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E X E C U T I V E   O F F I C E   O F   T H E   P R E S I D E N T

04-Jan-1995 09:02am

TO:            Jose Cerda, III  
FROM:         Sarah Farnsworth  
                Appointments and Scheduling  
SUBJECT:      RE: Partnership Reception

Jose,

Ann Stock is going to call you (or already has) about the briefing format and overall invitation process (ie. invite everyone to briefing and reception in same packet).

We should have a meeting with you, her, Kim, me and Walley -- probably sometime this morning if it works for you all.

With regard to the pre-reception meeting, here's a suggestion:

-- POTUS arrives in Green Room -- where he can be greeted by Jim  
-- POTUS is then announced into the East Room for brief remarks followed by a receiving line in the Blue Room

Guests will have already been in the State Dining Room for a reception and can return to it after POTUS remarks/receiving line.

Lets discuss at meeting.

Thanks.

Jim Burke  
212-973-3514  
Denise  
Mike Townsend 212-973-3529

E X E C U T I V E   O F F I C E   O F   T H E   P R E S I D E N T

03-Jan-1995 11:21am

TO:            Anne Walley  
TO:            Jose Cerda, III  
  
FROM:          Sarah Farnsworth  
                Appointments and Scheduling  
  
SUBJECT:      drug free recptn

Anne:   what's the confirmed time for potus for the recptn on 2/2?

Jose: what's the status of the list?   Kim is your contact in the  
Social office and she will be calling you about the format,  
procedures, etc.

thanks.

Hope you had a happy new year.   talk to you soon.

sarah

E X E C U T I V E   O F F I C E   O F   T H E   P R E S I D E N T

03-Jan-1995 04:49pm

TO:            Sarah Farnsworth  
TO:            Anne Walley  
  
FROM:          Jose Cerda, III  
                Domestic Policy Council

SUBJECT:      Partnership Reception

Sarah/Anne:

The briefing to proceed the reception will be scheduled from 3:30 to 4:20 in Room 450, so we should be able to get everyone over to the East Wing by about 4:30 or so. A 5 - 5:30 call-time sounds good, but I want to make sure that we give the Partnership the 1 hr with the President we've promised. Also, I imagine the President will make some very brief remarks (thanking the crowd, etc.) when he arrives -- I'm I right about this? Finally, in regards to the list, the Partnership is trying to narrow down the confirmed attendees this week and intends to forward a pretty focused list to the Social Office by the start of next week. Sarah, I'll be in touch with Kim about this ASAP.

One last thing: I understand that just before the holiday break Jim Burke of the Partnership went nuts when told that a private meeting he had requested with the President did not come through. Thus, we may want to consider having Jim Burke get a private minute or two with the President before he joins the reception. This certainly won't stop Burke from complaining to Leon and others about the fact that he needs to get a separate meeting with the President, but it might give Leon and others a bone to through Burke's way if he's still ringing their lines. Anne, you may want to bounce this off Billy.

Thanks -- and Happy New Year,  
Jose'

E X E C U T I V E   O F F I C E   O F   T H E   P R E S I D E N T

03-Jan-1995 05:38pm

TO:            Jose Cerda, III  
FROM:         Anne Walley  
               Appointments and Scheduling  
  
SUBJECT:      Burke man

I will talk to Billy re: the Jim Burke meeting. Yikes!

I'll get back to you.

Thanks!

E X E C U T I V E   O F F I C E   O F   T H E   P R E S I D E N T

03-Jan-1995 11:36am

TO:            Sarah Farnsworth  
TO:            Jose Cerda, III  
  
FROM:          Anne Walley  
                Appointments and Scheduling  
  
SUBJECT:      call time

I thought we were talking about 4:30 pm call time w/ Potus time being 5pm or 5:30 pm. Is that ok w/ both of you?

Sarah, do you think that it should be later?

E X E C U T I V E   O F F I C E   O F   T H E   P R E S I D E N T

03-Jan-1995 11:19am

TO:            Anne Walley  
TO:            Jose Cerda, III  
  
FROM:          Sarah Farnsworth  
                Appointments and Scheduling

SUBJECT:    drug free recptn

Anne:   what's the confirmed time for potus for the recptn on 2/2?

