

# Task 7: Article/Report

- Objective:

- to communicate the rigor and quality of the process used to develop the communication strategy

- Our approach

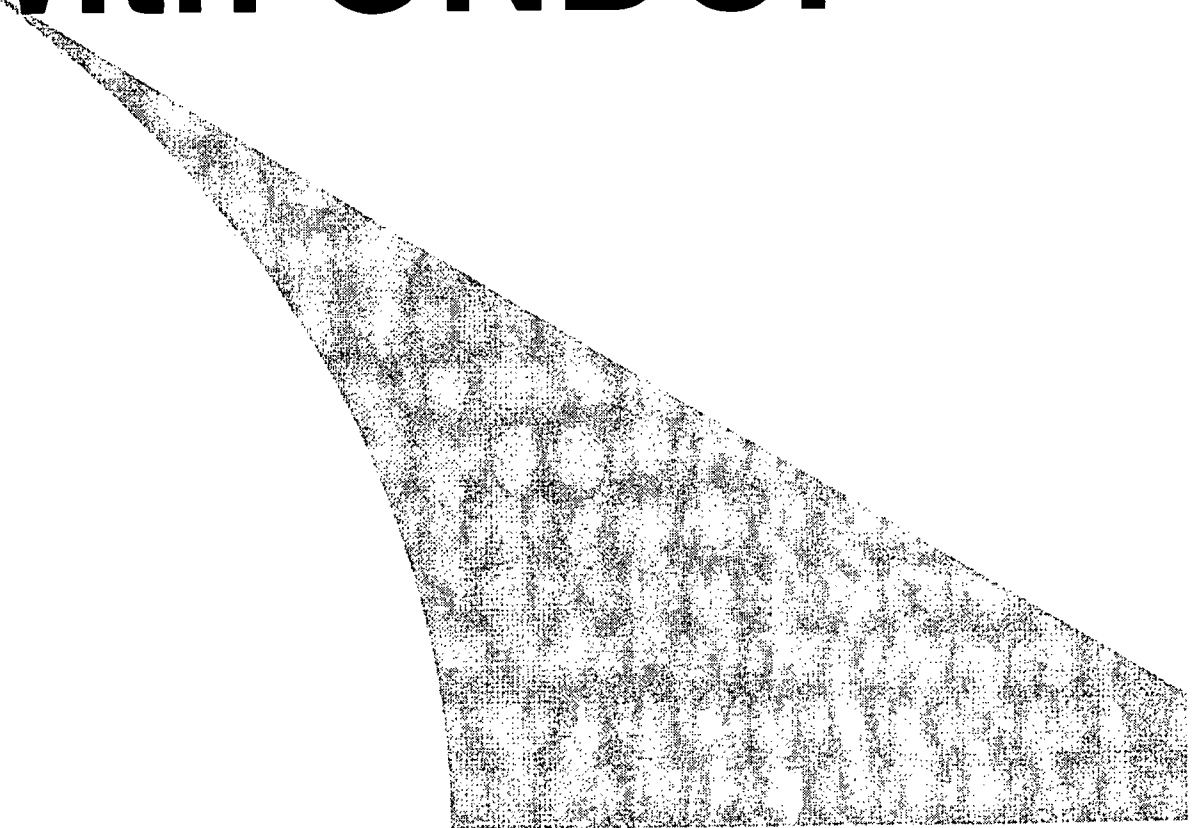
- article will be started early in contract
- drafts will be shared with ONDCP to ensure the content and tone
- only minor modifications are likely to be required in the final weeks of 100 day period

# Final Article/Report

- Key personnel:

- Ed Maibach
- Susan Maguire
- Elaine Arkin
- Lori Ross
- Rob Gould

# **Why we want to work with ONDCP**



# Campaign Design Expert Panel

- Key staff:

- Ed Maibach
- Rob Gould
- Elaine Arkin
- Susan Maguire

# Partnership Development Expert Panel

- Function:

- identify ways to extend and multiply campaign messages through key stakeholders

- Format:

- a single 2 to 3 day meeting during the first 60 days including:
    - Government Organizations Task Force
    - Professional Organizations Task Force
    - National & Local Organizations Task Force

# Partnership Development Expert Panel

- Members to be drawn from organizations representing key stakeholders including:
  - youth/families
  - churches/schools/workplaces
  - communities/civic/business groups
  - health and social service professionals
  - federal, state and local government
- Panel members will be nominated by ONDCP, PN, and stakeholder organizations

# Partnership Development Expert Panel

- Panel will recommend strategies/tactics for:
  - working effectively with various partners
  - leveraging ad campaign to benefit existing efforts
  - building support among stakeholders
- Key staff members:
  - Lori Ross
  - Elaine Arkin
  - Susan Maguire
  - Jackie Richmond
  - Dianne Tuncer
  - Charyn Sutton (ONYX Group)

# Stakeholder Relations

- Rationale:

- benefit from front-line experience/observations
- inclusion of stakeholders upfront is critical:  
neutralizes criticism down the road
- enhances credibility of the campaign

- Approach:

- inform 200 to 300 stakeholder groups
- solicit their recommendations for expert panel
- on-going communication focused on recruiting stakeholders as partner

# Stakeholder Relations

- Key personnel:
  - Lori Ross
  - Diane Tuncer
  - Jackie Richmond
  - Susan Maguire

# Youth Focus Groups

- Objectives:

- test effectiveness of existing PSAs
- assess barriers and motivators to drug use
- identify effective communication appeals

- Research design:

- 30 groups stratified by age, sex & geography
- high “sensation-seekers” only

# Youth Focus Groups

- Data to be gathered:

- quantitative and qualitative reactions to existing anti-marijuana and inhalant ads
- qualitative exploration of drug use motivations and barriers

- Moderators:

- all groups to be led by young adult moderators experienced with youth focus groups

# Youth Focus Groups

- Reporting process:

- next day quantitative and qualitative top-line report for each group
- overall summary report prepared in advance of 2nd Campaign Design Expert Panel meeting

- Key personnel:

- Charyn Sutton
- Rev. Jesse Brown
- Ed Maibach

# **Task 2a:**

## **Communication Strategy**

- **Objective:**

- to design an effective and actionable communication strategy statement

- **Primary inputs:**

- analysis from Task 1a
- focus group research/PSA ratings
- Campaign Design Expert Panel

# Communication Strategy

- Statement will include:
  - introduction
  - background & situation analysis
  - overall program goal
  - target audiences
  - communication objectives
  - communication strategies
  - key messages and exemplar PSAs

# Communication Strategy

- Key personnel:
  - Ed Maibach
  - Susan Maguire
  - Rob Gould
  - Elaine Arkin

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## **Clinton Presidential Records Digital Records Marker**

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**Tab C: Phase I (Conceptual Development)**

**Enclosure 1: Overview of Phase I, Conceptual Development, “Learning Lab” (12-City Test) - Essential Elements of Phase I**

**Enclosure 2: Test Site Descriptions, 12-City Markets (describes 12-City demographics and summary of drug problems as a reference for Phase I city selections)**

**Enclosure 3: Twelve-City Master Plan Evaluation**

**Enclosure 4: Twelve Market Grid Selection Rationale (description & analysis of Partnership for a Drug Free America (PDFA) television ads)**

**Enclosure 5: List of PDFA Anti-Drug Radio Messages and Samples of Radio Scripts**

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## **Overview of Phase I**

### **Purpose**

Phase I of the Youth Anti-Drug Media Campaign is an assessment and evaluation phase of the early advertising component of the initiative. It is designed to provide feedback and critical information about various initial management tactics and strategies and to assess the short-term impact of the Campaign. Phase I will contain an evaluation plan involving a series of quantitative and qualitative research methods, including surveys of parents and young people; focus groups with campaign target audiences; interviews with key informants at the national, state and local levels; media monitoring of television, radio and print coverage of illicit drug use; and analysis of existing data on drug use and attitudes. Such information will provide media campaign managers with useful feedback on how to most effectively structure the more extensive Phase II, when the advertising component of the Campaign goes national.

Phase I, the “learning lab” component of the Campaign, will rely exclusively on existing messages (for television, radio, print, outdoor) developed by the Partnership for a Drug Free America. The messages will run in 12 cities for approximately four months beginning in December 1997. Messages will target various audiences and be repeated with different frequencies to determine impacts.

Information gathered during Phase I will be combined with Porter Novelli ad testing and the ONDCP Media Campaign Strategy (currently under development by Porter Novelli) to shape Phase II when the advertising component is implemented nationally.

### **Phase I will accomplish the following:**

- Use ads that target various audiences of upper elementary, middle school, high school youth, their parents and other adults who influence them.
- Evaluate campaign design and audience awareness of messages through surveys and focus groups.
- Use focus-group meetings with representatives of the target audiences to learn their interests and views about drug problems in their local communities
- Collect data on phone calls from parents seeking further information as a result of their exposure to ads
- Assess public service contributions to the Campaign by media and community.
- Monitor the Campaign’s impact on public service contributions to other issues.

The 12 cities will continue to serve as a test bed for new tactics and strategies and will provide baseline data throughout the campaign

## Drugs Targeted by the Campaign

The primary purpose of the Media Campaign is to prevent first time use of drugs by children and adolescents, confirm their decision not to use drugs, and encourage those who have experimented to stop drug use. If we can prevent first-time experimental or “casual” use or encourage discontinuation of drug use, we are likely to prevent the progression to chronic drug abuse and addiction.

The substances of primary concern are those most often used as entry-level drugs, primarily marijuana and inhalants, but in some instances heroin, methamphetamines, and other drugs. Recently, because of its greatly increased purity, an increasing number of individuals, including youth, are inhaling heroin instead of injecting it. This has increased its use as an entry-level drug, with often fatal consequences. Crack and cocaine are typically not used as entry-level drugs and will be targeted in this media campaign only on an individual city basis, when specific community problems indicate that this will add to the overall prevention message.

The Campaign strategy relies extensively on the results of two key national surveys, Monitoring the Future (MTF) and the National Household Survey on Drug Abuse (NHSDA). They provide the most recent data on drug use among adolescents:

### MTF:

- In 1996, the MTF indicated that nearly one-half of the Nation’s high school seniors have tried an illicit drug, and nearly one in five has used illicit drugs on a regular, monthly basis. These high rates of prevalence are relatively consistent across all gender, race, and geographic groups.
- The MTF reported monthly **marijuana** use among 8th grade students climbed from 3.2 percent in 1991 to 11.3 percent in 1996. Tenth and 12th grade use of marijuana began to increase in 1992, from 8.1 percent and 11.9 percent, respectively, to 20.4 and 21.9 percent in 1996.
- Past month use of **inhalants** among 8th and 10th grade students rose from 4.4 percent and 2.7 percent in 1991 to 5.8 percent and 3.3 percent in 1996; among 12th grade students, the percentage remained around 2.5 percent throughout this period. Inhalants are clearly associated with younger children. The rate of first use of **inhalants** among youths rose significantly from 1991 to 1995.

- While **heroin** use percentages remained fairly low over the 5 year reporting period, any use and increasing trends among new segments of the youth population are of great concern. Heroin use among 8th and 10th grade students rose from 1.2 percent in 1991 to 2.4 and 2.1 percent, respectively, in 1996. Among 12th graders, it grew from .9 percent to 1.8 percent.

#### NHSDA:

- From 1992 to 1995, the overall rate of any illicit drug use in the past month among youth 12 to 17 more than doubled (from 5.3 to 10.9 percent). However, the 1996 data revealed a break in the increasing rates of marijuana use. In 1996, the rate of past month **marijuana** use among youths age 12-17 was 7.1 percent, a decline from 8.2 percent in 1995. However, marijuana use initiation has continued to climb, rising 66 percent between 1990 and 1995.
- Among 12-17 year olds, the rate of **heroin** initiation increased from about 0.5 percent per 1,000 people during the 1980's to 2.5 percent in 1995. A large proportion of the recent heroin initiates were reported to be youth who ingested the substance through smoking, sniffing or snorting.

While the increase in marijuana use began to show up in the MTF among 8th grade students in 1991 and among 10th and 12th graders in 1992, the MTF data also show that youth **attitudes** about drug use began to **soften in 1990**. The percentage of 12th grade students who disapprove of regular marijuana use peaked in 1990 at 91 percent and then declined to 80 percent by 1996. In 1991, 12th grade students' perceptions about the perceived harmfulness of regular marijuana use peaked at 79 percent and then declined to 60 percent by 1996. In 1992, as disapproval and perceived harmfulness of drugs declined, the downward trend in marijuana use stopped at 11.9 percent for 12th grade students before climbing to 22 percent in 1996. Similar trends were seen in the Household Survey, as well, revealing an average two-year lag between changes in perceptions and attitudes and changes in drug use behavior.

