs like crack will take a national strategy all Americans can support.

Tonight, I want to announce America's first such strategy. As it was prepared, we talked with state, local and community leaders, law enforcement officials and rehabilitation experts. We talked with parents and kids. They all had a lot to say, wisdom to share. The result is a new comprehensive strategy, a coordinated strategy, and a new determination. Our weapons are

many: Schools and drug prevention programs; our treatment system; our laws and criminal justice system; and our foreign policy. Each of these is important, vital, necessary.

\*\*\* **First**, comes our determination to enforce the law, to make our streets and neighborhoods safe. Americans have a right to safety in and around their homes. To help you secure that safety, I am proposing a 133 percent increase -- or \$200 million -- in federal assistance to state and local law enforcement.

We have to be tough on drug crime -- much tougher than we are now. Sometimes that means tougher penalties. But more often it just means penalties that are swift and sure. We've all heard stories about drug dealers who are caught and arrested -- again and again -- but never punished. They should get what they deserve -- **justice**.

Our enforcement strategy is based on a simple philosophy: If you commit a drug crime, you will be caught. And if caught, you will be prosecuted. And if convicted, **you will do time**.

I am proposing that we enlarge our criminal justice system across the board -- at the local, state and federal levels alike. We need more prisons, more jails, more courts, more prosecutors. So tonight, I am requesting a \$1.4 billion increase in drug-related federal spending on law enforcement.

I also want to acknowledge a special problem. While illegal drug use is found in every community, nowhere is it worse than in our inner cities. The poor have always borne a disproportionate

share of suffering. But in America's past, their children didn't have to dodge bullets on the way to school. And they didn't have to worry about being mugged by crack gangs on the way home from work. These Americans deserve compassion. And they will be the first to tell you that in this case, compassion means strength.

We cannot, we will not, turn our backs on any of our neighbors in trouble, especially those who must live in drug-infested public housing projects. That is why I am seeking \$50 million through the Department of Housing and Urban Development to restore order -- by kicking the dealers out for good.

\*\*\* The **second** element of our strategy looks beyond our borders, where all the cocaine and crack sold on America's street is grown and processed; and where drug gangsters have slaughtered brave statesmen and honest judges. In Colombia alone, cocaine killers have murdered 178 judges, seven members of the supreme Court and a Justice Minister. The besieged governments of the drug-producing countries are ready to fight back, to help us crack the international drug rings. We must not leave them to fight alone.

The \$65 million emergency assistance announced two weeks ago is a first step in assisting some South American countries, the Andean nations, in their fight against the cocaine cartel. We have seen the government of Colombia, under the leadership of President Barco, set an example of heroism for the world. The Colombians have arrested suppliers, seized tons of cocaine and

confiscated the palatial homes of the drug lords. But Colombia faces a long, uphill battle, so we must be ready to do more.

Tonight I am also seeking an additional \$260 million in military and law enforcement assistance for the three Andean nations of Colombia, Bolivia and Peru. And I will ask Congress to assist these governments with a five-year, \$2 billion program to counter the producers, traffickers and smugglers of narcotics.

Later, I will hold a drug summit with the countries of our Hemisphere to develop an Inter-American strategy against the cartels. We must reach international agreements to make it easier to follow the trail of drug money back to the front-men and financiers. And we must adopt tougher rules of engagement against smugglers in the skies and on the high seas.

\*\*\* The **third** part of our plan concerns drug treatment. Experts believe that there are two million American drug users who stand a reasonable chance of improvement in well-designed, existing programs. But right now, only 40 percent of them are actually getting the help they need. This is simply not good enough.

Many people who need treatment won't seek it on their own. And some who do seek it are put on a waiting list. Most of our programs were set up to deal with heroin addicts, but today we have six times as many cocaine users. What's more, many treatment centers are not located in the towns or urban neighborhoods where they are most needed.

To improve our treatment facilities, I am proposing a 53 percent increase in federal spending on drug treatment -- or an increase of \$321 million.

We will work with the states to improve their treatment systems. We will encourage employers to establish Employee Assistance Programs that cover drug use. And, because addiction is a cruel inheritance, we will intensify our search for ways to identify, reach and treat expectant mothers who use drugs.

\*\*\* Fourth, we must stop illegal drug use before it starts. Unfortunately, it usually begins early -- in the first years of adolescence. But it usually doesn't start the way you might think, with a dealer or addict furtively hanging around a school playground. More often, kids first try drugs as a dare from their friends. So to keep drug use from starting is largely a matter of fighting peer pressure.

Tonight, I am proposing a \$233 million increase in federal funds for school and community prevention programs that help young people -- and adults -- reject enticements to try drugs. And because words alone are not enough, I am proposing something else. I call on every school, college and university -- and every workplace -- to adopt tough but fair policies about drug use by students and employees. Those that do not adopt such policies will not get federal funds. Period.

The private sector also has a role to play. A businessman by the name of Jim Burke told me he was haunted by the thought --

a nightmare really -- that somewhere in America, at any given moment, there is a teen-age girl giving birth to a child addicted to cocaine. So Jim did something. He and other businessmen and -women raised hundreds of millions of dollars for a national ad campaign against drugs. And now they are determined to raise a million dollars a day for the next three years, a billion dollars total, all to promote the anti-drug message.

Next week I will take this same message to the children of America in a special television address, one that I hope will reach every school, every teen-ager. But drug education doesn't begin in class or on T.V. It must begin at home. **Parents** must set the first example of a drug-free life.

These are a few of the most important elements in my plan to fight drugs. There are many others. They are all designed to mesh into a powerful whole, to draw strength from one another. To sustain a national effort, a winning effort. To mount an aggressive attack on the problem from every angle.

Such an approach will not come cheaply. Last February, I asked for a \$635 million increase in the drug budget for the coming year. Now, after six months of careful study, we have identified an immediate need for two billion dollars more. I am proposing a 1990 drug-budget totaling almost eight billion dollars -- the largest single increase in history.

Still, some will say that we are not spending enough money. And in a sense, they are right. There is not enough money in the

Treasury -- and in all the family bank accounts of America -- to end this scourge.

Yes, dollars are vital. But a sense of national determination, born of anger, is the key. Let our outrage unite us, and bring us together behind this one plan of action, **an assault on every front.**

We must summon our national will, from the White House, to the statehouse, to the courthouse, from the boardroom to the pulpit, from every workplace to every classroom in America. Wherever Americans work, study, play or pray, we must join together for this single purpose.

I challenge the newspapers of this country to print the names of all those arrested for selling -- and for using -- drugs.

I challenge our doctors and health professionals to give, when they can, pro bono work in drug counseling and rehabilitation.

I challenge every citizen who knows someone who is using drugs to encourage them to get help.

I pledge to do my part. But I need your help. More important, the children of America need your help. Today -- **right now.**

You can make a unique contribution. Call your local drug prevention program. Be a Big Brother or Sister to a child in need. Pitch in with your local Neighborhood Watch program. Whether you donate your time, serve as a counselor, or

participate in a fundraising drive, there are no mundane tasks in the war on drugs. Every volunteer counts.

From the schools of Los Angeles to Bowling Green, Kentucky, armies of volunteers are taking up the fight against drugs. What can one person do? Consider Dr. Lorraine Hale who was driving through Harlem, only to see a young mother -- an addict -- holding a baby in her lap. On impulse, Dr. Hale parked, and asked the woman to take the baby to the home of Clara Hale, her mother. From this simple beginning, Lorraine and Clara Hale, and a team of helpers, now nurse hundreds of drug-addicted babies back to health.

So there are solutions. People like the Hales. Any parent who talks to a child about the dangers of drugs.

Any employer who bans drugs from the workplace.

Any school that takes a hardnosed stance.

Any neighborhood in which drugs are not welcome.

And finally, anyone who refuses to look the other way.

Of course, victory will take hard work and many years. But we must not relent -- too many young lives are at stake.

Not long ago, I read a newspaper story about a little boy named Dooney, who, until recently, lived in a crack house in a suburb of Washington, D.C. In Dooney's neighborhood, children don't flinch at the sound of gunfire. And when they play, they pretend to sell to each other small white rocks they call crack.

Life at home was so dismal that Dooney begged his teachers to let him sleep on the floor at school. And, when asked about

((Grant))  
August 29, 1989  
Draft two  
A:college

PROPOSED PRESIDENTIAL ARTICLE  
TO RUN IN 850 COLLEGE NEWSPAPERS NATIONALLY  
ON NATIONAL DRUG STRATEGY

Summer is over and classes are back in session. As we begin the school year, our thoughts again turn to the future -- a future gravely threatened by drugs.

Americans agree that the biggest threat we are facing as a nation is drugs, in particular cocaine and crack.

Who is responsible? Anyone who uses drugs. Anyone who sells drugs. Anyone who looks the other way.