Jose: what's the status of the list?   Kim is your contact in the  
Social office and she will be calling you about the format,  
procedures, etc.

thanks.

Hope you had a happy new year.   talk to you soon.

sarah

THE WHITE HOUSE  
OFFICE OF DOMESTIC POLICY

CAROL H. RASCO  
Assistant to the President for Domestic Policy

To: Jose

Draft response for POTUS  
and forward to CHR by: \_\_\_\_\_

Draft response for CHR by: \_\_\_\_\_

Please reply directly to the writer  
(copy to CHR) by: \_\_\_\_\_

Please advise by: \_\_\_\_\_

Let's discuss: \_\_\_\_\_

For your information: ☒ \_\_\_\_\_

Reply using form code: \_\_\_\_\_

File: \_\_\_\_\_

Send copy to (original to CHR): \_\_\_\_\_

Schedule ? : ☐ Accept ☐ Pending ☐ Regret

Designee to attend: \_\_\_\_\_

Remarks: \_\_\_\_\_

CHR - Should we 1) try to arrange  
15 minutes w/ POTUS ~~on~~ on Feb 2<sup>nd</sup> as  
a briefing or 2) try to set up time  
with you and Lee Brown? - let Leon decide

PARTNERSHIP FOR A DRUG-FREE AMERICA

DEC 23 1994

JAMES E. BURKE  
Chairman

December 21, 1994

Mr. Leon E. Panetta  
White House Chief of Staff  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, DC 20500

Dear Leon:

This is a follow up to my letter to you of September 30 (attached).

I am also enclosing a copy of my letter to Carol Rasco of November 15, requesting a meeting for Bob Iger and me with the President on January 11, 12 or 13, 1995.

It has come to my attention that the President may not be able to meet with us until after the Media Event scheduled for February 2, 1995.

The January meeting is very important to:

- 1) Provide a briefing on the current status of the drug problem in the country to prepare the President for his part of the agenda for the "Media Event" scheduled at the White House for February 2.
- 2) Discuss the importance of including a paragraph on the drug problem in the State of the Union Address.
- 3) Update the President on our plans to meet with the Republican Congressional leadership to brief them on the drug issue and attempt to persuade them to make drugs a bipartisan issue.

The new data makes it absolutely vital that the President becomes immediately involved in what is the most pernicious problem in the country...the dramatic increase in illegal drug use on the part of our nation's youth.

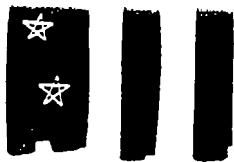
The attached summary of research, just completed this month, clearly suggests the overwhelming majority of Americans agree.

Sincerely,

James E. Burke

mah  
att.

cc: Ms. Carol Rasco w/att. ✓



PARTNERSHIP FOR A DRUG-FREE AMERICA

JAMES E. BURKE  
Chairman

September 30, 1994

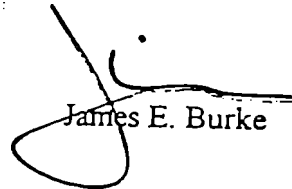
Mr. Leon E. Panetta  
White House Chief of Staff  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

Dear Leon:

The attached is of considerable concern. I believe the 1994 data will show that anti-drug attitudes are continuing to weaken and usage is increasing among 8th, 10th and 12th graders.

Presidential leadership with the media and community coalitions is key to reversing these trends. In the meantime, the nation's children are at risk, and I am anxious to meet with the President and tell him personally that this important problem presents a moral imperative that can no longer be avoided.

Sincerely,



James E. Burke

Attachments

# Annual Illicit Drug Use Trends

|              | <u>1993</u> (%) | <u>1994</u> (%) | <u>change</u> |
|--------------|-----------------|-----------------|---------------|
| 8th Graders  | 15              | 19              | +27%          |
| 10th Graders | 25              | 30              | +20%          |
| 12th Graders | 31              | 36              | +16%          |

**Source: Monitoring the Future Study**  
**Any illicit drug use**

**PARTNERSHIP FOR A DRUG-FREE AMERICA**

November 15, 1994

Ms. Carol H. Rasco  
Assistant to the President for Domestic Policy  
Office of Domestic Policy  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

Dear Ms. Rasco:

Jim Burke is requesting a 1/2 hour meeting with President Clinton regarding the Partnership White House Media Event scheduled for February 2, 1995.