Scientists, including Lloyd Johnston of the MTF survey, suggest that the current generation of youth are not receiving the anti-drug messages because the drug issue received significantly less media attention in the 1990s. According to the Media Monitor, a private monitoring service, television network news coverage of drug issues declined 88 percent from 518 stories in 1989 to only 61 in 1991. Others attribute the increase in youth drug use to a resurgence in pop culture encouragement of drug use akin to that of the 1960s and 1970s.

The Youth Anti-Drug Media Campaign is designed to prevent the initiation or experimentation beyond initial use of marijuana, inhalants, and, to a lesser degree, heroin, cocaine, and methamphetamines, thus preventing the progression to drug abuse and addiction. The serious and chronic problems of the abuse and addiction to crack and cocaine, methamphetamine, injected heroin, and other drugs are unlikely to respond to mass media approaches.

## Site Selection

As mentioned above, Phase I will serve as a “learning lab” to gather information about the short term impact of the Campaign design and strategies and on awareness and attitudes of the target audiences (see **Purpose** above). In order to obtain this information, the number of cities selected had to be large and diverse enough to allow for study of Campaign impacts in relation to various demographic and geographic variables, drug use trends, and other conditions. We wanted to limit the number of cities in this phase to the minimum number necessary to provide the above information and reserve the majority of the campaign funding for Phase III, the Integrated Communications Program. The decision to select 12 target and 12 comparison metropolitan areas as the locations to conduct the Phase I evaluation was based on the following: the feasibility of implementing the evaluation in a compressed time period before the Campaign was implemented; the cost of conducting 48 school surveys and parent telephone surveys (24 sites before and after the Campaign); and the ability to detect Campaign results with large enough sample size populations to detect meaningful changes in awareness in these areas.

The sites were selected with the following criteria in mind:

- Geographic representation within the United States.
- Population size: to ensure large (over 2 million), medium (750,000-2 million), and small (less than 750,000) sized metropolitan areas were represented.
- Demographic representation: to ensure that areas of significant populations of African-Americans and Hispanic-Americans were reached.
- Availability of existing data on drug use, crime, and other relevant issues in order to establish baseline evaluation data.
- Extent of recent anti-drug public service announcements (PSAs): needed typical levels of recent or current PSAs. Phase I relies heavily on existing PDFA PSAs. Overexposure might affect the evaluation.
- Local prevention organizations: needed access to organizations available to assist in collecting information about other prevention activities in the local area and to provide sound advice to callers.
- Comparison sites: needed to avoid areas so unique in their demographic profile that it precludes comparison.

Major media markets of New York, Los Angeles, and Chicago were excluded because they presented difficult comparison city match issues and because those cities were much more complex and expensive to include. Although adding other cities to Phase I might marginally increase our understanding of the campaign strategies and impacts, it would come at additional cost, with little added improvement to the quality of the overall program.

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## **TEST SITE DESCRIPTIONS**

This data is for the entire Metropolitan Statistical Area

### Atlanta, GA

DEMOGRAPHICS: Total Population: 2,833,511  
Race/Ethnicity: 71% white; 25% African American; 1% Hispanic  
Origin  
Crime Rate: 807/100,000  
Percentage of Children Under 18 Below Poverty Level: 34%  
Unemployment Rate: 5.13%  
Percent of children between the ages of 5 and 17: 18%

MEDIA MARKET: *The Atlanta Journal-Constitution, Gainesville Times, Marietta Journal, Athens Banner;* WAGA-TV (Fox Affiliate), WGNX-TV (CBS Affiliate), WSB-TV (ABC Affiliate), WXIZ-TV (NBC Affiliate); WSB-AM (News/Talk), WGST-FM/AM (Talk)

DRUG PROBLEM: With the overall national rates of the use of specific initiation drugs--i.e., marijuana and inhalants--increasing among youth, there is concern that early use of drugs may expose young people to methamphetamine, crack and cocaine in this metro area where adult use has been increasing and the drugs are readily available. Also, marijuana was the most frequent drug found through urinalysis in a high risk population of juvenile arrestees (age 15-20) as reported in the Drug Use Forecasting (DUF) System in 1996. Methamphetamine related DAWN mentions increased in Atlanta between 1994 and 1995. Those age 25 and younger are in the largest age group for stimulant treatment admissions in Atlanta. Powder cocaine, though not as popular as crack cocaine, is now more easily available at the distribution and street levels.

COMMUNITY RESPONSE: Communities in Schools of Georgia

Mission New Hope  
"Just Say No" Club  
Girls, Incorporated (Friendly Peersuasion Program)  
PRIDE National Headquarters  
National Families in Action Partnership  
Boys and Girls Clubs of Metro Atlanta, Inc.  
Atlanta HIDTA  
Empowerment/Enterprise Zone  
Metropolitan Atlanta Council on Alcohol and Drugs  
Club Hero  
CSAP Evaluation Site  
Community Epidemiology Work Group  
D.A.R.E. Program

PROPOSED ADS:

|                   |          |                |
|-------------------|----------|----------------|
| Long Way Home     | Pot Head | Girlfriend     |
| Alex/Straight A's | Layla    | Free Ride      |
| Frying Pan        | O'Connor | Girl Interview |
| Deal              | Drowning | Noses          |
| Under Your Nose   | Teeth    | Johnny Street  |

This data is for the entire Metropolitan Statistical Area

### **Baltimore, MD**

|                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                              |                |  |
|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|----------------|--|
| <u>DEMOGRAPHICS:</u>       | Total Population:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 2,383,172                                    |                |  |
|                            | Race/Ethnicity:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 71% white; 25% African American; 1% Hispanic |                |  |
|                            | Origin                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                              |                |  |
|                            | Crime Rate:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 1,335/100,000                                |                |  |
|                            | Percentage of Children Under 18 Below Poverty Level:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 34%                                          |                |  |
|                            | Unemployment Rate:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 4.79%                                        |                |  |
|                            | Percent of Population Between Ages 5 and 17:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 16%                                          |                |  |
| <u>MEDIA MARKET:</u>       | <i>The Baltimore Sun, The Washington Post, The Westminster Times, The Annapolis Capitol; WBAL-TV (NBC Affiliate), WBFF-TV (Fox Affiliate), WJZ-TV (CBS Affiliate), WMAR-TV (ABC Affiliate); WBAL-AM (News/Talk), WTOP-AM (News), WOLB-AM (Talk)</i>                                                                                                                                                                                                                                                                                                                                                                |                                              |                |  |
| <u>DRUG PROBLEM:</u>       | Baltimore ethnographers report a continuous rise in new, young drug users. Baltimore City's sixth and eighth graders reported very high drug use rates compared to the rest of the State of Maryland. For example, Baltimore City's 8th graders reported the highest percentage of past month use of "any drug", and marijuana. The low rates of use reported by Baltimore's tenth and twelfth graders are suspected to result from the Baltimore public schools' high dropout rate and low attendance rate.                                                                                                       |                                              |                |  |
| <u>COMMUNITY RESPONSE:</u> | Baltimore Police Athletic League      Baltimore Prevention Coalition<br>Baltimore Partnership for Drug-Free Neighborhoods<br>Baltimore "Youth Works" Programs<br>Boys and Girls Clubs of the Chesapeake/Potomac Region, Inc.<br>D.A.R.E. Program      Lion's Quest Program<br>Camp Fire Boys and Girls      "Just Say No" Program<br>Safe and Drug Free Schools      Rotary Club Prevention Program<br>Empowerment/Enterprise Zone<br>Comprehensive Communities Program<br>Washington/Baltimore HIDTA Region<br>Community Epidemiology Work Group<br>CSAP Evaluation Site<br>Maryland Alliance for Drug-Free Youth |                                              |                |  |
| <u>PROPOSED ADS:</u>       | Long Way Home                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Pot Head                                     | Girlfriend     |  |
|                            | Alex/Straight A's                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Layla                                        | Free Ride      |  |
|                            | Frying Pan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | O'Connor                                     | Girl Interview |  |
|                            | Deal                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Drowning                                     | Noses          |  |
|                            | Under Your Nose                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Teeth                                        | Johnny Street  |  |

This data is for the entire Metropolitan Statistical Area

**Boise, ID**

DEMOGRAPHICS: Total Population: 205,775  
Race/Ethnicity: 96% white; .5% African American; 2% Hispanic  
Origin  
Crime Rate: 366/100,000  
Percent of Children Under 18 Below Poverty Level: 45%  
Unemployment Rate: 4.02%  
Percent of the Population Between Ages of 5 and 17: 20%

MEDIA MARKET: *The Idaho Statesman, Nampa Press*; KTVB TV (NBC Affiliate), KBCI-TV (CBS Affiliate), KIVI-TV (ABC Affiliate), KTRV-TV (Fox Affiliate); KIDO-AM (News/Talk), KBOI-AM (News/Talk), KFXD-AM (News/Talk)

DRUG PROBLEM: According to the 1996 Idaho Substance Use and School Climate Survey, marijuana is the drug most often used by senior high students in Idaho public schools. Inhalants are most commonly reported among 6th and 8th grade students. Almost 60 percent of seniors report that they have friends who smoke marijuana. Also, methamphetamine is readily available in Idaho, where methamphetamine traffic appears to have increased. In the last year, law enforcement located and seized 34 methamphetamine labs, an increase from 25 seized in 1995. Idaho's high drug offense rates correlate with the population centers and corridors of the state.

COMMUNITY RESPONSE: Idaho Drug and Alcohol Information Network  
Parents and Youth Against Drug Abuse (PAYADA)  
Idaho National Guard  
Alcohol and Drug abuse Prevention and Control Program  
Boys and Girls Clubs of Ada County, Inc.  
D.A.R.E. Program  
"Just Say No" Program

|                      |                |            |                   |
|----------------------|----------------|------------|-------------------|
| <u>PROPOSED ADS:</u> | Long Way Home  | Pot Head   | Alex/Straight A's |
|                      | Layla          | Frying Pan | O'Connor          |
|                      | Girl Interview | Burbs      | 9-1-1             |
|                      | What Would     | Bugs       |                   |

This data is for the entire Metropolitan Statistical Area

### Denver, CO

|                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                              |                   |  |
|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|-------------------|--|
| <u>DEMOGRAPHICS:</u>       | Total Population:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 1,848,319                                    |                   |  |
|                            | Race/Ethnicity:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 86% white; 5% African American; 12% Hispanic |                   |  |
|                            | Origin                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                              |                   |  |
|                            | Crime Rate:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 513/100,000                                  |                   |  |
|                            | Percentage of Children Under 18 Below Poverty Level:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 47%                                          |                   |  |
|                            | Unemployment Rate:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 5.59%                                        |                   |  |
|                            | Percent of Population Between Ages 5 and 17:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 17%                                          |                   |  |
| <u>MEDIA MARKET:</u>       | <i>The Denver Post, The Rocky Mountain News, Boulder Camera, Colorado Press; KCNC-TV (CBS Affiliate), KDVR-TV (Fox Affiliate), KMGH-TV (ABC Affiliate), KUSA-TV (NBC Affiliate); KOA-AM (Talk), KHOW-AM (Talk), KTLK-AM (Talk)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                              |                   |  |
| <u>DRUG PROBLEM:</u>       | With the overall national rates of the use of specific initiation drugs--i.e., marijuana and inhalants--increasing among youth, there is concern that early use of drugs may expose young people to methamphetamine and heroin in this metro area where adult use has been increasing and the drugs are readily available. Methamphetamine related DAWN mentions increased in Denver between 1994 and 1995. DUF data suggests that Denver could experience significant increases in methamphetamine positive rates if current trends continue. Ethnographers report increased heroin use among young middle class suburbanites.                                                            |                                              |                   |  |
| <u>COMMUNITY RESPONSE:</u> | Adams County Chemical Abuse Intervention Resources<br>All Student Prevention/Intervention/Re-Entry Education (ASPIRE)<br>Be Against Drugs (BAD)<br>Boys and Girls Clubs of Metro Denver, Inc.<br>Girls Incorporated of Metro Denver (Friendly Peersuasion Program)<br>"Just Say No" Program                      Connecting Colorado Statewide<br>Colorado Teen Institute<br>Northeast Denver Coalition Against Drugs<br>Centennial Task force for a Drug-Free Youth<br>Spirit of the Rainbow - Denver Indian Health and Family Services<br>Westside Drug-Free Youth Project      D.A.R.E. Program<br>Rocky Mountain HIDTA Region      DUF Juvenile Site<br>Colorado Federation of Parents |                                              |                   |  |
| <u>PROPOSED ADS:</u>       | Long Way Home                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Pot Head                                     | Alex/Straight A's |  |
|                            | Layla                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Frying Pan                                   | Rite of Passage   |  |
|                            | O'Connor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Girl Interview                               | Burbs             |  |
|                            | Questions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 9-1-1                                        | What Would        |  |
|                            | Teeth                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Johnny Street                                |                   |  |

This data is for the entire Metropolitan Statistical Area

### **Hartford, CT**

**DEMOGRAPHICS:** Total Population: 1,085,895  
Race/Ethnicity: 86% white; 8% African American; 6% Hispanic Origin  
Crime rate: 482/100,000  
Percentage of Children Under 18 Below Poverty Level: 54%  
Unemployment rate: 5.28%  
Percent of Population Between Ages 5 and 17: 15%

**MEDIA MARKET:** *The Hartford Courant, The New Haven Register, New Britain Herald, New London Day;* WFSB-TV (CBS Affiliate), WTIC-TV (Fox Affiliate), WTNH-TV (ABC Affiliate), WVIT-TV (NBC Affiliate); WTIC-AM (Talk Radio)

**DRUG PROBLEM:** From 1989 to 1995, marijuana smoking and inhalant use increased among most students in the greater Hartford area in the 7th through the 12th grades, especially among 7th and 8th graders. Almost 30 percent of students report lifetime use of marijuana, while twenty percent report past month use; also 11 percent of students reported lifetime use of inhalants and 4.4 percent report past month use.