Some people used to call drugs just a benign form of recreation. They're not. Drugs are a direct and extremely serious threat to our schools, our homes, our friends and our families. It doesn't matter where you live or what school you attend. No one among us is out of danger. The inner cities, the small towns, and the college campuses are all under siege -- because America is under siege.

On September 5, I announced a comprehensive national strategy to end the siege -- to fight drugs with tougher laws, *and enforcement and improved interdiction, treatment* and prevention. The programs we've proposed are an all-out assault against the evil of drug use and drug trafficking. We are aggressively attacking the problem from every angle, and proposing a 1990 drug-budget totaling <sup>over</sup> seven and a half billion dollars -- *(* the largest single increase in history. *)*

*America's*

~~It isn't a Republican or Democratic issue -- we are~~ on war footing in the fight against drugs. ~~We don't need compromise or the middle course. We need bold confrontation.~~ Yet the most important weapons in the war on drugs are the least tangible: self-discipline, courage, character, support from one's family, faith in God and in one's self.

Fundamentally, the drug problem in America is not one of supply, but of demand. ~~As much as we do to bust the smugglers,~~ *We are taking strong action* ~~and dealers,~~ *to stop the flow of drugs into this country,* ~~as long as Americans are willing to pay for illegal drugs,~~ *that* ~~somebody somewhere in the world will sell them.~~ *buy*

Recently, I met with Mrs. Everett Hatcher, the widow of a veteran DEA agent who was killed by druglords. A woman of considerable dignity, she put responsibility for her husband's death squarely on "casual" users of cocaine. She's right -- and there is now blood on their hands. Similarly, President Barco of Colombia recently made an appeal, ~~in English,~~ *to* Americans ~~that they~~ stop buying the cocaine ~~which is~~ causing the slaughter of innocent civilians in the drug wars there.

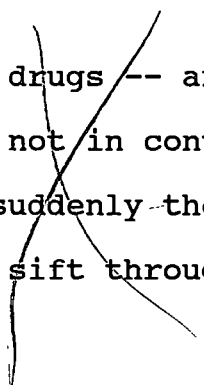
College campuses have long been centers of social consciousness in this country, places where students have raised their voices to protest oppression, injustice and human rights violations around the world. Yet, drugs are the cause of more oppression, injustice and death than any government regime or tyrant. But where <sup>is</sup> ~~are~~ the <sup>sound of</sup> ~~protestors~~? Innocent bystanders are killed at random on city streets. Babies are born addicted to crack and heroin. Young children are forced into the drug trade

by addicts. What greater human rights violations exist? What greater injustices? Yet, we see recreational drug users on the college campuses who are ambivalent to the death and destruction they are financing.

*The solution is in*  
*in every campus*  
*Collect campus*  
*culture of*  
~~I believe that a social conscience still exists in every college student.~~ <sup>out</sup> The way to protest the misery and oppression brought about by drugs is not to march in the streets, but to commit yourself to staying away from drugs -- and working to keep them away from your friends. Drug use doesn't usually begin the way ~~you would~~ <sup>most people</sup> think, with young people getting their first drugs from an addict or a dealer. Instead, they get them ~~for~~ free from friends // who think casual drug use hurts no one. Peer pressure is what spreads drug use.

What confounds me most when I read of "casual" drug use by college students is this: Why take the risk? You are attending college to open your minds and the doors to your future -- to make something of yourself; to prepare yourself for a life of meaning and adventure. But those who use recreational drugs are rolling loaded dice, and the stakes are high. They are risking years of study, everything they've worked for, and everything that lies ahead of them. They are literally gambling away their lives. Those who will try anything once may not get a second chance.

When you experiment with drugs -- and the opportunity to do so is always there -- you are not in control. Drugs will tear you up and spit you out, and suddenly the joke's on you. Drugs make fools of people, left to sift through the consequences of



4

what they've done -- not a very productive experiment if you're trying to choose your opportunities wisely.

So as you head to class, think about the future. Think about what you can do to improve yourself, and think about the ~~every student who has to make~~ <sup>drugs or a drug free life</sup> decisions that are facing you. In addition to the hard-earned diploma you'll be handed, graduation from college means gaining strength of character and a sense of potential. There are plenty of people who receive college degrees, but the ones who come out ahead are the ones who chose to stay away from drugs. Make the right choice and come out ahead.

###

Every student in America at some point, -- at a party, in a locker room, in a dorm room, -- every student must choose to accept or reject drugs.

It is no one's decision but theirs.

Make <sup>the right</sup> your own decision or drugs will make ~~them~~ <sup>the wrong one's</sup> for you.

# CLOSE HOLD

DRAFT: August 11, 1989

## NATIONAL DRUG CONTROL STRATEGY EXECUTIVE SUMMARY

### INTRODUCTION

Most Americans believe that illegal drugs represent the gravest present threat to our national well-being. The evidence reinforces this concern:

**Crime:** Fear of drugs and attendant crime are at an all-time high. Rates of drug-related homicide continue to rise -- sometimes alarmingly -- in cities across the country.

**Health:** The number of drug-related emergency hospital admissions increased by 121 percent between 1985 and 1988, as many as 200,000 babies are born each year to mothers who use drugs, and intravenous drug use is now the single largest source of new AIDS virus infections.

**The Economy:** A U.S. Chamber of Commerce estimate puts annual gross drug sales at \$110 billion -- more than our total gross agricultural income, and more than double the profits enjoyed by the Fortune 500 companies combined.

**Overseas:** In many foreign nations the drug trade and drug-inspired violence and corruption are causing serious social, economic, and political disruption. Trafficking threatens stability and democratic institutions.

However, there is also some positive news. Recently, the National Institute of Drug Abuse (NIDA) released the results of its National Household Survey on Drug Abuse -- the first such national study of drug use since 1985. The survey found the number of Americans using any illegal drug on a "current" basis (i.e., at least once in the 30-day period preceding the survey) has dropped 37 percent: from 23 million in 1985 to 14.5 million last year.

The survey tells us that, despite the persistent widespread availability of illegal drugs, millions of Americans who once used them regularly appear to have given them up altogether. This and other surveys indicate that many others -- young people for the most part -- have been successfully induced not to try drugs in the first place.

But the NIDA survey also found that "frequent" use of cocaine in any form (i.e., the number of respondents who report ingesting the drug one or more times each week) is up a shocking 33 percent since 1985. One word probably explains much of the intensifying drug-related chaos that we see every day: crack.

There are really two drug wars to be fought. The first and easiest is against "casual" use of drugs, and that is being won. The other, much more difficult war is against addiction to cocaine, by far the most common dangerous drug of abuse. On this second front, increasingly located in our cities, the war is being lost -- badly.

To win the drug war it is important first to come to terms with the drug problem in its essence: drug use itself must be reduced. Next, it is necessary to be scrupulously honest about the difficulties that are faced and set reasonable goals and objectives. Finally, there must be created something that has never existed before: a comprehensive, fully integrated national drug control strategy -- a strategy with particular emphasis on attacking the use of crack cocaine.

The draft Strategy (hereinafter "Strategy") lays out a coordinated plan of attack involving all basic anti-drug initiatives and agencies. Following the Introduction, seven chapters examine the "fronts" on which the drug war must be waged: Criminal Justice; Treatment; Education, Community Action, and the Workplace; International Policies; Interdiction; Research; and Intelligence. Each chapter is preceded by a summary of the recommendations contained therein.

Several Appendices are included with the Strategy. Quantified goals and measures of success, as required by Section 1005(b) of the Act, are set forth in Appendix A. Also included are implementation plans (Appendix B), recommended State anti-drug legislation (Appendix C), Federal designations of high-intensity drug trafficking areas (Appendix D), a plan for improved automatic data processing and management among Federal drug agencies (Appendix E), and a list of individuals consulted in writing the Strategy (Appendix F).

Several fundamental themes underlie the Strategy, including:

- society has been too permissive of drug use;
- better coordination and management of government efforts is needed;
- State and local governments should adopt Federal principles of accountability as a model in developing their anti-drug strategies; and
- efforts should focus heavily on certain aspects of the problem, such as cocaine.

What follows is a summary of the key elements of the National Drug Control Strategy.

## I. CRIMINAL JUSTICE

### Overview

The absence of a significant risk of punishment for illegal drug activity is perhaps the single greatest hindrance to drug reduction efforts. More predictable, severe sanctions provided by the criminal justice system will be one of the most powerful forms of drug prevention. They will make it increasingly difficult to engage in any drug activity with impunity.

In order to be an effective deterrent, the criminal justice system must expand to accommodate more people at every point, from arrest through prosecution, release, and final supervision. This means more law enforcement officers, prosecutors, judges, courtrooms, and jails.