We had originally requested this meeting to take place on December 6th but have been notified by Anne Walley from the office of Scheduling and Advance that that date will not be possible. She advised me to re-scheduling this meeting through your office.

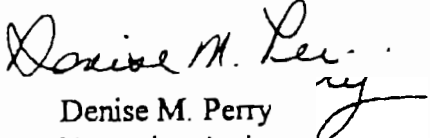
Mr. Burke would be joined by Mr. Robert Iger, President and Chief Operating Officer of Capital Cities/ABC, Inc.. The dates we are requesting for the meeting are:

Wednesday, January 11th  
Thursday, January 12th (after 2:00pm)  
Tuesday, January 10th

I would also like to confirm who will be our principal contact at the White House to coordinate the Media Event.

I will wait to hear from your office and thank you for your assistance.

Cordially,

  
Denise M. Perry  
Executive Assistant to  
Mr. James Burke

# **PARTNERSHIP FOR A DRUG-FREE AMERICA**

**DECEMBER 1994 OPINION RESEARCH CORPORATION OF 1,012 AMERICANS 18+**

## **DRUG ISSUE HIGH CONCERN TO AMERICANS STRONG DESIRE FOR PRESIDENTIAL LEADERSHIP**

**o National probability study of Americans illustrates the urgency of illegal drug problem and the depth of fear Americans have about the issue and its related effects on their lives.**

- 77 % are extremely/very concerned about illegal drugs; 69% mistakenly believe problem has gotten worse in the past five years.
- nearly all believe drugs are integral to social issues of concern to them, crime 95%, children's security 85%, healthcare costs 81%, quality of education 79%.

**o Importantly, Americans want President Clinton to lead an effort to reduce drug use. They believe he is not currently involved, but a large proportion believe he would be effective if he took action.**

- 91% want the President to be involved in the issue and take action.
- 53% directly ask him to "take a stronger stand."
- However, 66% believe President Clinton is not currently involved.
- 50% believe he would be a credible leader of the drug cause.

**o Regardless of political affiliation, Americans want a non-partisan approach to this issue, and large proportions are willing personally to contribute money or time to fight drugs in their communities.**

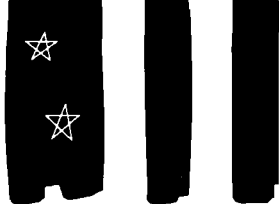
- 79% say the drug issue should be treated as a non-partisan issue; this is particularly true of middle-income Americans.
- 56% would volunteer five hours or more of their personal time, 30% would pay more taxes; even more middle-income Americans would support this cause, 63% would volunteer, 35% would pay more taxes.

**o Middle-class Americans are especially concerned about the issue, and think the President is not currently involved in solving it.**

-- Middle-income Americans are most likely to believe that drugs contribute to social problems:

|                   | <u>Middle</u> | <u>Total</u> |
|-------------------|---------------|--------------|
| safety at home    | 86%           | 83%          |
| healthcare costs  | 86%           | 81%          |
| economic problems | 84%           | 81%          |

- 71% of middle-income say President Clinton is not currently involved, and 96% believe he should provide leadership on the drug issue.
- 94% of middle-income Americans wish the President would take action.
- 57 % of this group believe he would be highly/very credible fighting the problem.



# PARTNERSHIP FOR A DRUG-FREE AMERICA

## Partnership for a Drug-Free America

White House Media Event - February 2, 1995

### AGENDA

PRESENTATION - Room 450, Old Executive Office Building  
9:30-10:30 AM

|                                                                                                                                            |         |
|--------------------------------------------------------------------------------------------------------------------------------------------|---------|
| Mr, Richard D. Bonnette<br>President & CEO, Partnership For A Drug-Free America                                                            | 5 min.  |
| Lee Brown, PhD<br>Director, Office of National Drug Control Policy                                                                         | 10 min. |
| Mr. James E. Burke<br>Chairman, Partnership For A Drug-Free America                                                                        | 20 min. |
| Mr. James E. Copple<br>National Director<br>Community Anti-Drug Coalitions of America<br>-Recognition of coalition leaders                 | 10 min. |
| Mr. James E. Burke - new creative work<br>-Kids from "My block, my family"                                                                 | 10 min. |
| Mr. James E. Burke and Mr. O. Burtch Drake, President,<br>American Association of Advertising Agencies<br>-Recognition of A.A.A.A. support | 5 min.  |