**COMMUNITY RESPONSE:** Boys and Girls Clubs of Hartford, Inc.  
The Family Center for Girls and Boys, Girls Incorporated of Bristol  
Drugs Don't Work! Hartford Dispensory Clinic  
"Just Say No" Program Hogar Crea Center Street  
Connecticut Capitol Area Substance Abuse Council  
D.A.R.E. Program  
Community Health Services, Incorporated  
Greater Hartford Multiservice Center  
Mercy Housing and Shelter Corp. -- Project Mercy  
Saint Francis Hospital/Mt. Sinai Campus Child and Adolescent  
Psychiatric Services  
CSAP Evaluation Site  
Parents and Students in Training Together

|                             |                   |                 |                 |
|-----------------------------|-------------------|-----------------|-----------------|
| <b><u>PROPOSED ADS:</u></b> | Long Way Home     | Pot Head        | Girlfriend      |
|                             | Alex/Straight A's | Layla           | Rite of Passage |
|                             | Frying Pan        | O'Connor        | Girl Interview  |
|                             | Deal              | Questions       | Drowning        |
|                             | Noses             | Under Your Nose | Teeth           |
|                             | Johnny Street     |                 |                 |

This data is for the entire Metropolitan Statistical Area

### **Houston, TX**

**DEMOGRAPHICS:** Total Population: 3,711,043  
Race/Ethnicity: 67% white; 17% African American; 20% Hispanic  
Origin  
Crime Rate: 856/100,000  
Percent of Children Under 18 Below Poverty Level: 45%  
Unemployment Rate 7.01%  
Percent of Population Between Ages 5 and 17: 20%

**MEDIA MARKET:** *The Houston Chronicle, Galveston County News, Angleton Times;* KHOU-(CBS Affiliate), KPRC-TV (NBC Affiliate), KRIV-TV (Fox Affiliate), KTRK-TV (ABC Affiliate), KXLN-TV (Univision/Spanish), KTMD-TV Telemundo/Spanish); KTRH-AM (News/Talk), KPRC-AM (News/Talk), KXYZ-AM (Spanish News/Talk)

**DRUG PROBLEM:** Almost 30 percent of Houston's secondary students reported lifetime use of marijuana, and 14 percent reported past month use. Ten percent of Houston's sixth graders reported lifetime use of marijuana. Over half of Houston secondary students are most likely to turn to friends for help with a drug or alcohol problem, and least likely to consult another adult in school. Almost half of Houston secondary students said that marijuana was somewhat or very easy to obtain.

**COMMUNITY RESPONSE:** Texas Commission Against Drug Abuse  
Community Epidemiology Work Groups  
Houston HIDTA  
Juvenile DUF Data  
Girls, Incorporated of Greater Houston  
Boys and Girls Clubs of Greater Houston, Inc.  
D.A.R.E. Program  
Lion's Club's QUEST Program  
Camp Fire Boys and Girls  
Safe and Drug Free Schools  
Houston Rotary Club Prevention Program  
Houston's Drug-Free Business Initiative  
"Just Say No" Program

|                             |                   |                 |                 |
|-----------------------------|-------------------|-----------------|-----------------|
| <b><u>PROPOSED ADS:</u></b> | Long Way Home     | Girlfriend      | Not Your Friend |
|                             | Alex/Straight A's | Layla           | Rite of Passage |
|                             | Frying Pan        | O'Connor        | Girl Interview  |
|                             | Deal              | Questions       | Drowning        |
|                             | Noses             | Under Your Nose | Teeth           |
|                             | Johnny Street     |                 |                 |

This data is for the entire Metropolitan Statistical Area

### **Milwaukee, WI**

**DEMOGRAPHICS:** Total population: 1,607,183  
Race/Ethnicity: 83% white; 13% African American; 3% Hispanic  
Origin  
Crime Rate: 533/100,000  
Percentage of Children Under 18 Below Poverty Level: 54%  
Unemployment Rate: 5.65%  
Percent of Population Between Ages 5 and 17: 18%

**MEDIA MARKET:** *The Milwaukee Journal, The Racine Journal Times, Kenosha News, Sheboygan Press; WDJT-TV (CBS Affiliate), WISN-TV (ABC Affiliate), WITI-TV (Fox Affiliate), WTMJ-TV (NBC Affiliate); WTMJ-AM (News/Talk), WISN-AM (Talk), WGN-AM (Talk)*

**DRUG PROBLEM:** The use of marijuana, amphetamines, and LSD by youth is most prevalent. Seventeen percent of Milwaukee youth reported past year marijuana use and 26 percent reported lifetime marijuana use, while 6 percent reported lifetime use of amphetamines and lifetime use of LSD.

**COMMUNITY RESPONSE:** University of Wisconsin - Milwaukee, Milwaukee Boys and Girls Clubs in Public Housing  
University of Wisconsin-Milwaukee, Wisconsin Clearinghouse for Prevention Resources  
D.A.R.E. Program Lisbon Avenue Neighborhood  
Career Youth Development/DePaul  
Council for Spanish Speaking, Salud de Familia  
Alliance for a Drug-Free Wisconsin  
Eastside Youth and Family Clinic  
Holton Youth Center Lincoln Park Community Center  
Horizon Incorporated  
Kettle Moraine Treatment Centers, Incorporated  
HIDTA Funding Appropriated Pending Designation by Director, ONDCP

|                             |                   |                |                 |
|-----------------------------|-------------------|----------------|-----------------|
| <b><u>PROPOSED ADS:</u></b> | Long Way Home     | Girlfriend     | Pot Head        |
|                             | Alex/Straight A's | Free Ride      | Frying Pan      |
|                             | O'Connor          | Girl Interview | Deal            |
|                             | Drowning          | Noses          | Under Your Nose |
|                             | 9-1-1             | What Would     |                 |

This data is for the entire Metropolitan Statistical Area

### **Portland, OR**

**DEMOGRAPHICS:** Total Population: 1,477,895  
Race/Ethnicity: 91% white; 2% African American; 3% Hispanic Origin  
Crime Rate: 716/100,000  
Percentage of Children Under 18 Below Poverty Level: 41%  
Unemployment rate: 5.17%  
Percent of Population Between Ages 5 and 17: 18%

**MEDIA MARKET:** *The Oregonian, The Salem Statesman*; KATU-TV (ABC Affiliate), KGW-TV (NBC Affiliate), KOIN-TV (CBS Affiliate), KPOX-TV (Fox Affiliate); KXL-AM (News/Talk), KOTK-AM (News/Talk); KKEY-AM (Talk)

**DRUG PROBLEM:** Over 44 percent of Portland's 11th graders and a third of Portland's 8th graders report lifetime use of marijuana. Past month and lifetime reported use of cocaine and heroin (separately) is more prevalent among 8th graders than 11th graders. Past month and lifetime reported use of crack cocaine by 8th graders is approximately twice that of 11th graders.

**COMMUNITY RESPONSE:** Boys and Girls Clubs of Portland Metropolitan Area  
"Just Say No" Program  
CODA, Inc.  
Diversion Associates  
Mainstream Youth Program, Inc.  
Project for Community Recovery  
Volunteers of American Womens' Residential Center  
The Oregon Partnership  
Meeting Points  
YWCA of Salem  
Oregon Together! Office of Alcohol and Drug Abuse Programs  
D.A.R.E. Program  
CSAP Evaluation Site  
DUF Juvenile Site

|                             |               |             |                   |
|-----------------------------|---------------|-------------|-------------------|
| <b><u>PROPOSED ADS:</u></b> | Long Way Home | Pot Head    | Alex/Straight A's |
|                             | Sublime       | Lauryn Hill | Everclear         |
|                             | Frying Pan    | O'Connor    | Girl Interview    |
|                             | Burbs         | Teeth       | Johnny Street     |

This data is for the entire Metropolitan Statistical Area

### San Diego, CA

DEMOGRAPHICS: Total Population: 2,498,016  
Race/Ethnicity: 75% white; 6% African American; 19% Hispanic  
Origin  
Crime rate: 794/100,000  
Percent of Children Under 18 Below Poverty Level: 50%  
Unemployment Rate: 6.12%  
Percent of Population Between Ages 5 and 17: 16%

MEDIA MARKET: *The San Diego Union Tribune, The Los Angeles Times, The San Diego Blade Citizen*; KFMB-TV (CBS Affiliate), KGTV-TV (ABC Affiliate), KNSD-TV (NBC Affiliate), KETV-TV (Fox Affiliate); KFNB-AM (News/Talk/Info), KOGO-AM (News/Talk), KFI-AM (Talk)

DRUG PROBLEM: Forty percent of 9th graders and 37 percent of 11th graders in San Diego reported that they have been offered, sold, or given illegal drugs on school property in the past year. There is reason to believe that the declines in California teens' marijuana use noted over the last few years has leveled off or reversed. Weekly or more frequent use of marijuana increased by four percent, and was eight percent higher than reported across the state. LSD use has also increased for 9th and 11th graders since 1990. Methamphetamine, a major source of emergency department and treatment admissions, is the dominant illicit drug problem in San Diego. Methamphetamine manufacturing and distribution networks are controlled by organized groups of Mexican nationals and Mexican Americans, located on both sides of the border.

COMMUNITY RESPONSE: Southwest Border HIDTA Region DUF Juvenile Site  
Community Epidemiology Work Group D.A.R.E. Program  
San Diego County Alcohol and Drug Services  
California Organization of Methadone Providers  
Parents and Adolescents Recovering Together Successfully  
Boys and Girls Clubs of Chula Vista/ National City, Inc.  
Boys and Girls Clubs of Oceanside (Friendly Peersuasion Program)  
The Boys and Girls Clubs of San Diego  
Girls Incorporated of Vista (Friendly Peersuasion Program)  
"Just Say No" Program

PROPOSED ADS:

|                   |                |                 |
|-------------------|----------------|-----------------|
| Long Way Home     | Girlfriend     | Not Your Friend |
| Alex/Straight A's | Frying Pan     | Rite of Passage |
| O'Connor          | Girl Interview | Questions       |
| 9-1-1             | What Would     | Teeth           |
| Johnny Street     |                |                 |

This data is for the entire Metropolitan Statistical Area

### Sioux City, IA

DEMOGRAPHICS: Total Population: 115,018  
Race/Ethnicity: 93% white; 1% African American; 3% Hispanic Origin  
Crime Rate: 1271/100,000  
Percentage of Children Under 18 Below Poverty Level: 53%  
Unemployment Rate: 5.04%  
Percent of Population Between Ages 5 and 17: 19%

MEDIA MARKET: *Sioux City Journal, Des Moines Register, Omaha World Herald, Norfolk News, Strom Lake Pilot*; KCAU-TV (ABC Affiliate), KMEG-TV (CBS Affiliate), KTIV-TV (NBC Affiliate); KSCJ-AM (News/Talk), KWSL-AM (Standard/Talk)

DRUG PROBLEM: With the overall national rates of the use of specific initiation drugs--i.e., marijuana and inhalants--increasing among youth, there is concern that early use of drugs may expose young people to methamphetamine and cocaine in this metro area where adult use has been increasing and the drugs are readily available. In the last three years, there has been a phenomenal increase in the importation, distribution, and clandestine manufacturing of methamphetamine. Combined arrests in Iowa for methamphetamine and amphetamine by federal, state, and local law enforcement increased 712 percent from 1994 to 1996. The hot spots for methamphetamine in Iowa include the regions of Sioux City, Des Moines, and Muscatine.