### Recommendations

- o Increase Federal funding to States and localities for street-level law enforcement.
- o Provide Federal funding to States for planning, developing, and implementing alternative sentencing programs for non-violent drug offenders, including house arrest and boot camps.
- o Increase Federal funding for Federal law enforcement activities, including courts, prisons, prosecutors, and law enforcement officers. Additional resources will be targeted for Federal money laundering investigations.
- o Tighten bail, probation, parole and sentencing practices. Require drug testing of prisoners, parolees and arrestees.
- o Expand programs to eradicate the domestic marijuana crop.
- o Provide funding through the Department of Housing and Urban Development to improve security systems for public housing projects.
- o Encourage States to prosecute vigorously all misdemeanor drug offenses.
- o Strongly encourage States to adopt policies revoking the drivers licenses of those convicted of a drug offense and recommend model drivers license revocation legislation to the States.

- o Coordinate the efforts of Federal law enforcement agencies through a senior level interagency coordinating group and use interagency and intra-agency cooperation as a criteria for employee career advancement evaluations.

## II. TREATMENT

### Overview

Effective treatment is an important part of the overall strategy to reduce drug use. Millions of Americans need help to stop using drugs. Responsible and compassionate public policy requires that our nation's drug treatment capacity be increased.

### Recommendations

- o Expand the availability of drug treatment by increasing treatment capacity and the range of treatment methods available.
- o Expand and improve Federal information collecting and research to increase the data on effective programs, especially those targeted to cocaine and crack dependency.
- o Hold treatment programs receiving Federal funds accountable for their effectiveness.
- o Improve the efficacy of drug treatment by encouraging treatment facilities to coordinate among themselves so that resources match community needs and drug users are referred to the most appropriate treatment modality.
- o Encourage treatment facilities to coordinate better with health and social service agencies so that drug-dependent persons who need additional services are better served.
- o Explore ways to increase the use of "civil commitment" as a means of bringing more drug-dependent persons into the treatment system.
- o Expand outreach and treatment efforts for pregnant women and newborn babies, a special population of drug users.
- o Encourage States and private insurance companies to cover outpatient and other less intensive forms of treatment for drug use. Conduct a thorough review of Federal policy to determine whether changes in Federal coverage are necessary.

#### IV. INTERNATIONAL

##### Overview

The international drug trade poses a serious threat to the welfare, economy, and national security of the United States. The principal foreign drug threats are cocaine, heroin, and marijuana. Programs are needed to deter and incapacitate international production and the trafficking organizations responsible for bringing these drugs into the U.S. Other nations must be motivated to engage their resources and efforts to defeat international narcotics trafficking.

##### Recommendations

- the financing the merchants & bringing them of death*
- o Develop a comprehensive, sustained multi-year assistance effort involving economic, military, and law enforcement support to the governments of coca-producing (cocaine) nations.
  - o Convince other countries to exert influence on opium-growing (heroin) nations.
  - o Strengthen foreign law enforcement and eradication programs for coca, opium, and marijuana. Persuade countries to reduce processing and distribution, and improve U.S. border interdiction.
  - o Attack international trafficking by focusing on the financial aspects of the trade. Support international agreements to criminalize and punish money laundering.
  - o Impose stringent controls and press for international agreements on the export of precursor chemicals used in the production of illegal drugs.
  - o Strengthen the process of certifying drug control efforts by the major drug producing and transit countries.

#### V. INTERDICTION

##### Overview

Effective interdiction is critical in the effort to reduce the flow of drugs. Interdicting illegal drug shipments and intercepting other resources is an important method of attacking the drug trade at home and abroad. Interdiction should focus not only on drug seizures, but also on creating serious personal

and financial risk for trafficking organizations and their top level personnel.

### Recommendations

- o Develop comprehensive agency-wide information-based approaches to interdiction and better manage our interdiction planning and coordination.
- o Target high value shipments and high level drug traffickers.
- o Maintain and improve operations aimed at apprehending money couriers and shipments.
- o Review policies and enforcement programs to deter general aviation pilots transporting illicit drugs near or into the U.S.
- o Continue the policy of interdicting maritime vessels transporting illicit drugs to the United States by both unilateral U.S. maritime operations and joint operations with source and transit countries.
- o Enhance border control systems, operations, and activities.

## VI. RESEARCH

### Overview

The quality of information, research, and technological capabilities available to implement drug control policies and programs must be improved. A more up-to-date and flexible data base is needed to refine and target drug control efforts. Technology must be developed and adapted to aid in law enforcement. More medical research is also needed into the causes of and treatment for drug addiction.

### Recommendations

- o Establish a Drug Control Research and Development Committee under the auspices of the Office of National Drug Control Policy to set research policies and priorities, coordinate data collection, and assist agencies in acquiring technologies to suppress the flow of illegal drugs.

## GOALS AND OBJECTIVES (APPENDIX A)

### Overview

The Strategy includes comprehensive, research-based, long-range goals for reducing drug use as well as short-term measurable objectives. There are ten goals for reducing drug use in two stages of measurement: during the next two years and over the next ten years. Specific percentage reductions are proposed in the ten categories, including overall drug use, use of specific drugs, use by certain age groups, and overall supply reductions.

### Recommendations

One of the fundamental recommendations calls for a reduction in the number of persons reporting any use of illegal drugs in the past month. The ten-year goal is a reduction of 50 percent and the two-year goal is a reduction of 10 percent.

## BUDGET RECOMMENDATIONS (APPENDIX B)

### Overview

The federal government's drug control budget should accurately reflect priorities articulated in the President's National Drug Control Strategy.

### Recommendations

#### Key funding priorities for fiscal year 1990:

- o Increase assistance to State and local law enforcement;
- o Build more Federal prisons, expand Federal and State courts and correctional systems, and add more prosecutors;
- o Expand resources for treatment and prevention programs;
- o Initiate a major anti-drug campaign in the source countries;
- o Establish order in the nation's public housing projects;
- o Step up efforts against money laundering operations;
- o Provide sufficient resources to operate and maintain our border interdiction system at its present level.

The following priorities will be added in 1991 and 1992:

- o Expand inter-agency drug task force operations;
- o Augment drug intelligence capabilities;
- o Strengthen the Border Patrol along the Southwest border;
- o Reduce the amount of marijuana cultivated on American soil.

Specific Amounts

A \$2 billion increase in drug funding, from \$5.6 billion in 1989 to \$7.6 billion in 1990. Major changes over FY 1989 are:

- o State and Local law enforcement assistance +\$ 200 million
- o Treatment and Prevention programs +\$ 565 million
- o Federal Prisons, Prosecutors and Courts +\$ 790 million
- o Resources for interdiction would be reduced slightly to help offset the above increases -\$ 80 million
- o Still under review by the NSC:  
     [International initiatives +\$ 290 million]

HIGH INTENSITY DRUG TRAFFICKING AREAS

The 1988 Anti-Drug Abuse Act authorizes the Director of the Office of National Drug Control Policy to designate specified areas of the United States as "high intensity drug trafficking areas," for purposes of targeted Federal assistance. Such designations will be made in a subsequent Strategy, after consulting with the Attorney General and appropriate governors.

((Grant))  
August 29, 1989  
Draft one  
A:college

PROPOSED PRESIDENTIAL ARTICLE  
TO RUN IN 850 COLLEGE NEWSPAPERS NATIONALLY  
ON NATIONAL DRUG STRATEGY

Summer is over and classes are back in session. As we begin the school year, our thoughts again turn to the future -- a future gravely threatened by drugs.

If you turn on the local news or pick up the newspaper, you'll see what some Americans know just by stepping out their front door: the biggest problem today is cocaine and crack.

Who is responsible? Anyone who uses drugs. Anyone who sells drugs. Anyone who looks the other way.

Some people used to call drugs just a benign form of recreation. They're not. Drugs are a creeping malignancy that threaten our schools, our homes, and our families.

It doesn't matter where you live or what school you attend. It doesn't matter what your race or background is. It doesn't matter if you are rich or poor. No one is too young or too innocent to be out of danger. The inner cities, the small towns, and the college campuses are all under siege -- because America is under siege.

On September 5, I announced a comprehensive national strategy to end the siege -- to fight drugs with tougher laws, interdiction, treatment, and prevention. The programs we've proposed are designed to mesh together, to sustain a national effort. We are aggressively attacking the problem from every

~~anywhere~~ But where are the protestors? Innocent bystanders are killed on city streets at random, babies are born addicted to crack and heroin, young children are forced into the drug trade by addicts, what greater human rights violations exist? What greater injustices? Yet, we see recreational drug users on the college campuses who are ambivalent to the death and destruction they are financing.