\* \* \* \* \*

RECEPTION - State Dining Room, The White House  
11:00AM - 12:00 Noon

The President of the United States  
-Brief remarks  
-Reception line - greet participants, photo



## PARTNERSHIP FOR A DRUG-FREE AMERICA

MICHAEL Y. TOWNSEND  
*Executive Vice President*

November 18, 1994

Mr. Jose Cerda  
Senior Policy Analyst  
Office of Domestic Policy  
Old Executive Office Building-Room 222  
The White House  
Washington D. C. 20500

Dear Jose:

It was nice meeting you on the phone this morning. This will confirm our meeting on Thursday, December 1, 1994 in your office to discuss the Partnership media thank you event at the White House on February 2, 1995. I will be accompanied by Dick Bonnette, President & CEO of the Partnership.

I'm enclosing some background materials on the Partnership and the previous planning activities regarding this event for your perusal. I know you are very busy and things are hectic, so we appreciate your taking the time to meet with us.

Please let me know if there is anything else you would like to have before the meeting or if there is anything else we should know or be thinking about. I look forward to working with you on this project.

Sincerely,

cc: R. Bonnette

MEMO VIA FAX ✓

**DATE:** June 8, 1994

**TO:** Jody Greenstone

**FROM:** Mike Townsend

**RE:** Partnership GRAND EFFIE and Second GOLD EFFIE

**CC:** Dick Bonnette

-----  
In case you haven't heard the news, I am enclosing copies of articles from today's New York Times and the current BrandWeek regarding the awarding to the Partnership of the GRAND EFFIE, advertising's most prestigious award. It is the first time a public service campaign has won a GRAND EFFIE. This followed the award of the GOLD EFFIE for the Public Service/Non-Profit category. The latter was won by the Partnership for the second consecutive year, also an achievement unprecedented in public service advertising.

These two EFFIES were given in recognition of the effectiveness of the Partnership's Inner City campaign, specifically two television spots:

*Long Way Home* from Goodby, Berlin & Silverstein

*Who Wants* from Burrell Advertising

As you know, the EFFIE recognizes advertising effectiveness and, to win, effectiveness in the marketplace must be demonstrated. I need not remind you that advertising cannot be effective unless it receives heavy media support. A very significant part of this award belongs to the media, without whose support this award would not have been possible.

Jody, thanks for all your help for the cause within the White House. I am confident that you will persevere in getting the media event accomplished in the Fall.



## PARTNERSHIP FOR A DRUG-FREE AMERICA

COPY

JAMES E. BURKE  
Chairman

Sept. 6, 1994

The Honorable William J. Clinton  
President  
The White House  
Washington, D.C. 20500

Dear Mr. President:

As you know, I believe that the illicit drug problem is critical to solving that nation's most pressing social issues. I also believe that progress requires your personal leadership. I respectfully submit the following two important events for your participation. The timing, separated by a week or two, is mid and late October.

1. Partnership Media Event at the White House:

This would be a reception and presentation, held at the White House, for key leaders from the national and local media and the top influencers from the entertainment industry. These leaders would be shown the significant progress that has been made and how their support has had, and must continue to have, a direct and powerful impact on this progress. This message is enhanced by your public recognition of the media as one of the nation's influential drug prevention voices.

2. National Leadership Forum:

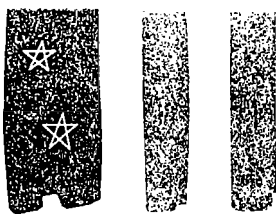
This Leadership Forum, organized and hosted by CADCA, is the single most important gathering of community coalition leaders in the nation. Currently, there are over 2,500 coalitions which represent the backbone of our prevention efforts and they are a powerful force for finding solutions to a multiplicity of the country's social problems. This national assemblage represents a highly visible public forum to demonstrate your personal resolve and commitment to tackling the drug issue, head-on, with all the vigor and resources your office can uniquely bring to it.