COMMUNITY RESPONSE: Siouxland Cares  
Marian Health Center  
Saint Lukes Gordon Recovery Centers  
Girls, Incorporated (Friendly Peersuasion Program)  
"Just Say No" Program  
Boys Club of Sioux City  
Indian Youth Of America  
Midwest HIDTA Region  
D.A.R.E. Program

|                      |                |                 |                   |
|----------------------|----------------|-----------------|-------------------|
| <u>PROPOSED ADS:</u> | Long Way Home  | Pot Head        | Alex/Straight A's |
|                      | Layla          | Frying Pan      | O'Connor          |
|                      | Girl Interview | Burbs           | Drowning          |
|                      | Noses          | Under Your Nose | 9-1-1             |
|                      | What Would     |                 |                   |

This data is for the entire Metropolitan Statistical Area

### **Tucson, AZ**

**DEMOGRAPHICS:** Total Population: 666,880  
Race/Ethnicity: 78% white; 31% African American; 24% Hispanic  
Origin  
Crime Rate: 877/100,000  
Percentage of Children Under 18 Below Poverty Level: 46%  
Unemployment Rate: 8.15%  
Percent of Population Between Ages 5 and 17: 16%

**MEDIA MARKET:** *The Tucson Star, The Phoenix Gazette, The Nogales Dispatch*; KGUN-TV (ABC Affiliate), KMSB-TV (Fox Affiliate), KOLD-TV (CBS Affiliate), KVOA-TV (NBC Affiliate), KHRR-TV (Telemundo); KNST-AM (News/Talk), KTUC-AM (News/Talk), KTKT-AM (News)

**DRUG PROBLEM:** Though marijuana is the drug of choice for all of Arizona, which reflects the national statistics of drug use among youth, crack is very available in Tucson, as is Mexican black tar heroin. Juvenile drug arrests in Pima County increased 151 percent between 1984 to 1994. The largest cocaine seizure in the history of the State of Arizona ( six tons) occurred in Tucson in 1997. Methamphetamine production in clandestine laboratories is increasing substantially, using chemicals procured in Mexico.

**COMMUNITY RESPONSE:** Boys and Girls Clubs of Tucson, Inc.  
Safe and Drug Free Schools and Communities  
D.A.R.E. Program  
Metro Area Narcotics Intervention Services  
Metropolitan Education Commission  
Youth Advisory Council/Tucson Teen Congress  
"Just Say No" Program  
Arizona For a Drug Free Youth and Communities  
Amity, Incorporated  
Nosotros, Incorporated  
La Frontera Center  
Southwest Border HIDTA Region  
CSAP Evaluation Site  
Cottonwood de Tucson  
Life Directions, Inc Mentoring

|                             |                   |                |                 |
|-----------------------------|-------------------|----------------|-----------------|
| <b><u>PROPOSED ADS:</u></b> | Long Way Home     | Pot Head       | Not Your Friend |
|                             | Alex/Straight A's | Frying Pan     | Rite of Passage |
|                             | O'Connor          | Girl Interview | Questions       |
|                             | Unnatural Acts    | 9-1-1          | What Would      |
|                             | Bugs              |                |                 |

This data is for the entire Metropolitan Statistical Area

### Washington, DC

**DEMOGRAPHICS:** Total Population: 3,923,574  
Race/Ethnicity: 65% white; 26% African American; 5% Hispanic  
Origin  
Crime Rate: 716/100,000  
Percentage of Children Under 18 Below Poverty Level: 46%  
Unemployment Rate: 3.69%  
Percentage of Population Between Ages of 5 and 17: 16%

**MEDIA MARKET:** *The Washington Post, The Washington Times, Fairfax Journal, Journal Newspapers, Frederick News; WJLA-TV (ABC Affiliate), WRC-TV (NBC Affiliate); WTTG-TV (Fox Affiliate), WUSA-TV (CBS Affiliate); WMAL-AM (News/Talk), WTOP-AM (News), WWRC-AM (Talk)*

**DRUG PROBLEM:** Marijuana accounts for greater than 10 percent of the non-alcohol treatment admissions in Washington, D.C. Seventy percent of juvenile arrestees tested positive for drugs in 1996 (60% positive for marijuana, up from 6% in 1990). In 1996, in one suburban county outside of Washington, (Montgomery County), 6.6 percent of 8th graders, 15 percent of 10th graders, and 29 percent of twelfth graders reported marijuana use in the past 30 days. In 1995, Washington had the second highest number of DAWN cocaine related emergency department mentions (901). Crack and powder cocaine price and purity are reportedly stable. .

**COMMUNITY RESPONSE:** Corporation Against Drug Abuse  
Boys and Girls Clubs of the Chesapeake/Potomac Region, Inc.  
DC Public Schools Substance Abuse Prevention Education  
Deafpride, Inc., Project A Second Chance  
Washington Metropolitan Council of Governments Drug Program  
Alcohol and Drug Abuse Services Administration Prevention  
Program  
Andromeda Transcultural Hispanic Mental Health Center  
Addiction Prevention and Recovery Administration  
D.C. Community Prevention Partnership  
Marshall Heights Community Development Organization  
"Just Say No" Program  
DUF Juvenile Site  
Washington/Baltimore HIDTA Region  
Project Weed and Seed  
D.A.R.E. Program

|                      |                   |          |                |
|----------------------|-------------------|----------|----------------|
| <b>PROPOSED ADS:</b> | Long Way Home     | Pot Head | Girlfriend     |
|                      | Alex/Straight A's | Layla    | Free Ride      |
|                      | Frying Pan        | O'Connor | Girl Interview |
|                      | Deal              | Drowning | Noses          |
|                      | Under Your Nose   | Teeth    | Johnny Street  |

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## **Clinton Presidential Records Digital Records Marker**

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**3**

Divider Title: \_\_\_\_\_

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Twelve Market Master Plan (Rev. 11/4/97)

|           | Atlanta                                       | Baltimore                                     | Boise                            | Denver                                           | Hartford                                      | Houston                                          | Milwaukee                            | Portland                                                       | San Diego                                        | Sioux City                       | Tucson                                           | Wash, DC                                      |
|-----------|-----------------------------------------------|-----------------------------------------------|----------------------------------|--------------------------------------------------|-----------------------------------------------|--------------------------------------------------|--------------------------------------|----------------------------------------------------------------|--------------------------------------------------|----------------------------------|--------------------------------------------------|-----------------------------------------------|
| Gen/Marj  | 50%                                           | 40%                                           | 30%                              | 50%                                              | 60%                                           | 60%                                              | 50%                                  | 50%                                                            | 40%                                              | 40%                              | 30%                                              | 50%                                           |
| Pre-teens | Long Way<br>Pot Head<br>Girlfriend            | Long Way<br>Pot Head<br>Girlfriend            | Long Way Home<br>Pot Head        | Long Way<br>Pot Head                             | Long Way<br>Pot Head<br>Girlfriend            | Long Way<br>Girlfriend<br>Not YF (S)<br>Pot Head | Long Way<br>Girlfriend<br>Pot Head   | Long Way<br>Pot Head                                           | Long Way<br>Girlfriend<br>Not YF (S)<br>Pot Head | Long Way<br>Pot Head             | Long Way<br>Pot Head<br>Not YF (S)               | Long Way<br>Girlfriend<br>Pot Head            |
| Teens     | Alex/StrA<br>Layla<br>Free Ride<br>Frying Pan | Alex/StrA<br>Layla<br>Free Ride<br>Frying Pan | Alex/StrA<br>Layla<br>Frying Pan | Alex/StrA<br>Layla<br>Rt Pas (E/S)<br>Frying Pan | Alex StrA<br>Layla<br>RtPas E/S<br>Frying Pan | Alex StrA<br>Layla<br>RtPas E/S<br>Frying Pan    | Alex StrA<br>Free Ride<br>Frying Pan | Alex StrA<br>Sublime<br>Lauryn Hill<br>Everclear<br>Frying Pan | Alex StrA<br>Frying Pan<br>RtPas E/S             | Alex StrA<br>Layla<br>Frying Pan | Alex StrA<br>Frying Pan<br>RtPas E/S             | Alex StrA<br>Layla<br>Free Ride<br>Frying Pan |
| Parents   | O'Connor<br>Girl Intv'w<br>Deal               | O'Connor<br>Girl Intv'w<br>Deal               | O'Connor<br>Girl Intv'w<br>Burbs | O'Connor<br>Girl Intv'w<br>Burbs<br>Ques (S)     | O'Connor<br>Girl Intv'w<br>Deal<br>Ques (S)   | O'Connor<br>Girl Intv'w<br>Deal<br>Ques (S)      | O'Connor<br>Girl Intv'w<br>Deal      | O'Connor<br>Girl Intv'w<br>Burbs                               | O'Connor<br>Girl Intv'w<br>Ques (S)              | O'Connor<br>Girl Intv'w<br>Burbs | O'Connor<br>Girl Intv'w<br>Ques (S)<br>UnAct (S) | O'Connor<br>Girl Intv'w<br>Deal               |
| Inhalants | 20%                                           | 20%                                           |                                  |                                                  | 20%                                           | 20%                                              | 20%                                  |                                                                | 10%                                              | 20%                              |                                                  | 20%                                           |
| Pre-teens | Drowning<br>Noses                             | Drowning<br>Noses                             |                                  |                                                  | Drow E/S<br>Nose E/S                          | Drow E/S<br>Nose E/S                             | Drowning<br>Noses                    |                                                                | Noses                                            | Drowning<br>Noses                |                                                  | Drowning<br>Noses                             |
| Parents   | Undr Yr Nose                                  | Under Yr Nose                                 |                                  |                                                  | Undr Yr Nose E/S                              | Undr Yr Nose E/S                                 | Undr Yr Nose                         |                                                                |                                                  | Undr Yr Nose                     |                                                  | Undr Yr Nose                                  |
| Meth      |                                               |                                               | 70%                              | 30%                                              |                                               |                                                  | 30%                                  |                                                                | 30%                                              | 40%                              | 60%                                              |                                               |
| Teens     |                                               |                                               | 911<br>What Wld<br>Roaches       | 911<br>What Wld                                  |                                               |                                                  | 911<br>What Wld                      |                                                                | 911<br>What Wld                                  | 911<br>What Wld                  | 911<br>What Wld<br>Roaches                       |                                               |
| Heroin    | 20%                                           | 40%                                           |                                  | 20%                                              | 20%                                           | 20%                                              |                                      | 40%                                                            | 20%                                              |                                  |                                                  | 20%                                           |
| 18-25     | Teeth<br>Johnny Street                        | Teeth<br>Johnny Street                        |                                  | Teeth<br>Johnny Street                           | Teeth<br>Johnny Street                        | Teeth<br>Johnny Street                           |                                      | Teeth<br>Johnny Street                                         | Teeth<br>Johnny Street                           |                                  |                                                  | Teeth<br>Johnny Street                        |
| Crack     | 10%                                           |                                               |                                  |                                                  |                                               |                                                  |                                      | 10%                                                            |                                                  |                                  | 10%                                              | 10%                                           |
| Teens     | Basketball                                    |                                               |                                  |                                                  |                                               |                                                  |                                      | Basketball                                                     |                                                  |                                  | Basketball                                       | Basketball                                    |

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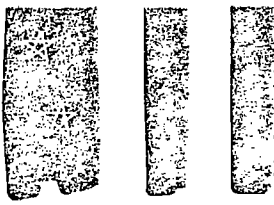
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**4**

Divider Title: \_\_\_\_\_

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## PARTNERSHIP FOR A DRUG-FREE AMERICA

### Twelve Market Grid Selection Rationale

The priorities established for the selection of PSA's for the 12-market pilot phase were as follows:

1. Maximum-impact advertising, in light of expectations that the 13-week pilot phase will produce increases in advertising awareness among target audiences. This priority has led us to seek a balance between the critically important but often lower impact "General / Marijuana" PSA's, and those PSA's for more dangerous drugs (e.g., heroin and methamphetamine), which tend to be more dramatic and memorable.
2. Recognition of specific drug skews (notably methamphetamine, inhalants and heroin) by selected market.
3. Recognition of demographic factors (notably race, age, and urban concentration) by selected market.