What confounds me most when I read of "casual" drug use by college students is this: Why ~~waste your time?~~ <sup>take the risk</sup> You are attending college to open ~~the doors~~ <sup>your minds and</sup> to your future -- to make something of yourself; <sup>prepare yourself for a life of meaning</sup> ~~to become qualified to enter any number of jobs after graduation,~~ <sup>and adventure</sup> ~~to become an educated adult.~~ But those who use recreational drugs are rolling <sup>loaded and</sup> the dice, and raising the stakes <sup>enough</sup> fast. They are <sup>using it</sup> gambling years of study, everything they've worked for, and everything that lies ahead of them. ~~Even~~ <sup>they are</sup> ~~their lives.~~ Those who will try anything once may not get a second chance.

College isn't simply a matter of having choices ~~in front of you~~ but picking the ~~best choices~~ <sup>right ones</sup> available to you. Part of this involves taking risks. Away from home, choosing your course of study, you can call your own shots. But you've got to choose your opportunities wisely, for whether you realize it yet or not, they will affect the rest of your life. You've got it all in your hands.

When you experiment with drugs -- and the opportunity to do so is always there -- you are not in control. Drugs will tear you up and spit you out, and suddenly the joke's on you. Drugs

literally  
gambling  
away

angle, and proposing a 1990 drug-budget totaling seven and a half billion dollars -- the largest single increase in history.

It isn't a Republican or Democratic issue -- we are on war footing in the fight against drugs. We don't need compromise or the middle course. We need bold confrontation. Yet the most important weapons in the war on drugs are the least tangible: self-discipline, courage, character, support from one's family, faith in God and in one's self.

Fundamentally, the drug problem in America is not one of supply, but of demand. As much as we do to bust the smugglers and dealers, as much as we do to stop the flow of drugs into this country, as long as Americans are willing to pay ~~billions of dollars~~ <sup>sell</sup> for illegal drugs, somebody somewhere in the world will ~~provide~~ <sup>sell</sup> them.

Recently, I met with Mrs. Everett Hatcher, the widow of a veteran DEA agent who was killed by druglords. A woman of considerable dignity, she put responsibility for her husband's death squarely on "casual" users of cocaine. She's right -- and there is now blood on their hands. Similarly, President Barco of Columbia blamed "casual" American users when he was asked who was responsible for the slaughter of innocent civilians in the drug wars there.

College campuses have long been <sup>centers</sup> ~~the hotbed~~ of social consciousness in this country, places where students often join <sup>have raised their</sup> ~~in protest of~~ <sup>to</sup> oppression, <sup>and</sup> injustice and human rights violations around the world. <sup>yet</sup> Drugs are the cause of more oppression, injustice and deaths <sup>X</sup> than any government regime or tyrant.

make fools of people, left to sift through the consequences of what they've done -- not a very productive experiment if you're trying to choose your opportunities wisely.

So as you head to class, think about the future. Think about what you can do to improve yourself, and think about the decisions that are facing you. In addition to the hard-earned diploma you'll be handed, graduation from college means gaining strength of character and a sense of potential. There are plenty of people who receive college degrees, but the ones who come out ahead are the ones who chose to stay away from drugs. Make the right choice and come out ahead.

# # #

THE WHITE HOUSE  
WASHINGTON

August 11, 1989

SCHEDULE PROPOSAL:

TO: JOSEPH HAGIN  
DIRECTOR, PRESIDENTIAL APPOINTMENTS AND SCHEDULING

THROUGH: DAVID DEMAREST  
DIRECTOR, OFFICE OF COMMUNICATIONS

CHRISS WINSTON *cu*  
DEPUTY ASSISTANT TO THE PRESIDENT FOR  
COMMUNICATIONS

KRISTIN CLARK TAYLOR *KT*  
DIRECTOR, MEDIA RELATIONS

FROM: CHERYL KIENEL *CK*  
MEDIA RELATIONS

REQUEST: Briefing on the National Strategy for the War on  
Drugs with the President and regional print media

PURPOSE: To provide the President an opportunity to  
interact with metro reporters from regional press  
on the newly introduced National Strategy for the  
War on Drugs

BACKGROUND: The Drug Policy office has indicated the vital  
role that state and local communities will play  
in the success of the National Strategy. Thus the  
regional media will be an ideal mechanism to  
communicate to "home town America".

The print reporters in attendance will be those  
that cover the crime/drug beat in their  
cities. They will represent regions designated by  
Drug Policy as "high intensity areas". They also  
will be from states Drug Policy has targeted  
because of pending drug legislation in their state  
assemblies.

DATE AND TIME: September 6

LOCATION: TBD

Page 2  
Schedule Proposal  
Regional Print Media

PARTICIPANTS: The President <sup>65</sup>  
Approximately 30 regional print reporters  
Media Relations Staff

REMARKS: Talking points to be provided

PRESS PLAN: TBD

MK -

8/28

Here's the drug  
briefing info. Let me  
know if you need more.  
Cheryl

LIST OF ATTENDEES

~~PRINT~~

FOR REGIONAL  
DRUG BRIEFING

Richard Robertson *will call*  
City Editor  
Arizona Republic  
P.O. Box 1950  
Phoenix, Arizona 85001

Jim Bettinger  
City Editor  
San Jose Mercury-News  
750 Ridder Park Drive  
San Jose, California 95190

Kate Marimont  
City Editor  
Little Rock Arkansas Gazette  
P.O. Box 1821  
Little Rock, Arkansas 72203

Rob Reuteman  
City Editor  
Rocky Mountain News  
400 W. Colfax  
Denver, Colorado 80204

Pete King  
City Editor  
Los Angeles Times  
Times-Mirror Square  
Los Angeles, California 90053

Mary Jo Meisner  
City Editor  
Washington Post  
1150 15th Street, N.W.  
Washington, D.C. 20071

Tim Porter  
Metro Editor  
San Francisco Examiner  
110 5th Street  
San Francisco, California 94103

Steve Kramer  
City Editor  
Ft. Lauderdale Sun-Sentinel  
101 N. New River  
Ft. Lauderdale, Florida 33301

*Kevin Davis*  
*9/24/62*  
*350-52-5235*

Chris Morris  
City Editor  
Miami Herald  
One Herald Plaza  
Miami, Florida 33132

Michael Shultz  
Metro Editor  
Baltimore Evening Sun  
501 N. Calvert Street  
Baltimore, Maryland 21278

Pamela Fine  
City Editor  
Atlanta Constitution  
P.O. Box 4689  
Atlanta, Georgia 30302

Peter Mancusi  
City Editor  
Boston Globe  
P.O. Box 2378  
Boston, Massachusetts 02107

Ellen Soeteber  
City Editor  
Chicago Tribune  
435 N. Michigan Avenue  
Chicago, Illinois 60611

Mike Bello  
City Editor  
Boston Herald  
One Herald Square  
Boston, Massachusetts 02106

Peter Kovacs  
City Editor  
New Orleans Times-Picayune  
3800 Howard Avenue  
New Orleans, Louisiana 70140

Chip Visci  
City Editor  
Detroit Free Press  
321 W. Lafayette Blvd.  
Detroit, Michigan 48231



Darryl Levings  
City Editor  
Kansas City Star  
1729 Grand Avenue  
Kansas City, Missouri 64108

Karen Moses  
City Editor  
Albuquerque Journal  
P.O. Drawer J  
Albuquerque, New Mexico 87103

Bob Gibson  
City Editor  
Billings Gazette  
P.O. Box 36300  
Billings, Montana 59107-6300

Richard Galant  
New York Metro Editor  
Newsday  
235 Pinelawn Road  
Melville, New York 11747

Charlie Zobell  
City Editor  
Las Vegas Review-Journal  
P.O. Box 70  
Las Vegas, Nevada 89125

John Darnton  
City Editor  
New York Times  
229 W. 43rd Street  
New York, New York 10036

Leonard Fisher  
City Editor  
Newark Star-Ledger  
Star Ledger Plaza  
Newark, New Jersey 07101

Joe Dill  
City Editor  
Fargo Forum  
P.O. Box 2020  
Fargo, North Dakota 58107

Kerry Klumpe  
Metro Editor  
Cincinnati Enquirer  
617 Vine Street  
Cincinnati, Ohio 45201

Steve Jetton  
City Editor  
Houston Chronicle  
801 Texas Avenue  
Houston, Texas 77002

Gary Clark  
City Editor  
Cleveland Plain Dealer  
1801 Superior Avenue, N.E.  
Cleveland, Ohio 44114

Ernie Makovy  
City Editor  
Dallas Times-Herald  
1101 Pacific Avenue  
Dallas, Texas 75202

Bob Caldwell  
City Editor  
Portland Oregonian  
1320 S.W. Broadway  
Portland, Oregon 97201

Gordon Hickey  
Police Reporter  
Richmond News Leader  
Box C - 32333  
Richmond, Virginia 23293