These initiatives involve two of the most powerful and effective forces in dealing with the drug issue. They provide you with combined, **bipartisan** private/public sector forum to categorically assert your personal leadership and commitment to dealing with one of this nation's most serious problems by supporting the reduction in use of illegal drugs.

Sincerely,

James E. Burke

JEB:dmp  
Attachment



## PARTNERSHIP FOR A DRUG-FREE AMERICA

September 7, 1994

JAMES E. BURKE  
Chairman

Mr. Leon E. Panetta  
White House Chief of Staff  
The White House  
1600 Pennsylvania Ave., N.W.  
First Floor, West Wing  
Washington, D.C. 20800

Dear Mr. Panetta:

I have been urging the President to take national leadership of the illicit drug issue, and I have been asking that he do this in several ways. In the interest of making this request more realistic, given the President's schedule, and recognizing the additional rigors of a mid-term election year, I am now narrowing the focus of my request down to the two most important of the events I have been talking about: a Partnership event at the White House to thank the media, and the National Leadership Forum V of the Community Anti-Drug Coalitions of America (CADCA).

1. Partnership Media Event at the White House

This would be a reception and presentation, held at the White House, for key leaders from the national and local media and the top influencers from the entertainment industry. These leaders would be shown the significant progress that has been made and how their support has had a direct and powerful impact on this progress. The highlight of the event would be the President recognizing this contribution and personally thanking these leaders for their involvement. Based on our experience, meeting the President is extremely effective in motivating the media to continue their crucial support of this campaign. This is enhanced by the President's public recognition of the media as one of the nation's most influential drug prevention voices.

We are convinced that the crisis will be resolved at the local level, community by community. Thus, we have become a major participant in the local coalition movement. We will illustrate the benefits of the local tie-in showing how those markets with active coalitions and significant media support are making better progress than those markets which are relatively inactive on the issue. We have a dramatic illustration of this with the story of the Miami Coalition and the strides that have been made there. We will supplement this story with the very recent and startlingly positive results we have achieved with inner city youth in New York City. (See Exhibits I and II).

Both of these stories, coupled with the national progress, are very positive and very newsworthy. Tremendous impact would be added by the President recognizing these results.

2. National Leadership Forum V (October 27-29, 1994)

This Leadership Forum, organized and hosted by CADCA, is the single most important gathering of community coalition leaders in the nation. Currently, there are over 2,500 coalitions which represent the backbone of our prevention efforts and they are a powerful force for finding solutions to a multiplicity of the country's social problems that this Administration understands must be solved by "community" at the local level.

Importantly, this national assemblage represents a highly visible public forum for the President to demonstrate his personal resolve and commitment to tackling the drug issue, head-on, with all the vigor and resources his office can uniquely bring to it.

The President can be quite specific in his remarks in recognizing how much progress can be achieved when the coalitions apply their significant resources against this enormous social problem. He can cite the very heartening and definitive progress made in Miami and can applaud the coalitions' tireless commitment to this effort.

3. Timing

The ideal timing for these two events is to have the PDFA media event precede the CADCA event by a week or two. Given the established date for the CADCA event (October 28 is the date the President has been invited to speak), this would mean the event at the White House should be held either the week of October 10 or the week of October 17. This is a good time of year to maximize the attendance by the media, assuming we can get sufficient lead time (4-6 weeks) to invite them. Delaying beyond this puts us in the busiest time of year for the television industry -- ratings sweeps month following the new season debut.

CONCLUSION

These two initiatives involve two of the most powerful and effective forces in dealing with the drug issue. They provide the President with a combined, **bipartisan** private/public sector forum to categorically assert his personal leadership and commitment to dealing with this nation's most serious problems by supporting the reduction in use of illegal drugs. And, while the illicit drug problem is too important to politicize, there are very real popular benefits to be derived from visibility and leadership on the issue. Finally, Presidential involvement will pay significant and badly needed dividends to the prevention movement.