With these as governing priorities, the following spots were chosen based on a mix of quantitative and qualitative research, and based on the considered judgment of PDFA:

| <u>Drug / Target / PSA</u>              | <u>Markets</u> | <u>Rationale</u>                                                                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>General / Marijuana</u><br>Pre-teens |                |                                                                                                                                                                                                                                                                                                                                                                                                          |
| Long Way Home                           | All            | Effie / Grand Effie award for effectiveness (as part of PDFA inner city campaign) in significantly changing drug attitudes and behavior among urban pre-teens; judged by ad industry the most effective advertising (across <i>all</i> categories) in 1994; extensive qualitative feedback from pre-teen target <i>and</i> adults on positive, reinforcing impact of the spot; African-American casting. |

|                              |                                                                                           |                                                                                                                                                                                                                                                                                                                             |
|------------------------------|-------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Pot Head                     | All except:<br>Houston<br>San Diego                                                       | Strong Diagnostic Research<br>International results: high scores on main-message communication and relevance, both for strategic message area ("Mess Up/Humor") and for execution.                                                                                                                                          |
| Girlfriend                   | Atlanta<br>Baltimore<br>Hartford<br>Houston<br>Milwaukee<br>San Diego<br>Washington, D.C. | Judged strength of positive-reinforcing message to African-American pre-teen girls, in heavily urban markets with significant African-American populations.                                                                                                                                                                 |
| Not Your Friend<br>(Spanish) | Houston<br>San Diego<br>Tucson                                                            | Judged strength of marijuana-specific message that reinforces resistance skills among Latino pre-teens, in markets with significant Latino populations.                                                                                                                                                                     |
| <b>Teens</b>                 |                                                                                           |                                                                                                                                                                                                                                                                                                                             |
| Alex/Straight A              | All                                                                                       | Strong Diagnostic Research<br>International results: high main-message communication and relevance, both for strategic message area ("Mess Up/Serious") and for execution. Extensive qualitative support for "real kid" campaign, stressing credibility of teens' peers speaking directly to them from personal experience. |
| Layla                        | All except:<br>Milwaukee<br>Portland<br>San Diego<br>Tucson                               | Strong Diagnostic Research<br>International results: high main-message communication and relevance, both for strategic message area ("Mess Up/Serious") and for execution. Extensive qualitative support for "real kid" campaign, stressing credibility of teens' peers speaking directly to them from personal experience. |

|                                     |                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-------------------------------------|-------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Rite of Passage<br>(Eng / Span)     | Denver<br>Hartford<br>Houston<br>San Diego<br>Tucson  | Judged strength of positive, reinforcing message to teen girls, especially Latina teen girls, in urban markets with significant Latino populations.                                                                                                                                                                                                                                                                                    |
| Free Ride                           | Atlanta<br>Baltimore<br>Milwaukee<br>Washington, D.C. | Component of inner city campaign that in New York City achieved significant positive impact on drug-related attitudes and behavior; strength of message to urban teens de-glamorizing drug dealing; minority casting for markets w/ high African-American and Latino populations.                                                                                                                                                      |
| Frying Pan*                         | All                                                   | Strong, quantified main-message communication (that heroin can overtake your life); confirmation that spot has drug impact drawing on equity of PDFA "Fried Egg" spot, which supports its inclusion in General / Marijuana teen-targeted pool.                                                                                                                                                                                         |
| Everclear<br>Sublime<br>Lauryn Hill | Portland                                              | Three spots from music campaign selected for Portland based on strength of Diagnostic Research International scores: high main-message communication and relevance measures, both for strategic message area, and for individual executions. Everclear is a Portland-based band; other spots selected on basis of current popularity of Lauryn Hill (Fugees) and Sublime (whose lead singer OD'd on heroin, a major Portland problem). |
| Parents<br>O'Connor                 | All                                                   | Judged high awareness of Carroll O'Connor's personal involvement with issue, through death of son; judged strength / memorability of PSA.                                                                                                                                                                                                                                                                                              |

|                          |                                                                              |                                                                                                                                                                                                                                                       |
|--------------------------|------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Girl Interview           | All                                                                          | Judged strength and memorability of execution, particularly in its communication of importance of talking with <i>young</i> children about drugs.                                                                                                     |
| Deal                     | Atlanta<br>Baltimore<br>Hartford<br>Houston<br>Milwaukee<br>Washington, D.C. | Judged strength of message urging parents to help instill and reinforce their pre-teens' resistance skills. African-American casting, used in markets with significant African-American populations, and depiction of strong father/son relationship. |
| Burbs                    | Boise<br>Denver<br>Portland<br>Sioux City                                    | Judged value of counter-stereotypical PSA in disproportionately white, less concentrated urban markets: marijuana is not solely (or even chiefly) an urban problem, but <u>your</u> problem.                                                          |
| Questions (Spanish)      | Denver<br>Hartford<br>Houston<br>San Diego<br>Tucson                         | Judged strength of parent-targeted message in Spanish, to run in markets with high Latino populations. DOE Parents Guide (in Spanish) offer adds informational component.                                                                             |
| Unnatural Acts (Spanish) | Tucson                                                                       | Award-winning, marijuana specific message in Spanish, to run in a market with a very high Latino population.                                                                                                                                          |

**Inhalants**  
**Pre-teens**

|          |                                                                                            |                                                                                                                                                                                                                                                               |
|----------|--------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Drowning | Atlanta<br>Baltimore<br>Hartford<br>Houston<br>Milwaukee<br>Sioux City<br>Washington, D.C. | Component of Effie-award winning campaign; judged strength and memorability of execution communicating risk of death; effective in helping to increase perceived risk of inhalant usage among 11-12 year olds over two years of the inhalant campaign (PATS). |
|----------|--------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                       |                                                                   |                                                                                                                                                                                                                                                                                                                                                                                        |
|-----------------------|-------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Noses                 | Same                                                              | Component of Effie-award winning campaign; judged strength and memorability of execution communicating risk of death; effective in helping to increase perceived risk of inhalant usage among 11-12 year olds over two years of the inhalant campaign (PATs).                                                                                                                          |
| Parents               |                                                                   |                                                                                                                                                                                                                                                                                                                                                                                        |
| Under Your Nose       | Same                                                              | Key component in driving exceptionally high call rates to NCADI phone number included in PSA; effective in helping to increase perceived risk of inhalant usage among parent target (PATs). Specifically, perceived "great risk" of inhalant use "once or twice" moved from 74% to 79% of parents (1995-97), and perceived "great risk" of <u>regular</u> use climbed from 84% to 91%. |
| Meth<br>Teens (13-17) |                                                                   |                                                                                                                                                                                                                                                                                                                                                                                        |
| 911                   | Boise<br>Denver<br>Milwaukee<br>San Diego<br>Sioux City<br>Tucson | Judged strength of execution in communicating meth's potential for violence; effectiveness in driving calls to NCADI meth phone number, even based on limited airing in Western and Southwestern states.                                                                                                                                                                               |
| What Would            | Same                                                              | Judged strength of execution in communicating meth's potential for violence.                                                                                                                                                                                                                                                                                                           |
| Bugs                  | Boise<br>Tucson                                                   | Judged strength of execution in communicating meth's potential for creating paranoia and hallucinations in the user.                                                                                                                                                                                                                                                                   |

**Heroin**  
**Young Adults**  
**18-25**

|               |                                                           |                                                                                                                                                                          |
|---------------|-----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Teeth         | All except:<br>Boise<br>Milwaukee<br>Sioux City<br>Tucson | Judged strength / memorability<br>of execution in communicating<br>deglamorization strategy.                                                                             |
| Johnny Street | Same                                                      | Judged strength / memorability<br>of execution in communicating<br>deglamorization strategy,<br>especially with reference to<br>very accessible "boy next door"<br>user. |

**Crack**  
**Teens**

|            |                                                   |                                                                                                                                     |
|------------|---------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| Basketball | Atlanta<br>Portland<br>Tucson<br>Washington, D.C. | Judged strength in communicating<br>opportunities / lives lost to crack in<br>manner especially persuasive to<br>urban male target. |
|------------|---------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|

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## **List of Anti-Drug Radio Messages and Samples of Radio Scripts**

| <b><u>RADIO AD TITLE</u></b> | <b><u>DURATION (SECONDS)</u></b> |
|------------------------------|----------------------------------|
| "Girl / Interview"           | 30                               |
| "Rest Easy"                  | 30                               |
| "Number"                     | 30                               |
| "Happy Birthday Steven"      | 30                               |
| "Don't"                      | 30                               |
| "So What?"                   | 30                               |
| "Girlfriend"                 | 30                               |
| "Tisa"                       | 30                               |
| "911"                        | 30                               |
| "Rob / Never Be Me"          | 30                               |
| "Just Say Nah"               | 25                               |
| "Cop Dude"                   | 25                               |
| "Russell / did It"           | 30                               |
| "Russell . Kicked Out"       | 30                               |
| "Stupid I Said"              | 30                               |

Attached are examples of radio anti-drug scripts

## **LIVE ANNOUNCER**

**“COOL”**

**Length: :30**

**Target: Parents**

**ANNOUNCER:** To your kids, marijuana is like a new CD.

Or new sneakers.

Or the latest video game.

See, they think pot is the cool thing to have.

They don't realize it can really mess up their lives.

Talk with your kids about marijuana. They'll listen to you.

Tell them the lows outnumber the highs.

**The Partnerships for a Drug-Free Southern California  
and America.**

## **LIVE ANNOUNCER**

**“COOL”**

**LENGTH: 15      TARGET: PARENTS**

**ANNOUNCER:** To your kids, marijuana is like the latest video game.  
They think pot is the cool thing to have.  
They don't realize it can really mess up their lives.

Talk to your kids about marijuana. Tell them the lows  
outnumber the highs.

A message from the Partnerships for a Drug-  
Free Greater NY and America.

## **LIVE ANNOUNCER**

### **“STRATEGY 2”**

**LENGTH: 15**

**TARGET: YOUNG TEENS**

**ANNOUNCER:** Hey, let's say you're heading to the mall.  
There's always a chance  
someone's gonna light up a joint and say  
“C'mon everybody smokes pot”  
Wrong!  
The fact is, most kids don't.

Nobody says you have to smoke marijuana.

A message from the partnerships for a Drug-Free  
Greater NY and America.

## LIVE ANNOUNCER

“PART OF GROWING UP”

LENGTH :30

TARGET: PARENTS

ANNOUNCER: What kind of adult will your teenager turn into? Well, it has a lot to do with the way she handles the problems of growing up. That's what makes marijuana so dangerous. Stoned teens don't deal with their problems. They use pot as an escape. And in the end, they become adults who don't know how to cope with problems. Talk to your teenager about the dangers of marijuana. It may be difficult, but it's all part of growing up. For both of you.

A message from the Partnership for a Drug-Free America.

**PARTNERSHIP FOR A DRUG-FREE AMERICA  
GENE TASHOFF APPROVED RADIO (APPROVED AT 3/6 CRC)**

**“MIRROR”**

**:10 Radio to Parents - Live Announcer and Recorded**

**NY Version**

**DEAC-4487**

Want to see what teenagers say is the most powerful reason for them not to use marijuana? Take a look in the mirror. Talk to your kid.

A message from the Partnerships for a Drug-Free Greater New York and America.

**PARTNERSHIP FOR A DRUG-FREE AMERICA  
GENE TASHOFF APPROVED RADIO (APPROVED AT 3/6 CRC)**

**“MIRROR”**

**:10 Radio to Parents - Live Announcer and recorded**

**National Version**

**DEAC-4477**

Want to see what teenagers say is the most powerful reason for them not to use marijuana? Take a look in the mirror. Talk to your kid.

Partnership for a Drug-Free America.

## LIVE ANNOUNCER

“AMERICAN TEENS”

LENGTH :30

TARGET: YOUNG TEENS

ANNOUNCER: What do American teens think about kids who smoke marijuana? Most of them say pot smokers mess up in school and can't hold down a part-time job. And more than half of the teens said pot smokers act stupid at parties. Not fun. Stupid. If the danger of getting addicted or getting in trouble with the law doesn't scare you, remember this. When you do drugs, other kids think you're a real loser.

A message from the Partnership for a Drug-Free America.

### **LIVE ANNOUNCER**

#### **“TALK TO HER”**

**Length: :10**

**Target: Teens**

ANNOUNCER: Afraid of losing a friend by asking her not to use drugs? If you don't talk to her you may lose her for good. Talk to her before it's too late.

**A message from the Partnership for a Drug-Free America.**

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### **LIVE ANNOUNCER**

#### **“THREE LITTLE WORDS”**

**Length: :10**

**Target: Teens**

ANNOUNCER: It isn't always easy to tell your kid brother or sister you care about them. But three little words will let them know you really do...“Don't Do Drugs.”

**A message from the Partnership for a Drug-Free America.**

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### **LIVE ANNOUNCER**

#### **“KEEP OFF THE GRASS”**

**Length: :10**

**Target: Teens**

ANNOUNCER: You taught your brother not to play with matches. You taught him to look both ways before crossing the street. Now teach him the most important lesson of all: Keep off the grass.

**A message from the Partnership for a Drug-Free America.**

### **LIVE ANNOUNCER**

#### **“LOSERS DO DRUGS”**

**Length: :10**

**Target: Teens**

ANNOUNCER: There are lots of things to do in high school. Musicians join the band. Photographers join the yearbook staff. Athletes play basketball. And losers do drugs.

**A message from the Partnership for a Drug-Free America.**

---

### **LIVE ANNOUNCER**

#### **“THE LAST PROBLEM”**

**Length: :15**

**Target: Teens**

ANNOUNCER: Being a teenager isn't exactly a bed of roses. So if you're wondering whether to smoke pot, consider this: the last problem you need is a drug problem.

**A message from the Partnership for a Drug-Free America.**

## LIVE ANNOUNCER

### “FRIENDS”

**Length: :60**

**Target: Teens**

ANNOUNCER: Hey, you want to find out who your friends are? Well, let's see who they aren't first. Take the person who wants to sell you some drugs – as a favor. No, wait! Maybe they just want to give you some drugs. A free joint? Very generous. Or better yet, maybe this so-called friend is offering you some cocaine? Must be your friend if they want to give you something valuable, huh?

The question is, though, how come these kinds of friends want you to do drugs? There can only be three reasons:

One, because they want you to be as messed up as they are. After all, who likes being alone?