*David L. Hegan*  
*4/19/59*  
*531-72-3568*

Bill Marimow  
City Editor  
Philadelphia Inquirer  
P.O. Box 8263  
Philadelphia, Pennsylvania 19101

SENDING  
*Michael A. Ruane*  
*3/22/49*  
*174-40-6799*

TV

News Director  
WICS-TV  
2680 East Cook Street  
Springfield, Illinois 62708

News Director  
WCMH-TV  
Box 4  
Columbus, Ohio 43216

News Director  
WRGB-TV  
1400 Balltown Road  
Schenectady, New York 12309

News Director  
WHTM-TV  
Box 5860, 3235 Hoffman Street  
Harrisburg, Pennsylvania 17110-5860

News Director  
WLNS-TV  
2820 E. Saginaw  
Lansing, Michigan 48912

News Director  
WKOW-TV  
Box 100  
Madison, Wisconsin 53701

News Director  
KCRA-TV  
3 Television Circle  
Sacramento, California 95814-0794

News Director  
WKRN-TV  
441 Murfreesboro Road  
Nashville, Tennessee 37210



Ike Pappas  
Ike Pappas Network Productions, Inc.  
2030 M Street, NW  
Washington, D.C. 20036

News Director  
WTTG-TV  
5151 Wisconsin Avenue, N.W.  
Washington, D.C. 20016

News Director  
KFYI-AM Radio  
631 North First  
Phoenix, Arizona 85003

News Director  
KDEN-AM Radio  
5660 South Greenwood Place Boulevard  
Englewood, Colorado 80111

News Director  
KARN-AM Radio  
P.O. Box 4189  
Little Rock, Arkansas 72214

News Director  
WTOP-AM Radio  
4646 40th Street, Northwest  
Washington, D.C. 20016

News Director  
KABC-AM Radio  
3321 South LaCienega Boulevard  
Los Angeles, California 90016

News Director  
WINZ-AM Radio  
4330 Northwest 207th Drive  
Miami, Florida 33055

News Director  
KCBS-AM Radio  
One Embarcadero Center  
San Francisco, California 94111

News Director  
WCNN-AM Radio  
206 CNN Center  
Atlanta, Georgia 30303

News Director  
WMAQ-AM Radio  
Merchandise Mart Plaza  
Chicago, Illinois 60654

News Director  
WXYT-AM Radio  
Box 905  
Detroit, Michigan 48037

News Director  
WSMB-AM Radio  
Maison Blanche Building  
13th Floor  
New Orleans, Louisiana 70140

News Director  
KMBZ-AM Radio  
4935 Belinder Road  
Shawnee Mission, Kansas 66205

News Director  
WBAL-AM Radio  
3860 Hooper Avenue  
Baltimore, Maryland 21211

News Director  
KGHL-AM Radio  
2070 Overland Avenue  
Suite 103  
Billings, Montana 59102

*Sending: Mark Miller  
11/14/58  
219-56-5848*

News Director  
WEEI-AM Radio  
4450 Prudential Tower  
Boston, Massachusetts 02199

News Director  
KNUU-AM Radio  
2001 East Flamingo Road  
Number 101  
Las Vegas, Nevada 89119

RADIO

News Director  
WABQ-AM Radio  
1400 Central Southeast  
Suite 2200  
Albuquerque, New Mexico 87106

News Director  
WERE-AM Radio  
1500 Chester Avenue  
Cleveland, Ohio 44114

News Director  
WINS-AM Radio  
888 7th Avenue  
New York, New York 10106

News Director  
KXL-AM Radio  
Box 14957  
Portland, Oregon 97214

News Director  
KDSU-FM Radio  
North Dakota State University  
Fargo, North Dakota 58105

News Director  
WCAU-AM Radio  
City Avenue and Monument Road  
Philadelphia, Pennsylvania 19131

News Director  
WCKY-AM Radio  
219 McFarland Street  
Cincinnati, Ohio 45202

News Director  
KPRC-AM Radio  
8181 Southwest Freeway  
Houston, Texas 77074

~~RADIO~~

News Director  
WANI-AM Radio  
Box 11528  
Richmond, Virginia 23230

News Director  
USA-1  
2290 Springlake, Suite 107  
Dallas, Texas 75234

COMMUNICATIONS PLAN FOR ANNOUNCEMENT OF NATIONAL DRUG STRATEGY

SATELLITE MEDIA -- TOURS AND NETWORK PROGRAMS

(The following satellite activities would commence the afternoon of the announcement and continue through the weekend.)

SATELLITE MEDIA TOURS

In an effort to "hit" local media markets that have high drug usage or trafficking problems, key Cabinet Members will perform satellite tours. These tours will occur in mid-afternoon on September 5th. Each Cabinet Member will be asked to donate <sup>to be avail</sup> ~~one~~ hour of their time to be broadcast into selected markets. While these markets would be determined in consultation with the Cabinet Members' public affairs director, the following is a suggested schedule of markets.

Director Bennett - CONUS Broadcasting

- WCVB - Boston
- KHJ - Los Angeles
- KPRC - Houston
- WTVJ - Miami
- KCNC - Denver
- WVUE - New Orleans

Attorney General - NEWSFEED Network

- WLS - Chicago
- KTVI - St. Louis
- WFAA - Dallas
- KYW - Philadelphia
- WDIV - Detroit
- WPIX - New York

Satellite interviews

Coverage  
cab participation in announcement + promotion of Natl Drug Strategy

6-7 pm

for live interviews in selected markets. maybe after the speech on Tues

but more likely Wed.

Several interviews will be live others pre-taped according to time zones.

Save an hour  
the following day  
before  
mtg tomorrow

Some cities may go live

Sec. Cavazos - NEWSLINK Network  
WFLA - Tampa  
WUAB - Cleveland  
KGTV - San Diego  
KOB - Albuquerque  
WDAF - Kansas City  
WWOR - Secaucus, NJ

Sec. Sullivan - GILLETT Group  
WMAR - Baltimore  
WITI - Milwaukee  
WAGA - Atlanta  
WOKR - Rochester  
WSMV - Nashville

Secretary Skinner - IN WASHINGTON/ANB  
KATV - Little Rock  
KMTU - Omaha  
WKYT - Lexington  
KGAN - Cedar Rapids  
WPTA - Fort Wayne

+ Baker  
world  
Net

Secretary Kemp - POTOMAC Communications  
KXLY - Spokane  
WVH - Hartford  
KCRA - Sacramento  
WTAE - Pittsburgh  
KTVH - Phoenix  
WLWT - Cincinnati

Secretary Brady - COX Broadcasting  
KTVU - San Francisco  
WSOC - Charlotte  
WHIO - Dayton  
KDNL - St. Louis  
WFTV - Orlando

Each interview will last approximately five minutes and will be market exclusive (except for the St. Louis market) with the top news station in each market. In large markets, such as New York and Los Angeles, we could transmit another Secretary to an additional station.

NETWORK TALK SHOWS / PUBLIC AFFAIRS

have Alice do booking

each cab mem asked to be avail that wk to be part as spokesman in network interview shows. The following is a timeline for the network talk shows and other public affairs programs. Where "Cabinet Member" is designated, any of the following may be inserted for that program: Attorney General Thornburgh, Secretaries Cavazos, Sullivan, Kemp, Brady, and Skinner. Bennett

with coord booking. if you can out of town or unavailable please let us know ASAP

Sunrise } Sunday show

The Vice President is another excellent representative to talk about the strategy's overall goals. We recommend urging him to participate. Coordination with the Vice President's staff will be critical to ensure a smooth booking procedure.

OK

Morning Network Programs - As part of the marketing plan, one of the morning programs would be approached, preferably Good Morning America or the Today Show, to highlight the drug problem with a week-long examination. In return, we would offer Director Bennett first and exclusive on their Wednesday morning program. On Thursday and Friday they would interview one or more of the other Cabinet Members on specifics of the drug strategy.

Evening Network News Program - The same offer would be extended to another network for their evening newscast. Director Bennett would be offered for a live shot on the Tuesday broadcast with different Cabinet Members appearing the following nights.

Bennett  
Baker

**TIMELINE**

Tuesday, September 5th

~~CROSSFIRE - Cabinet Member~~

LIVE NETWORK NEWS INTERVIEWS - TBD Bennett + 3 others

*consider Judge Walton*

*package deal too*

~~MAGNEIL/LEHRER NEWS HOUR - Director Bennett~~

CNN NEWSMAKERS - Cabinet Member

NIGHTLINE - ~~Director Bennett~~ Judge Walton

CBS NIGHTWATCH - Cabinet Member

Wednesday, September 6th

GOOD MORNING AMERICA - Director Bennett or Cabinet Member

TODAY - Bennett or Cabinet Member

CBS MORNING SHOW - Cabinet Member

US CHAMBER OF COMMERCE/BIZNET - Cabinet Member

MACNEIL/LEHRER NEWS HOUR - ~~Cabinet Member~~ Bennett

LIVE NETWORK NEWS INTERVIEW - TBD, Cabinet Member

CNN NEWSMAKERS - Cabinet Member

*Larry King live*

Thursday, September 7th

GOOD MORNING AMERICA OR TODAY - Cabinet Member

MACNEIL/LEHRER NEWS HOUR - Cabinet Member

LIVE NETWORK NEWS INTERVIEW - TBD, Cabinet Member

CNN NEWSMAKERS - Cabinet Members

*+ Biznet*

Friday, September 8th

GOOD MORNING AMERICA OR TODAY - Cabinet Member

MACNEIL/LEHRER NEWS HOUR - Cabinet Member

LIVE NETWORK NEWS INTERVIEW - TBD, Cabinet Member

~~LARRY KING LIVE~~ - Cabinet Member

CNN NEWSMAKERS - Cabinet Member

Saturday, September 9th

CNN NEWSMAKERS - Director Bennett

Sunday, September 10th

THIS WEEK WITH DAVID BRINKLEY - Director Bennett

FACE THE NATION - (V.P.), Cabinet Member, or Governor Sununu

MEET THE PRESS - (V.P.) Cabinet Member or Governor Sununu

*Best one  
+ call them  
on he only*

*Have a call  
Beckwith*

*before 1:30 tomorrow*

do those themselves

OP-ED STRATEGY

Below is a listing of suggested op-eds, to be written and placed by the agencies:

<u>AUTHOR</u>	<u>NEWSPAPER</u>
Bennett	N.Y. Times
Thornburgh	L.A. Times
<del>Skinner</del>	Miami Herald
Brady	Houston Post
VP	Chicago Trib
Kemp	Detroit News
Sullivan	Washington Post
Cavazos	Dallas Times Herald

overall goals / enforcement

enforcement

11

Wall Street Journal

USA Today

Others to be considered:

Atlanta Constitution - <sup>Baltimore</sup> Judge Walton

Boston Globe - <sup>Skinner</sup> ~~Senator~~ Pole

<sup>gamb</sup> Boston Herald - ~~Senator~~ Pole

Seattle Post - Morbacher

<sup>Denver Post - Simpson</sup> Kansas City Star - <sup>Senator</sup> Pole

Washington Times

Wall Street Journal

USA Today -> Governor Sununu

Baker

Morbacher

Pole

Roger Porter

people who said just legalize it = dead wrong

Walt ~~Reagan~~ - Treatment  
Kleever

Byrd = chief Congres. opponent  
Simpson = chief friendly / Bob Pole



**MAGAZINE STRATEGY**

Below are suggested magazine articles on the drug plan, to be placed over a period of several months for reinforcement value *by the Cabinet member agencies.*

<u>MAGAZINE</u>	<u>AUTHOR/SUBJECT</u>	<u>CIRCULATION</u>
Modern Maturity	POTUS/ <del>enforcement</del>	19.5 million/bimonth
Readers Digest	<i>Potus</i> <del>Bennett</del> /strategy	16.25 million/month
American Health	Sullivan/rehab	1 million/month
Ebony	Sullivan/prevention	1.7 million/month
Foreign Affairs	Baker/global interdiction	95,000/month
Parenting	Mrs. Bush/values	200,000/month
ABA Journal	AG/enforcement	397,000/month
Chron Higher Ed	<i>Cavazos</i> <del>Bennett</del> /education	82,000/week
Education Week	<i>Cavazos</i> <del>Bennett</del> /education	67,000/week
Ladies Home Journ.	Mrs. Bush/values	5.2 million/month
Guideposts	VP/values	4.3 million/month
Prevention	Surgeon General	2.85 million/month
Sports Illustrated	Kemp/his sports program	2.875 million/month
Law & Order	<del>AG</del> <i>Skinner</i> Brady/enforcement	26,000/month
Police	<i>Skinner</i> <del>AG or Brady</del> /enforcement	48,000/month
Hispanic Business	Cavazos/workplace	101,000/month
Forbes	Mosbacher/workplace	785,000/month
<del>Boys Life</del> <i>Boys Life</i>	<del>Skinner/Boy Scouts</del> <i>Adm. Dept</i> (TBD)	1.3 million/month

# # #

OP-ED STRATEGY

Below is a listing of suggested op-eds, to be written and placed by the agencies:

<u>AUTHOR</u>	<u>NEWSPAPER</u>
<i>Callise Newspapers (Potus)</i> Bennett	N.Y. Times
Thornburgh	L.A. Times
<del>Baker</del> <del>Skinner</del>	Miami Herald
Brady	Houston Post
VP	Chicago Trib
Kemp	Detroit News
Sullivan	Washington Post
Cavazos	Dallas Times Herald

*(newspapers are wrong God.)*  
 USA Today - *Sumner*  
 Wall St Journal -  
 Herb Kleeber

Others to be considered:

Atlanta Constitution - *Judge Walton*

Boston Globe - *Skinner*

Boston Herald - *Dale*

Seattle Post - *Mossbacher*

Kansas City Star - ~~Skinner~~ *Senator Dale*

Washington Times - *Roger Porter*

~~Skinner~~

Denver Post - *Simpson*

<sup>+</sup> Wall Street Journal - *Herb Kleeber (treatment)*  
 USA Today - *Sumner*

THE WHITE HOUSE  
WASHINGTON

August 15, 1989

MEMORANDUM TO INTERESTED PARTIES

FROM: DAVID DEMAREST

SUBJECT: COMMUNICATIONS PLAN FOR DRUG CONTROL STRATEGY  
ACTIVITIES FOR THE MONTHS OF AUGUST AND SEPTEMBER

Thursday, August 10

Final Domestic Policy Council meeting without the President  
(Bates/Jackson)

\* Final discussions between the President and NSC on  
international interdiction

Sunday, August 13

Face the Nation -- Bennett (ONDCP)

Monday, August 14

\* Listening session with Criminal Justice group: 9:30 - 10:45  
a.m. (Wead/Sanchez)

Stakeouts (Tron)

Press conference by Bennett on Gallup Polls 11:00 a.m. (ONDCP)

Tuesday, August 15

\* Two listening sessions with prevention and treatment groups:  
9:00 - 10:15 a.m. and 12:30 - 1:45 p.m. (Wead/Sanchez)

Stakeouts (Tron)

\* Domestic Policy Council presents Drug Control strategy draft to  
the President (Bates/Jackson)

Meeting with the Ad Council (Winston/Williamson)

NBC's 2-part series on gangs and drugs (August 15 and 16)

Wednesday, August 16

\* The President departs for Maine

Tom Brokaw special on L.A. drugs and crime; Bennett interview (ONDCP)

Cabinet Public Affairs briefing 1:30 p.m. (Winston/Williamson)

Monday, August 21

Letter from White House encouraging media/travel participation and support from Cabinet Members (Bates)

Wednesday, August 23

Print deadline for Drug Control Strategy (ONDCP)

Sunday, August 27

USA Today Sunday Magazine -- profile Bennett (ONDCP)

Tuesday, August 29

Crossfire -- Bennett (ONDCP)

~~Novak -- Bennett (ONDCP)~~ *off the record*

Newsday -- Bennett interview (ONDCP) *off the record*

ABC special on Blacks in America

Wednesday, August 30

~~Sperling breakfast -- Bennett (ONDCP)~~ *cancelled*

Thursday, August 31

"City Under Siege" -- Bennett interview (ONDCP)

Labor Day weekend

Newsday Sunday Magazine -- profile Bennett (ONDCP)

15 minute speech  
+ Spin teams post-speech  
for nets (Bennett + 3)

Tuesday, September 5 (Release Date)

\* Major Presidential address (Demarest) *evening address to Nation*

Constituency group briefings -- including possible drop-bys by the President (Demarest)

Cabinet Public Affairs briefing (Winston/Williamson)

Intergovernmental briefings for governors, mayors, and state legislators (Anderson)

Press briefing by Bennett and/or other Cabinet Members (Fitzwater)

Columnist backgrounders (Fitzwater)

Stakeouts (Tron)

Radio actualities (Tron)

Distribution of materials \*\*

NBC special on Blacks in America (with Bryant Gumbel)

Wednesday, September 6

Morning TV shows and other television/satellite interviews for Bennett and Cabinet Members (Demarest/Fitzwater)

Regional media briefing (Demarest/Tron)

National Press Club speech by Bennett

Op-ed by Bennett and Cabinet Members begin running

Thursday, September 7

\* American Legion speech

Hearings on the Hill

Friday, September 8

\* Southern Baptist speech

Hearings on the Hill

Evans and Novak -- Bennett

Saturday and Sunday, September 9 & 10

Weekend news shows

Monday, September 11

The White House Wire distributed (Winston)

Wednesday, September 13

\* DARE event (tentative)

\* Color event

Thursday, September 14

CBS 3-hour special: "48 Hours on Crack Street"

ABC 2-hour special: "Making the Grade"; a report card on America's youth (drugs, illiteracy)

October

Readers Digest October issue on the drug control strategy (ONDCP)

\* Presidential participation

Materials: \*\*

- Fact Sheet/Executive Summary (ONDCP)
- Talking Points (Winston)
- Generic speech insert (Winston)
- Op-eds (ONDCP/Winston)
- Magazine pieces (Winston)
- Books (ONDCP)
- Editorial packages (Winston)
- Press releases from the Departments (Bates/Winston)
- The White House Wire (Winston)
- *College newspapers*

Long Range:

Series of magazine articles in targeted media

Ad Council campaign to coordinate agency anti-drug efforts

COMMUNICATIONS PLAN FOR ANNOUNCEMENT OF NATIONAL DRUG STRATEGY

**SATELLITE MEDIA -- TOURS AND NETWORK PROGRAMS**

(The following satellite activities would commence the afternoon of the announcement and continue through the weekend.)