Or two, they know if they can get you addicted to drugs, they'll eventually make a profit off you.

Or three, maybe they want you to do drugs because – you know – they just like you.

But then the question is, if they like you the way you are, why would they want you to take drugs that are bound to change you?

So how do you tell who your friends are?

You figure it out.

**A message from the Partnership for a Drug-Free America.**

## **LIVE ANNOUNCER**

**“STRATEGY 1”**

**LENGTH: 15**

**TARGET: YOUNG TEENS**

**ANNOUNCER:** Okay, you’re going to a party.  
There’s always a chance that at some point  
someone may pass around a joint and say,  
“C’mon, everybody smokes pot.”  
Wrong!  
The fact is, most kids don’t.  
  
Nobody says you have to smoke marijuana.  
  
A message from the Partnerships for a Drug-  
Free Greater NY and America.

## LIVE ANNOUNCER

“PART OF GROWING UP”

LENGTH :30

TARGET: PARENTS

ANNOUNCER: What kind of adult will your teenager turn into? Well, it has a lot to do with the way she handles the problems of growing up. That's what makes marijuana so dangerous. Stoned teens don't deal with their problems. They use pot as an escape. And in the end, they become adults who don't know how to cope with problems. Talk to your teenager about the dangers of marijuana. It may be difficult, but it's all part of growing up. For both of you.

A message from the Partnership for a Drug-Free America.

## **LIVE ANNOUNCER**

**"MEDIA"**

**LENGTH: 15      TARGET: PARENTS**

**ANNOUNCER:** Rock and Rap groups tell your kids that pot is cool.  
Movies tell them that everyone's doing it.  
What are you telling your kids?

Talk to them about marijuana. Let them know it can  
really mess up their lives.

A message from the Partnerships for a Drug-Free  
Greater NY and America.

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**Tab D: Statements of ONDCP Compliance with Statutory  
Provisions of the Executive Office Appropriations Act,  
1998**



EXECUTIVE OFFICE OF THE PRESIDENT  
OFFICE OF NATIONAL DRUG CONTROL POLICY  
Washington, D.C. 20503

**Guidelines To Ensure That Campaign Will Not Supplant Anti-Drug Community Groups**

**Appropriations Bill Requirement (1):** Guidelines to ensure and certify that funds will supplement and not supplant current anti-drug community based coalitions.

**Guidelines and Certification:**

As part of ONDCP's program, ONDCP has contracted with Porter Novelli to recommend a media strategy that will insure that funds will not supplant current anti-drug community based coalitions, but will, instead, assist these coalitions. Porter Novelli has established an expert panel--consisting of representatives of local community anti-drug coalitions and other similar organizations--that will develop guidelines and plans to ensure that the media campaign will not supplant existing anti-drug community coalitions, but will instead extend their reach and impact. These following guidelines will be modified to reflect the Porter Novelle recommendations.

1. ONDCP has consulted with several potentially affected anti-drug community-based coalitions, including CADCA, the National Prevention League and other similar organizations. These groups all have voiced support for ONDCP's plan.
2. ONDCP will inform the local anti-drug coalition in each of the initial twelve cities targeted by Phase I of the campaign about the details of the media campaign so that the local coalitions can take full advantage of the increased parental awareness resulting from the campaign.
3. Where appropriate to the message of an advertisement, the advertisements used in the media campaign will include the telephone number of appropriate local anti-drug community-based coalitions that parents can contact for information and assistance. The CADCA leadership has indicated that this will greatly benefit their member coalitions.

Accordingly, the Office of National Drug Control Policy hereby certifies that the media campaign will supplement and not supplant current anti-drug community based coalitions.

Charles A. Blanchard  
Director, Office of Legal Counsel



**EXECUTIVE OFFICE OF THE PRESIDENT**  
**OFFICE OF NATIONAL DRUG CONTROL POLICY**  
Washington, D.C. 20503

**Guidelines to Ensure the Campaign Will Not Supplant Existing PSAs**

**Appropriations Bill Requirement (2):** Guidelines to ensure and certify that funds will not supplant current pro-bono service time donated by national and local broadcasting networks.

**Guidelines and Certification:**

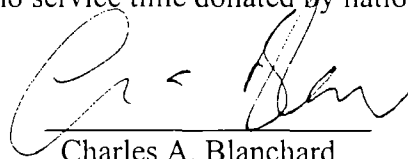
According to the Partnership for a Drug Free America, pro bono public service time is already on the decrease--both in quantity and quality. Indeed, this decline in pro bono public service time is one reason why a paid media campaign is necessary. In recognition of this issue, ONDCP has tasked Porter Novelli with recommending a media strategy that will insure that the ONDCP campaign will not supplant current pro bono public service time donated by national and local broadcasting networks. Porter Novelli has established an expert panel--consisting of two CEOs of leading corporate sponsorship firms, the former director of children's programming at NBC, a senior executive from an entertainment marketing firm and senior experts from the Ad Council and Partnership for a Drug Free America--that will develop guidelines and plans to ensure the continuity of existing prop bono public service advertising. The following guidelines will be modified to reflect the Porter Novelle recommendations.

1. ONDCP has contacted several organizations that use current pro bono public service time donated by national and local broadcasting networks. These organizations, including the Advertising Council and the Partnership for a Drug Free America, are confident that phase I will not supplant existing pro bono public service time.
2. ONDCP also contacted Richard Hamilton, the CEO of Zenith Media, the fifth largest U.S. purchaser of media time and space. Mr. Hamilton indicated that, in his opinion, paid anti-drug advertising would not reduce--and might increase--pro bono public service time.
3. In order to confirm that a paid media campaign will not supplant current pro bono public service time, ONDCP will monitor broadcasters in each of the twelve cities chosen for Phase I to determine whether pro bono public service time increased or decreased during Phase I in any of the twelve cities. Additionally, the Ad Council has agreed to monitor public service time donated by the media in the twelve cities to determine whether the campaign has an impact on public service time devoted to Ad Council issues.
4. Phase I will also serve to inform the subsequent phases of the media campaign on the actual effects of paid media time on existing pro-bono contributions from the networks and other media. Adjustments will made in later phases of the campaign in response to

our experience with Phase I.

5. ABC Radio has informed ONDCP that it will not reduce its anti-drug pro bono advertising in response to the youth media campaign.
6. When purchasing media time and space, ONDCP will instruct its media buying service to negotiate for public service time bonuses. This free time and space will be used for the benefit of appropriate public service announcements produced by the Ad Council, PDFA, and other organizations under criteria developed by Porter Novelli.
7. In addition to seeking additional public service time, ONDCP will also seek other equally valuable in-kind contributions such as programming, public affairs, and other services.
8. ONDCP will seek public pledges from network and local broadcasters to assure us further that media organizations will preserve existing public service commitments in the anti-drug area.

Accordingly, the Office of National Drug Control Policy hereby certifies that the media campaign will not supplant current pro-bono service time donated by national and local broadcasting networks.



Charles A. Blanchard  
Director, Office of Legal Counsel



EXECUTIVE OFFICE OF THE PRESIDENT  
OFFICE OF NATIONAL DRUG CONTROL POLICY  
Washington, D.C. 20503

**Guidelines to Ensure That None of the Funds Are Used For Partisan Political Purposes**

**Appropriations Bill Requirement (3):** Guidelines to ensure and certify that none of the funds will be used for partisan political purposes.

**Guidelines and Certification:**

1. No media campaigns to be funded pursuant to this campaign shall feature any elected officials, persons seeking elected office, cabinet-level officials, or other Federal officials employed pursuant to Schedule C of title 5, Code of Federal Regulations, section 213.
2. No advertisements funded by this campaign will refer in any way to any elected officials, persons seeking elected office, cabinet-level officials, or other Federal officials employed pursuant to Schedule C of title 5, Code of Federal Regulations, section 213.
3. All of the proposed advertisements for phase I have been provided to the Committees on Appropriations and the Senate Judiciary Committee.
4. ONDCP shall carefully review the advertisements that will be used in phases II and III of the media campaign to determine whether any of the individuals in these advertisements is an elected official, a person seeking elected office, cabinet-level officials, or other Federal official employed pursuant to Schedule C of title 5, Code of Federal Regulations, section 213, or whether the advertisement otherwise could be viewed as having a partisan message.
5. Before any advertisement is used, ONDCP shall provide the Committees on Appropriation and the Senate Judiciary Committee a certification that the advertisement has no partisan political purpose.

Accordingly, the Office of National Drug Control Policy hereby certifies that none of the funds will be used for partisan political purposes.

A handwritten signature in black ink, appearing to read "Charles A. Blanchard".

Charles A. Blanchard  
Director, Office of Legal Counsel



EXECUTIVE OFFICE OF THE PRESIDENT  
OFFICE OF NATIONAL DRUG CONTROL POLICY  
Washington, D.C. 20503

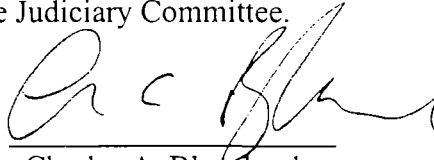
**Guidelines to Ensure That No Barred Officials Appear in Advertising**

**Appropriations Bill Requirement (4):** Guidelines to ensure and certify that no media campaigns to be funded pursuant to this campaign shall feature any elected officials, persons seeking elected office, cabinet-level officials, or other Federal officials employed pursuant to Schedule C of title 5, Code of Federal Regulations, section 213, absent advance notice to the Committees on Appropriations and the Senate Judiciary Committee.

**Guidelines and Certification:**

1. All of the proposed advertisements for phase I of the media campaign are previously produced advertisements created under the direction of the Partnership for a Drug Free America. ONDCP has carefully reviewed the proposed advertisements, and has determined that none of the individuals in these advertisements is an elected official, a person seeking elected office, cabinet-level officials, or other Federal official employed pursuant to Schedule C of title 5, Code of Federal Regulations, section 213.
2. All of the proposed advertisements for phase I have been provided to the Committees on Appropriations and the Senate Judiciary Committee.
3. ONDCP shall carefully review the advertisements that will be used or produced in phases II and III of the media campaign to determine whether any of the individuals in these advertisements is an elected official, a person seeking elected office, cabinet-level officials, or other Federal official employed pursuant to Schedule C of title 5, Code of Federal Regulations, section 213.
4. Before any advertisement is used, ONDCP shall provide the Committees on Appropriation and the Senate Judiciary Committee a certification that none of the individuals in the proposed advertisement is an elected official, a person seeking elected office, cabinet-level officials, or other Federal official employed pursuant to Schedule C of title 5, Code of Federal Regulations, section 213

Accordingly, the Office of National Drug Control Policy hereby certifies that no media campaigns to be funded pursuant to this campaign shall feature any elected officials, persons seeking elected office, cabinet-level officials, or other Federal officials employed pursuant to Schedule C of title 5, Code of Federal Regulations, section 213, absent advance notice to the Committees on Appropriations and the Senate Judiciary Committee.

A handwritten signature in dark ink, appearing to read 'C. A. Blanchard', written over a horizontal line.

Charles A. Blanchard  
Director, Office of Legal Counsel



EXECUTIVE OFFICE OF THE PRESIDENT  
OFFICE OF NATIONAL DRUG CONTROL POLICY  
Washington, D.C. 20503

**Implementation Plan to Ensure Private Sector Contributions**

**Appropriations Bill Requirement (5):** A detailed implementation plan to be submitted to the Committees on Appropriations and the Senate Judiciary Committee for securing private sector contributions including but not limited to in-kind contributions.

**ONDCP Response:**

ONDCP has received numerous unsolicited offers from private sector organizations to contribute resources to the campaign. Representatives of those organizations, and other senior executives consulted since March, have expressed the opinion that the ONDCP campaign has potential to attract significant private sector support. The decision was therefore made to actively solicit private sector contributions to the campaign as a means of extending the government's contribution. Moreover, rather than evaluate the existing unsolicited offers on a case-by-case basis, assessment of those offers has been placed on hold until appropriate guidelines for accepting private sector contributions can be developed. To that end, Porter Novelli has been tasked with developing a corporate sponsorship plan, including guidelines for accepting private sector contributions.

1. Because of the unique nature of the ONDCP campaign, Porter Novelli is establishing a corporate sponsorship expert panel to advise ONDCP on effective and appropriate strategies for generating private sector contributions. Members of that expert panel include CEOs from two of the Nation's leading corporate sponsorship firms, and senior executives from other private and non-profit organizations that accept or direct corporate sponsorships, including the Ad Council and Partnership for a Drug-Free America.
2. ONDCP legal counsel will advise Porter Novelli and the corporate sponsorship expert panel to ensure that all recommended practices are consistent with federal regulations and guidelines for accepting private contributions.
3. Based on an investigation of the charters and guidelines of other Federal programs that accept private donations, Porter Novelli will recommend a set of guidelines for ONDCP.
4. The types of private sector contributions currently envisaged include paid media placements of ONDCP advertisements, co-op advertising (i.e., shared advertising between ONDCP and a sponsor), in-kind contributions of products, materials and services, and possibly direct funding of the campaign through monetary donations.
5. ONDCP and Porter Novelli will investigate options for taking advantage of an existing mechanism (e.g., The Centers for Disease Control and Prevention Foundation) or establishing a new mechanism for accepting contributions, including monetary donations, if applicable under the recommended guidelines.