SATELLITE MEDIA TOURS

In an effort to "hit" local media markets that have high drug usage or trafficking problems, key Cabinet Members will perform satellite tours. These tours will occur in mid-afternoon on September 5th. Each Cabinet Member will be asked to donate one hour of their time to be broadcast into selected markets. While these markets would be determined in consultation with the Cabinet Members' public affairs director, the following is a suggested schedule of markets.

Director Bennett - CONUS Broadcasting

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KHJ - Los Angeles  
KPRC - Houston  
WTVJ - Miami  
KCNC - Denver  
WVUE - New Orleans

Attorney General - NEWSFEED Network

WLS - Chicago  
KTVI - St. Louis  
WFAA - Dallas  
KYW - Philadelphia  
WDIV - Detroit  
WPIX - New York

*Targets:*

*Miami*

*NY*

*Chicago*

*LA*

*SW Border*

*(DC)*

Sec. Cavazos - NEWSLINK Network  
WFLA - Tampa  
WUAB - Cleveland  
KGTV - San Diego  
KOB - Albuquerque  
WDAF - Kansas City  
WWOR - Secaucus, NJ

*See Baker  
Waldner  
into Lat Am*

Sec. Sullivan - GILLETT Group  
WMAR - Baltimore  
WITI - Milwaukee  
WAGA - Atlanta  
WOKR - Rochester  
WSMV - Nashville

Secretary Skinner - IN WASHINGTON/ANB  
KATV - Little Rock  
KMTU - Omaha  
WKYT - Lexington  
KGAN - Cedar Rapids  
WPTA - Fort Wayne

Secretary Kemp - POTOMAC Communications  
KXLY - Spokane  
WVH - Hartford  
KCRA - Sacramento  
WTAE - Pittsburgh  
KTVH - Phoenix  
WLWT - Cincinnati

Secretary Brady - COX Broadcasting  
KTVU - San Francisco  
WSOC - Charlotte  
WHIO - Dayton  
KDNL - St. Louis  
WFTV - Orlando

Each interview will last approximately five minutes and will be market exclusive (except for the St. Louis market) with the top news station in each market. In large markets, such as New York and Los Angeles, we could transmit another Secretary to an additional station.

## NETWORK TALK SHOWS/PUBLIC AFFAIRS

The following is a timeline for the network talk shows and other public affairs programs. Where "Cabinet Member" is designated, any of the following may be inserted for that program: Attorney General Thornburgh, Secretaries Cavazos, Sullivan, Kemp, Brady, and Skinner.

The Vice President is another excellent representative to talk about the strategy's overall goals. We recommend urging him to participate. Coordination with the Vice President's staff will be critical to ensure a smooth booking procedure.

Morning Network Programs - As part of the marketing plan, one of the morning programs would be approached, preferably Good Morning America or the Today Show, to highlight the drug problem with a week-long examination. In return, we would offer Director Bennett first and exclusive on their Wednesday morning program. On Thursday and Friday they would interview one or more of the other Cabinet Members on specifics of the drug strategy.

Evening Network News Program - The same offer would be extended to another network for their evening newscast. Director Bennett would be offered for a live shot on the Tuesday broadcast with different Cabinet Members appearing the following nights.

**TIMELINE**

Tuesday, September 5th

~~CROSSFIRE~~ - Cabinet Member

LIVE NETWORK NEWS INTERVIEW - TBD *post speech:*

MACNEIL/LEHRER NEWS HOUR - Director Bennett ?

CNN NEWSMAKERS - Cabinet Member

NIGHTLINE - ~~Director Bennett~~ *Walton*

CBS NIGHTWATCH - Cabinet Member

*Worldnet - Baker (+ foreign press center briefing)*

Wednesday, September 6th

GOOD MORNING AMERICA - Director Bennett or Cabinet Member

TODAY - Bennett or Cabinet Member

CBS MORNING SHOW - Cabinet Member

US CHAMBER OF COMMERCE/BIZNET - Cabinet Member

MACNEIL/LEHRER NEWS HOUR - ~~Cabinet Member~~ *Bennett*

LIVE NETWORK NEWS INTERVIEW - TBD, Cabinet Member

CNN NEWSMAKERS - Cabinet Member

Thursday, September 7th

GOOD MORNING AMERICA OR TODAY - Cabinet Member

MACNEIL/LEHRER NEWS HOUR - Cabinet Member

LIVE NETWORK NEWS INTERVIEW - TBD, Cabinet Member

CNN NEWSMAKERS - Cabinet Members

Friday, September 8th

GOOD MORNING AMERICA OR TODAY - Cabinet Member

MACNEIL/LEHRER NEWS HOUR - Cabinet Member

LIVE NETWORK NEWS INTERVIEW - TBD, Cabinet Member

LARRY KING LIVE - Cabinet Member - *Wednesday? Bennett?*

CNN NEWSMAKERS - Cabinet Member

Saturday, September 9th

CNN NEWSMAKERS - Director Bennett

*Evans & Novak - Bennett*

Sunday, September 10th

THIS WEEK WITH DAVID BRINKLEY - Director Bennett

FACE THE NATION - ~~V.P.~~, Cabinet Member, or Governor Sununu

MEET THE PRESS - V.P., Cabinet Member or Governor Sununu

*Priority:*

*Bennett*

*AG*

*Sullivan*

*Kemp*

*(Sununu)*

OP-ED STRATEGY

Below is a listing of suggested op-eds, to be written and placed by the agencies:

<u>AUTHOR</u>	<u>NEWSPAPER</u>
Bennett	N.Y. Times
Thornburgh	L.A. Times
<del>Skinner</del> Baker	Miami Herald
Brady	Houston Post
VP	Chicago Trib
Kemp	Detroit News
Sullivan	Washington Post
Cavazos	Dallas Times Herald

Others to be considered:

Atlanta Constitution -

Boston Globe - Skinner

Boston Herald - Dole

Seattle Post - Morbacher

Kansas City Star

Washington Times

Phoenix

USA Today - Sumner

Wall St Journal -

↳ Herb Kleber (demand)

Judge Walton - Atlanta

Roger Porter

Const.

College newspapers - POTUS.

Dole?

~~Walters~~

Baker

Simpson - ~~KC Star~~ Denver Post

B. Dole - KC Star

**MAGAZINE STRATEGY**

Below are suggested magazine articles on the drug plan, to be placed over a period of several months for reinforcement value:

<u>MAGAZINE</u>	<u>AUTHOR/SUBJECT</u>	<u>CIRCULATION</u>
Modern Maturity	POTUS/ <sup>overall</sup> <del>enforcement</del>	19.5 million/bimonth
Readers Digest	Bennett/strategy <sup>Q &amp; A</sup> <del>POTUS by-line later</del>	16.25 million/month
American Health	Sullivan/rehab	1 million/month
Ebony	Sullivan/prevention	1.7 million/month
Foreign Affairs	Baker/global interdiction	95,000/month
Parenting	Mrs. Bush/values	200,000/month
ABA Journal	AG/enforcement	397,000/month
Chron Higher Ed	Bennett/education	82,000/week
Education Week	<del>Bennett</del> Cavazos - Bennett/education	67,000/week
Ladies Home Journ.	Mrs. Bush/values	5.2 million/month
Guideposts	VP/values	4.3 million/month
Prevention	Surgeon General	2.85 million/month
Sports Illustrated	Kemp/his sports program	2.875 million/month
Law & Order	<del>AG or</del> Brady/enforcement	26,000/month
Police	<del>AG or</del> Brady/enforcement <sup>Skinner</sup>	48,000/month
Hispanic Business	Cavazos/workplace	101,000/month
Forbes	Mosbacher/workplace	785,000/month
Boys Life	Skinner/Boy scouts	1.3 million/month

*Boys Life*

~~Yes~~ / TBA

# # #

COMMUNICATIONS PLAN FOR ANNOUNCEMENT OF NATIONAL DRUG STRATEGY

SATELLITE MEDIA -- TOURS AND NETWORK PROGRAMS

(The following satellite activities would commence the afternoon of the announcement and continue through the weekend.)

SATELLITE MEDIA TOURS

In an effort to "hit" local media markets that have high drug usage or trafficking problems, key Cabinet Members will perform satellite tours. These tours will occur <sup>from 6-7 p.m.</sup> ~~in mid afternoon~~ on September <sup>6th.</sup> ~~23rd~~. Each Cabinet Member will be asked to <sup>be available</sup> ~~donate one~~ <sup>from</sup> ~~hour of their time~~ to be broadcast into selected markets. ~~While these markets would be determined in consultation with the Cabinet Members' public affairs director, the following is a suggested schedule of markets.~~

Director Bennett - CONUS Broadcasting

- WCVB - Boston
- KHJ - Los Angeles
- KPRC - Houston
- WTVJ - Miami
- KCNC - Denver
- WVUE - New Orleans

6 - 7 p.m.

Attorney General - NEWSFEED Network

- WLS - Chicago
- KTVI - St. Louis
- WFAA - Dallas
- KYW - Philadelphia
- WDIV - Detroit
- WPIX - New York

Sec. Cavazos - NEWSLINK Network  
WFLA - Tampa  
WUAB - Cleveland  
KGTV - San Diego  
KOB - Albuquerque  
WDAF - Kansas City  
WWOR - Secaucus, NJ

Sec. Sullivan - GILLETT Group  
WMAR - Baltimore  
WITI - Milwaukee  
WAGA - Atlanta  
WOKR - Rochester  
WSMV - Nashville

Secretary Skinner - IN WASHINGTON/ANB  
KATV - Little Rock  
KMTU - Omaha  
WKYT - Lexington  
KGAN - Cedar Rapids  
WPTA - Fort Wayne

Secretary Kemp - POTOMAC Communications  
KXLY - Spokane  
WVH - Hartford  
KCRA - Sacramento  
WTAE - Pittsburgh  
KTVH - Phoenix  
WLWT - Cincinnati

Secretary Brady - COX Broadcasting  
KTVU - San Francisco  
WSOC - Charlotte  
WHIO - Dayton  
KDNL - St. Louis  
WFTV - Orlando

Each interview will last approximately five minutes and will be market exclusive (except for the St. Louis market) with the top news station in each market. In large markets, such as New York and Los Angeles, we could transmit another Secretary to an additional station.

NETWORK TALK SHOWS/PUBLIC AFFAIRS

- Each Cabinet member will be responsible. ---

The following is a timeline for the network talk shows and other public affairs programs. Where "Cabinet Member" is designated, any of the following may be inserted for that program: Attorney General Thornburgh, Secretaries Cavazos, Sullivan, Kemp, Brady, and Skinner.

The Vice President is another excellent representative to talk about the strategy's overall goals. We recommend urging him to participate. Coordination with the Vice President's staff will be critical to ensure a smooth booking procedure.

Morning Network Programs - As part of the marketing plan, one of the morning programs would be approached, preferably "Good Morning America" or the "Today Show," to highlight the drug problem with a week-long examination. In return, we would offer Director Bennett first and exclusive on their Wednesday morning program. On Thursday and Friday they would interview one or more of the other Cabinet Members on specifics of the drug strategy.

Evening Network News Program - The same offer would be extended to another network for their evening newscast. Director Bennett would be offered for a live shot on the Tuesday broadcast with different Cabinet Members appearing the following nights.

**TIMELINE**

Tuesday, September 5th

CROSSFIRE - ~~Cabinet Member~~

LIVE NETWORK NEWS INTERVIEW - TBD

MACNEIL/LEHRER NEWS HOUR - ~~Director Bennett~~ *Cabinet member*

CNN NEWSMAKERS - Cabinet Member

NIGHTLINE - ~~Director Bennett~~ *Judge Reggie Walton*

CBS NIGHTWATCH - Cabinet Member

*\* Bennett interview  
after Oval Office  
address*

Wednesday, September 6th

*USIA / World Net - Sec. Baker*

GOOD MORNING AMERICA - Director Bennett or Cabinet Member

TODAY - Bennett or Cabinet Member

CBS MORNING SHOW - Cabinet Member

US CHAMBER OF COMMERCE/BIZNET - Cabinet Member

MACNEIL/LEHRER NEWS HOUR - Cabinet Member *(address Bennett)*

LIVE NETWORK NEWS INTERVIEW - TBD, Cabinet Member

CNN NEWSMAKERS - Cabinet Member

*Larry King Live - Bennett*

Thursday, September 7th

GOOD MORNING AMERICA OR TODAY - Cabinet Member

MACNEIL/LEHRER NEWS HOUR - Cabinet Member

LIVE NETWORK NEWS INTERVIEW - TBD, Cabinet Member

CNN NEWSMAKERS - Cabinet Members

Friday, September 8th

GOOD MORNING AMERICA OR TODAY - Cabinet Member

MACNEIL/LEHRER NEWS HOUR - Cabinet Member

LIVE NETWORK NEWS INTERVIEW - TBD, Cabinet Member

LARRY KING LIVE - Cabinet Member

CNN NEWSMAKERS - Cabinet Member

Saturday, September 9th

CNN NEWSMAKERS - Director Bennett

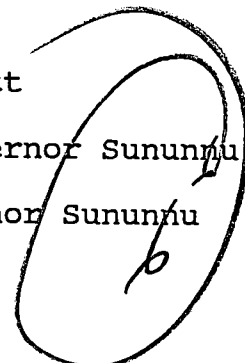
Evans + Novak - " "

Sunday, September 10th

THIS WEEK WITH DAVID BRINKLEY - Director Bennett

FACE THE NATION - V.P., Cabinet Member, or Governor Sununu

MEET THE PRESS - V.P., Cabinet Member or Governor Sununu



OP-ED STRATEGY

Below is a listing of suggested op-eds, to be written and placed by the agencies:

<u>AUTHOR</u>	<u>NEWSPAPER</u>
Bennett	N.Y. Times
Thornburgh	L.A. Times
<del>Skinner</del> Baker	Miami Herald
Brady	Houston Post
VP	Chicago Trib
Kemp	Detroit News
Sullivan	Washington Post
Cavazos	Dallas Times Herald

Others to be considered:

Atlanta Constitution - Judge Walton  
Boston Globe - Skinner  
Boston Herald - Dole  
Seattle Post - Mosbacher  
Kansas City Star - ~~Sen. Simpson~~ Bob Dole  
Washington Times - Roger Porter  
WSJ - Herb Kleeber, MD  
USA Today - Gov. Sununu  
Denver Post - Sen. Simpson

## MAGAZINE STRATEGY

Below are suggested magazine articles on the drug plan, to be placed over a period of several months for reinforcement

values by the cabinet ~~members~~ agencies. Each cabinet public affairs director will be responsible for placing these articles

<u>MAGAZINE</u>	<u>AUTHOR/SUBJECT</u>	<u>CIRCULATION</u>
Modern Maturity	POTUS/ <del>enforcement</del> <sup>overall</sup>	19.5 million/bimonth
Readers Digest	<del>POTUS</del> <sup>POTUS</sup> /strategy	16.25 million/month
American Health	Sullivan/rehab	1 million/month
Ebony	Sullivan/prevention	1.7 million/month
Foreign Affairs	Baker/global interdiction	95,000/month
Parenting	Mrs. Bush/values	200,000/month
ABA Journal	AG/enforcement	397,000/month
Chron Higher Ed	<del>Cavazos</del> <sup>Cavazos</sup> /education	82,000/week
Education Week	<del>Bennett</del> <sup>Cavazos</sup> /education	67,000/week
Ladies Home Journ.	Mrs. Bush/values	5.2 million/month
Guideposts	VP/values	4.3 million/month
Prevention	Surgeon General	2.85 million/month
Sports Illustrated	Kemp/his sports program	2.875 million/month
Law & Order	<del>Brady</del> <sup>Brady</sup> /enforcement	26,000/month
Police	<del>Skinner</del> <sup>Skinner</sup> /enforcement	48,000/month
Hispanic Business	Cavazos/workplace	101,000/month
Forbes	Mosbacher/workplace	785,000/month
Boys Life	<del>Kalenblatt</del> <sup>Kalenblatt</sup> /Boy Scouts	1.3 million/month

TBD

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