6. The detailed corporate sponsorship implementation plan will be finalized in January, 1998.
7. Porter Novelli, or other ONDCP contractors as they become available, will implement the corporate sponsorship program in March 1998.

Accordingly, the Office of National Drug Control Policy hereby certifies that a detailed implementation plan for securing private sector contributions including but not limited to in-kind contributions will be submitted to the Committees on Appropriations and the Senate Judiciary Committee in February 1998.



EXECUTIVE OFFICE OF THE PRESIDENT  
OFFICE OF NATIONAL DRUG CONTROL POLICY  
Washington, D.C. 20503

**Implementation Plan for Qualifications of Fund Recipients**

**Appropriations Bill Requirement (6):** A detailed implementation plan . . . of the qualifications necessary for any organization, entity, or individual to receive funding for or otherwise be provided broadcast media time.

**ONDCP Response:**

1. At this time, ONDCP does not plan to provide any organization, entity or individual with funding or broadcast media time, and the media campaign will not be run as a grant program. Accordingly, it is not necessary to develop the qualifications of any such organization, entity or individual. Instead, ONDCP will contract with a media buying service or advertising agency to directly place advertisements. ONDCP will issue a request for proposals with the purpose of hiring a professional media firm to implement the media strategy. The statement of qualifications is now under development by Porter Novelli. Additionally, during the next few months, ONDCP will be developing guidelines for selecting the particular advertisements that will be used in the campaign. If ONDCP decides to provide funding to organizations, it will develop detailed qualification criteria.
2. During phase 1, ONDCP will use advertisements produced by the Partnership for a Drug Free America. A media buying firm with an existing contract with another federal government agency will purchase media time for these advertisements in each of the twelve cities.
3. During phases 2 and 3, to the extent possible, funds will not be used for new creative work for advertisements. Instead, new advertisements will be provided by the nation's advertising industry through the Partnership for a Drug Free America. While the out-of-pocket production costs will be paid out of the media campaign funds, the creative effort will be donated by the Partnership's advertising agencies. All of the advertisements used by the campaign must be of exceptional quality, and must have messages that are consistent with the overall strategy now under development by Porter Novelli.



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**System to Measure Outcomes of Success**

**Appropriations Bill Requirement (7):** A system to measure outcomes of success of the national media campaign.

**System and Certification:**

To assess the impact of the National Youth Anti-Drug Media Campaign, ONDCP has designed a multi-phase evaluation plan as its system to measure the outcomes of success of the national campaign. The evaluation will measure each phase of the campaign to monitor increases in the negative attitudes of youth toward drugs, increased involvement of adults in children's lives, and ultimately reductions in drug use among youth. Results will be reported back to the campaign planners so that modifications in the campaign strategy can be made. Each phase of the impact evaluation will be conducted by an independent contractor under the auspices of the Office of Programs, Budget, Research, and Evaluation, ONDCP. The evaluation plan will involve a series of quantitative and qualitative research methods, and will be designed to address the different characteristics of each phase of the Youth Anti-Drug Media Campaign, including the specific campaign strategy for each target audience when these become available. See Tab \_\_\_\_ for complete description of the Evaluation Plan for the Campaign.

**1. Impact Evaluation for Phase I of the National Youth Anti-Drug Media Campaign**

The Phase I evaluation strategy is the most comprehensive at this point since it must be implemented before the Phase I campaign is launched. It will measure the effects of the campaign on awareness and attitudes among parents and youth in twelve target metropolitan areas where the campaign will be broadcast, as compared to parents and youth in twelve comparison metropolitan areas where the campaign will not appear. The evaluation team will *conduct parent and youth surveys, collect community data, interview key informants, and hold focus groups* in the twelve target and comparison metropolitan areas to collect baseline data, intermediate data mid-way through the comparison, and impact results after the Phase I campaign is completed.

**2. Impact Evaluation of Phases II and III of the National Youth Anti-Drug Media Campaign**

ONDCP plans to award a multiyear contract in early 1998 to conduct a comprehensive evaluation of Phases II and III of the national campaign to assess changes in attitudes and behavior of parents, youth-influential adults, and young people, with an expectation that the campaign will produce significant reductions in drug use among young people within 2 to 3 years. Research shows that there is often a two-year lag between increasing risk

perceptions among youth and changes in their drug use behavior. The impact evaluation will track the individual themes and strategies of the campaign to determine how well the campaign succeeds in accomplishing these important goals. ONDCP plans to issue a Request for Proposal (RFP) in early 1998 to: ***Review, recommend, and implement the latest research-based methodologies for evaluating the impact of the campaign; collect data from existing data sources to establish the baseline and monitor campaign progress; conduct data collection activities; and analyze the results of each of the data collection efforts and prepare reports to provide feedback to campaign planners, Congress and the public.***

Accordingly, the Office of National Drug Control Policy hereby certifies that this system will measure outcomes of success of the national media campaign.

  
John Carnevale  
Director, Office of Programs, Budgets & Evaluation

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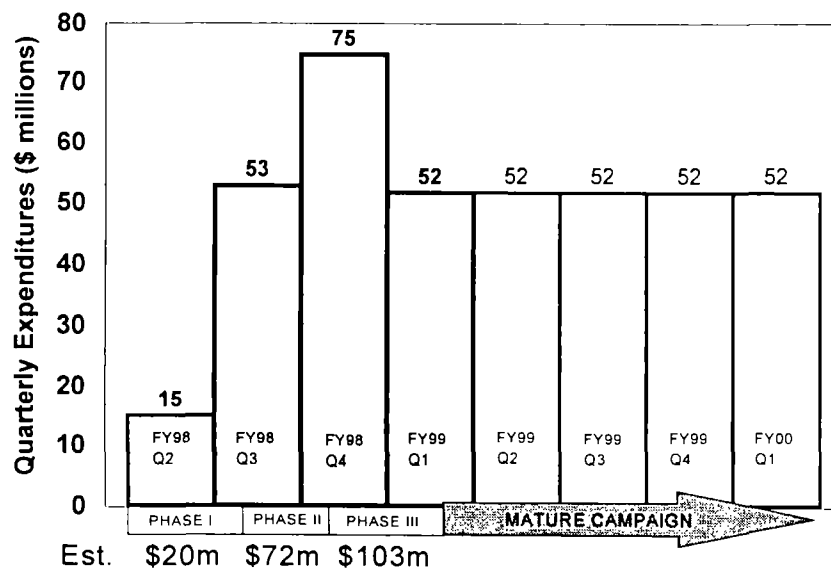
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**Tab E: Projected FY98 / FY 99 Expenditures for National  
Youth Anti-Drug Media Campaign**

As part of the FY 1998 appropriations for ONDCP, Congress approved \$195 million for the National Media Campaign, \$178 million of which is available for obligation during this fiscal year. Expenditures are based on the assumption of Congressional approval of the ONDCP plan by December 1, 1997 and on the best estimate of advance media purchases. All of the \$178 million will be obligated in FY 1998; the balance of \$17 million will be obligated further in the first quarter of FY 1999. Outlays for actual ad placement are estimated to begin in the second quarter of FY 1998 and extend through the first quarter of FY 1999. The spending plan will be adjusted based on a final media strategy.

- **Phase I** -- This is associated with a limited ad rollout in 12 cities during approximately January to April 1998, assuming Congressional approval as noted above.
- **Phase II** -- National ad implementation will occur during this phase, along with limited use of other media (e.g., perhaps Internet and/or entertainment industry initiatives), as well as development of partnerships with local and state drug prevention organizations. Phase II will occur during about May through July 1998.
- **Phase III** -- This includes full implementation of ads and other media with the final media contractor in place. This phase will begin in about August 1997. Fourth quarter expenditures in FY 1998 include media purchases that will air in the first quarter of FY 1999. (Media buys are normally conducted three months in advance of airtime in order to obtain the most cost efficient, desirable programming.)

### Projected FY98-99 Federal Expenditures for Media Campaign



| 1997 |     |     | 1998    |     |     |          |     |     |           |     |     |      |     | 1999 |      |     |     |     |
|------|-----|-----|---------|-----|-----|----------|-----|-----|-----------|-----|-----|------|-----|------|------|-----|-----|-----|
| OCT  | NOV | DEC | JAN     | FEB | MAR | APR      | MAY | JUN | JUL       | AUG | SEP | OCT  | NOV | DEC  | JAN  | FEB | MAR | APR |
| 1Q98 |     |     | 2Q98    |     |     | 3Q98     |     |     | 4Q98      |     |     | 1Q99 |     |      | 2Q99 |     |     |     |
|      |     |     | PHASE I |     |     | PHASE II |     |     | PHASE III |     |     |      |     |      |      |     |     |     |

|                              |  |  |              |  |  |         |  |  |         |  |  |   |  |  | TOTAL                 |  |  |
|------------------------------|--|--|--------------|--|--|---------|--|--|---------|--|--|---|--|--|-----------------------|--|--|
|                              |  |  | (\$ MILLION) |  |  |         |  |  |         |  |  |   |  |  |                       |  |  |
| Estimated overall spending:  |  |  | 20           |  |  | 72      |  |  | 103     |  |  |   |  |  | 195                   |  |  |
| Estimated spending/month:    |  |  | 5            |  |  | 5       |  |  | 5       |  |  | 5 |  |  | 5                     |  |  |
| SF132 Projected Obligations: |  |  |              |  |  |         |  |  |         |  |  |   |  |  |                       |  |  |
| Quarter                      |  |  | Quarter      |  |  | Quarter |  |  | Quarter |  |  |   |  |  |                       |  |  |
| 50                           |  |  | 42 6         |  |  | 42 7    |  |  | 42 7    |  |  |   |  |  |                       |  |  |
|                              |  |  |              |  |  |         |  |  |         |  |  |   |  |  | 128 Obligated in FY98 |  |  |
|                              |  |  |              |  |  |         |  |  |         |  |  |   |  |  | 17 Obligated in FY99  |  |  |

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**Tab F: Evaluation Process for the National Youth Anti-Drug  
Media Campaign**

**Enclosure 1: ONDCP Evaluation Process for the  
Three-Phases of the National Youth Anti-  
Drug Media Campaign**

**Enclosure 2: Supporting Statement for OMB Clearance:  
Collection of Local Area Baseline Data on  
Drug Use, Drug Use Attitudes, and Related  
Behaviors Among Youth and Parents (for  
Phase I evaluation)**

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**1**

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## EVALUATION OF THE NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN

To assess the impact of the National Youth Anti-Drug Media Campaign, ONDCP has designed a multi-phase evaluation plan to measure outcomes of success of the national campaign in increasing the negative attitudes of youth toward drugs, increasing adult involvement in working with children to prevent drug use, and ultimately reducing drug use behavior among youth. Each phase of the impact evaluation will be conducted by an independent contractor under the auspices of the Office of Programs, Budget, Research, and Evaluation, ONDCP. The evaluation plan will involve a series of quantitative and qualitative research methods, including surveys of parents and young people; focus groups with the campaign target audiences; interviews with key informants at the national, state and local level; media monitoring of television, radio and print coverage of illicit drug use; and analysis of existing data on drug use and attitudes. The evaluation plan is being designed to address the different characteristics of each phase of the Youth Anti-Drug Media Campaign--e.g., since Phase I is only 13 weeks long, there will only be measures of awareness and some possible attitude changes, since those are the only changes to be expected in this short time-frame.

### 1. **Impact Evaluation for Phase I of the National Youth Anti-Drug Media Campaign**

The Phase I evaluation strategy has been designed to measure the effects of the campaign on awareness and attitudes among parents and youth in twelve target metropolitan areas where the campaign advertisements will be broadcast, as compared to parents and youth in twelve comparison metropolitan areas where the campaign will not be conducted. The impact evaluation of Phase I **will not** be able to detect changes in actual drug using behavior. Research suggests that such behavioral changes are not likely to occur until about 2 years after the launch of a media campaign. The evaluation team will conduct research in the twelve target and comparison metropolitan areas before the Phase I campaign is launched to collect baseline data, intermediate data mid-way through the comparison, and impact results after the Phase I campaign is completed.

The following are the components of the Phase I evaluation:

- 1) **Target Metro Areas.** The twelve selected target metro areas are Atlanta, Baltimore, Boise, Denver, Hartford, Houston, Milwaukee, Portland (OR), San Diego, Sioux City, Tucson, and Washington, D.C. These metropolitan areas were chosen on the basis of geography, to ensure a regional distribution for the country; having existing data sources on drug use attitudes and behavior; and demographic characteristics such as population size, ethnicity, percent of population between ages 5 and 17, crimes per 100,000, percent of children under 18 below poverty level, and unemployment rate; and serious emerging drug abuse problems (e.g., heroin or methamphetamine).
- 2) **Comparison Metro Areas.** Use of comparison metropolitan areas, where the Phase I Campaign is not run, but the same data are collected as in the target areas,

is necessary to provide a baseline against which to measure the pre-post effects of the campaign on awareness and attitudes. These metro areas are being selected for their similarity of size, largest minority population, geographic location, and independence from the media markets of the target metro areas.

- 3) **In-school Surveys.** The intent is to assess baseline and follow-up campaign effects on youth awareness and attitudes about drug use in the selected target and comparison metro areas. A total of 1,000 youth (grades 4-12) will be surveyed in each metro area. The ONDCP contractor will conduct the surveys in October for baseline data and after the campaign is completed in February/March. Schools and classrooms within schools will be randomly selected in each of the twelve target and twelve comparison metro areas. The resulting samples will be statistically representative of the metropolitan areas.
- 4) **Parents' Telephone Surveys.** Since many PDFA ads address parents, the contractor will also conduct telephone surveys of parents of youths 18 and younger in the selected target and comparison metro areas at baseline and followup to address the effect of the campaign on parents' awareness and attitudes. A total of 175 parents will be surveyed in each metro area.
- 5) **OMB Clearance for In-School and Parents' Surveys.** In order to conduct the parent and youth surveys, ONDCP is working closely with the OMB to expedite the clearance process within this compressed time-frame. The clearance package was prepared by our contractor and reviewed by ONDCP and other Federal agency staff prior to submission to OMB. We anticipate final clearance on or about October 16.
- 6) **Data Collection Site Visits.** The contractor staff will visit each selected target and comparison metro area to gather local data, including hospital, law enforcement, school survey, and other drug-related statistics, document local prevention activities, conduct focus groups, and meet with key informants and others relevant to the campaign evaluation. The site visits, focus groups, and key informant interviews, will be conducted during the baseline period, after 8 weeks into the campaign, and on followup after the end of the Phase I campaign.
- 7) **Focus Groups.** More probing and detailed information can be collected through the use of focus groups than with surveys. Focus groups will be conducted with parents and youth to provide the opportunity to gain better understanding of their perceptions of the campaign, and how the campaign may have affected their attitudes or beliefs about drugs.
- 8) **Key Informant Interviews.** With the assistance of the National Association of State Alcohol and Drug Abuse Directors (NASADAD) and the Community Anti-Drug Coalitions of American (CADCA), the contractor will identify key prevention activists in the metro areas to learn more about community drug

problems, drug prevention programs in the schools, major political or youth-oriented events, as well as law enforcement efforts that might affect the way people view drug use in that city. This information will tell us what other prevention programming is occurring in the metropolitan areas that also may be impacting youth's and parents' attitudes and behavior.

- 9) **Media Tracking.** The contractor has subcontracted with a Washington-based media tracking firm to monitor ongoing electronic and print media coverage related to drugs before and during the 13-week campaign in all twelve target and comparison metro areas.
- 10) **Re-analysis of Existing Data.** All relevant data on drug use in each of these metro areas has been used to identify the particular problems to be addressed in these areas. These data were provided to the PDFA and provided guidance to them in the selection of the proposed ads.
- 11) **Evaluation Reports.** In late January, there will be an interim report on the baseline data and mid-campaign followup site visits, including focus groups and key informant interviews, to assess progress on the Phase I Campaign. The final evaluation report with followup data analysis will be completed in March 1998.

## 2. **Impact Evaluation of Phases II and III of the National Youth Anti-Drug Media Campaign**

ONDCP plans to award a contract in early 1998 to conduct a comprehensive evaluation of Phases II and III of the national campaign to assess changes in attitudes and behavior of parents, youth-influential adults, and young people, with an expectation that the campaign will produce significant reductions in drug use among young people within 2 or 3 years. Among parents and adults, the campaign will be encouraging them to get more involved in the lives of children and to address drug use directly to help youth resist peer pressure and successfully remain drug free. Among preteens and teenagers, the campaign will focus on increasing perceptions of risk about specific drugs and increasing disapproval of drug use, which is associated with changes in norms and behavior in this audience. The impact evaluation will need to track the individual themes and strategies of the campaign, once they are established, to determine how well the campaign succeeds in accomplishing its important goals.

ONDCP plans to issue a Request for Proposal (RFP) for a multi-year contract to an independent contractor to perform this comprehensive impact evaluation. Details about the design and implementation of this phase of the evaluation will be one of the first products of the new contract, which will do the following:

1. **Establish a group of technical advisers** to provide ongoing review and advice on each phase of the evaluation;

2. **Review, analyze and recommend methodologies for evaluating the impact of the campaign**, with advice and consultation from the technical advisers, a review of the research literature, and consideration of the methodologies used in the Phase I evaluation. After ONDCP approval, develop and submit an Office and Management and Budget clearance package to conduct the evaluation activities in the contract;
3. **Use existing data sources to establish the baseline**, including the 1998 MTF and NHSDA surveys, and the results from the Phase I Campaign Evaluation;
4. **Develop data collection instruments and protocols**;
5. **Conduct data collection activities**, including, specifically, a) Monitoring the media, conducting semiannual key informant interviews, focus groups with parents and youth, and ethnographic research and, b) Conducting annual nationally representative telephone surveys of parents and adults who are influential with youth, and in-school surveys of youth (grades 4-12);
6. **Clean and edit data collected in 5 above** to ensure accuracy of the findings; and
7. **At the end of each phase of the evaluation, analyze the results of the data collection activities and prepare an evaluation report** summarizing the results. These reports will be made available to Congress and the public, but will also be used by the campaign planners to improve campaign effectiveness.

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**SUPPORTING STATEMENT FOR OMB  
CLEARANCE:**

**COLLECTION OF LOCAL AREA BASELINE  
DATA ON DRUG USE, DRUG USE  
ATTITUDES, AND RELATED BEHAVIORS  
AMONG YOUTH AND PARENTS**

*Prepared by:*

CSR, Incorporated  
Suite 200  
1400 Eye Street, N.W.  
Washington, DC 20005

*Submitted to OMB by:*

Executive Office of the President  
Office of National Drug Control Policy  
750 17th Street, N.W., Fifth Floor  
Washington, DC 20503

■ October 1997 ■

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**A. JUSTIFICATION**

**A.1 CIRCUMSTANCES THAT MAKE THE COLLECTION OF INFORMATION NECESSARY**

This request is for the Office of Management and Budget (OMB) to approve the questionnaires and methodology for ONDCP to conduct a short-term evaluation of the first phase (Phase 1) of a National Youth Anti-Drug Media Campaign, which will be launched using paid advertising on or about November 1, 1997. This campaign was proposed to Congress by the President to respond to significant increases in drug use among America's youth, and the significant erosion in anti-drug attitudes and perceptions that preceded this increased use. For instance, over the past 5 years, drug use has tripled among 8th graders, while perceptions of risk and disapproval of drug use among peers has decreased (Monitoring the Future Survey Study, 1996).

In response, Congress has proposed funding, which is included in the pending appropriation bills for the ONDCP in the House (H.R. 2378), at \$110 million, and the Senate (S.1023), at \$195 million. This has yet to go to conference, but will support as expected. The funding will be provided via the Special Forfeiture Fund, to be used for "a national media campaign, to reduce and prevent drug use among young Americans." It provides further "That the Director shall . . . report to Congress within two years on the effectiveness of the national media campaign based upon the measurable outcomes provided to Congress previously." (See Appendix A for excerpts from the appropriation bills.)

Most of the funding will be directed for the purchase of advertising time to broadcast anti-drug messages intended for youth and parents. There has been a great deal of concern about the dramatic reductions in free public service advertising of drug abuse prevention messages in recent years. For example, the Partnership for a Drug-Free America (PDFA) has reported significant reductions in the amount of free broadcast time provided to them, valued at \$365 million in 1990 compared to less than \$200 million last year. With fewer drug prevention ads on radio and television, there has been a significant reduction in the amount of exposure of youth and parents to strong anti-drug prevention messages. The reduced exposure appears to be related to an overall reduction in the perceptions of risk and disapproval of drug use.

Another impetus for the evaluation is the Government Performance and Results Act of 1993 (GPRA) and ONDCP's "National Drug Control Strategy Performance Measurement System," currently in clearance, which sets forth a mechanism by which to measure progress toward the achievement of the National Drug Control Strategy's Goals and Objectives. The media campaign will be one means to address the first goal of the Strategy, to "Educate and enable America's youth to reject illegal drugs, as well as alcohol and tobacco." Specific targets have been proposed and generally address the need to increase youth risk perception and disapproval and double the number of TV viewing hours that focus on anti-drug messages.

To initiate the anti-drug campaign as quickly as possible after the funding becomes available, a three-month pilot campaign (Phase 1) will be implemented, approximately November

1, 1997 through January 31, 1998 (the exact date depends upon the timing of the appropriation from Congress) in 12 selected target cities. Phase 1 of the National Anti-Drug Media Campaign will purchase paid advertising space in the 12 cities to broadcast existing public service ads from the PDFA to reach parents and youth with prevention. In addition an evaluation will be implemented to obtain some immediate measures of the effectiveness of the pilot campaign on audience awareness and attitudes.

With the campaign start date tentatively scheduled for November 1, it will be necessary for ONDCP to quickly implement the evaluation in 12 test market areas and in 12 comparison market areas, where the campaign will not run, by the end of October. The evaluation plan includes an in-school survey of youth in grades 4-6, a similar in-school survey of youth in grades 7-12), and a telephone survey of parents of children 18 years of age or younger. A baseline assessment in October (pre-test) and followup assessment in February 1998 (post-test) will be conducted. With these significant time constraints, and under the auspices of the President's declaration of a drug emergency earlier this year, ONDCP is requesting an expedited OMB review, so that the surveys can be in the field by the third week in October.

ONDCP sees the following benefits in evaluating this first phase of the national campaign.

- First, the evaluation will be looking to determine whether paid advertising can produce effects on the awareness and attitudes of viewers in that community. Paid advertising is expected to increase the number, frequency, and prime-time placement of effective mass media drug prevention messages in the broadcast media and in print advertising and would reach preteens, teens and their parents at times when they are watching. In this pilot phase, the evaluation will be able to analyze the results in the target market areas with the paid advertising versus the comparison market areas where only existing public service ads, if any, would be running.
- Second, this short-term evaluation will provide guidance to the planners of the full-scale national campaign by providing information on baseline and followup awareness, attitudes and behavior, as well as more specific information about targeting the ads to reach the audience.
- Third, this baseline assessment can also provide the baseline for the overall evaluation of the full-blown campaign, scheduled for implementation in November 1998. In fact, consideration is being given to continue to monitor the 12 target cities throughout the long-term campaign because these cities are likely to lead the national population in changes in attitudes and behavior since the campaign started there first.
- Fourth, since ONDCP plans to develop a full-scale evaluation of the national anti-drug campaign (Phase 2) , the Phase 1 evaluation can also provide guidance about the design and implementation of the larger evaluation, providing invaluable

experience in the questionnaire design, administration, and analysis of the data for the large-scale program.

## **A.2 HOW, BY WHOM, AND FOR WHAT PURPOSE THE INFORMATION IS TO BE USED**

### **A.2.a How the Information Is to be Used**

The information collected will be used: (1) to evaluate whether the Phase 1 of the Drug Prevention Media Campaign is effective in increasing awareness of anti-drug prevention advertisements among 4th through 12th grade students and their parents, and (2) to change the attitudes and perceptions of students and parents about the risks of drug use in order to increase their perceptions of risk and disapproval of drugs.

### **A.2.b By Whom Information will be Used**

The information is to be used by ONDCP to inform both policy and practice related to drug prevention efforts through the use of paid media advertisements. The information will be shared with Congress, drug prevention practitioners, the research community, schools, and families. The information also will be used by ONDCP to help inform the design and implementation of a full-scale anti-drug national media campaign and the evaluation of that campaign.

### **A.2.c Purpose of the Information Being Collected**

The primary purpose of collecting this information is to evaluate the degree to which the ONDCP Phase 1 media campaign achieved its intended goal of (1) increasing youth and, parent awareness of anti-drug advertisements in the media, and (2) changing youth and parents attitudes and perceptions of the harmfulness and risks of illegal drug use. Another purpose is to collect baseline information from youth about their drug usage patterns so that, over time, the effect of media prevention efforts on drug use levels among youth in the target market area can be explored. Youth and parents in 12 test market areas (i.e., market areas where the Phase 1 media ads are run) will be examined relative to youth and parents in 12 comparison market areas (i.e., market areas where the Phase 1 media ads are not run).

The hypotheses that underlie the proposed study are:

- Youth and parents in target market areas will have a greater awareness of anti-drug ads than youth and parents;
- Youth and parents in target market areas will perceive drugs to be more harmful, and to pose more serious risks, than youth and parents in comparison market areas.