Sincerely,

James E. Burke

Note: A draft of this recommendation has previously been sent to Dr. Lee Brown, Lloyd Cutler and Jody Greenstone.

## THE MIAMI STORY

The Miami Coalition for a Safe and Drug-Free Community was founded in 1988, and was one of the earliest anti-substance abuse coalitions to be formed on a broad base in a major city. This coalition has become a model for many other communities in this country and, increasingly, abroad.

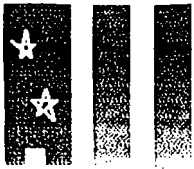
The Miami Coalition has been very successful in organizing the community to launch and operate a wide variety of substance abuse programs. And, with assistance from the Broward County Commission, they have been extremely successful in generating high levels of support from the media in the Miami/Ft. Lauderdale market, particularly from the television stations.

Miami has been participating in the Partnership campaign since its inception and has always been one of our stronger markets. As a result of the combined coalition efforts, this community became the Partnership's number one television market in 1993. As such, it has become a dramatic example of the validity of our premise that when community coalitions employ the powerful tool of the media, they can make changes happen faster.

Attached is an illustration of Miami's media performance and the incidence of any illicit past 30-day drug use (SAMHSA Household Survey) compared to the U.S. for 1991-1993. The highlights of this are as follows:

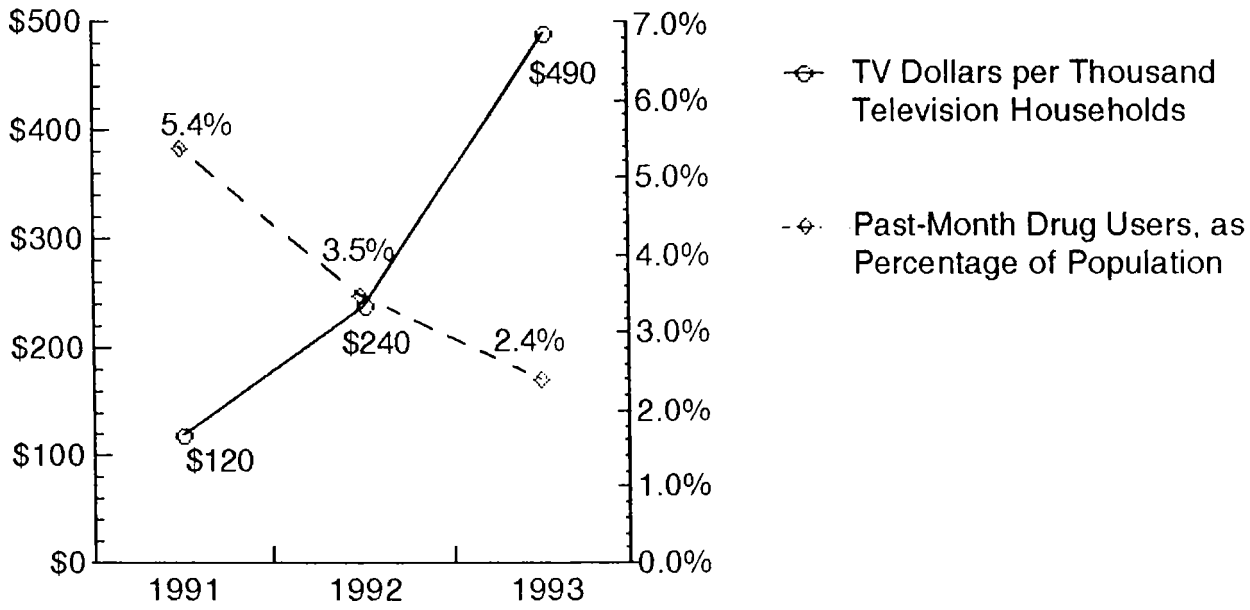
| <u>Area</u> | <u>Past 30-Day Use</u><br>% Chg | <u>PDF/A Media Value</u><br>%Chg |
|-------------|---------------------------------|----------------------------------|
| Miami       | -56                             | +308                             |
| Tot. U.S.   | -21                             | +33 *                            |

\*Average, top 75 markets.

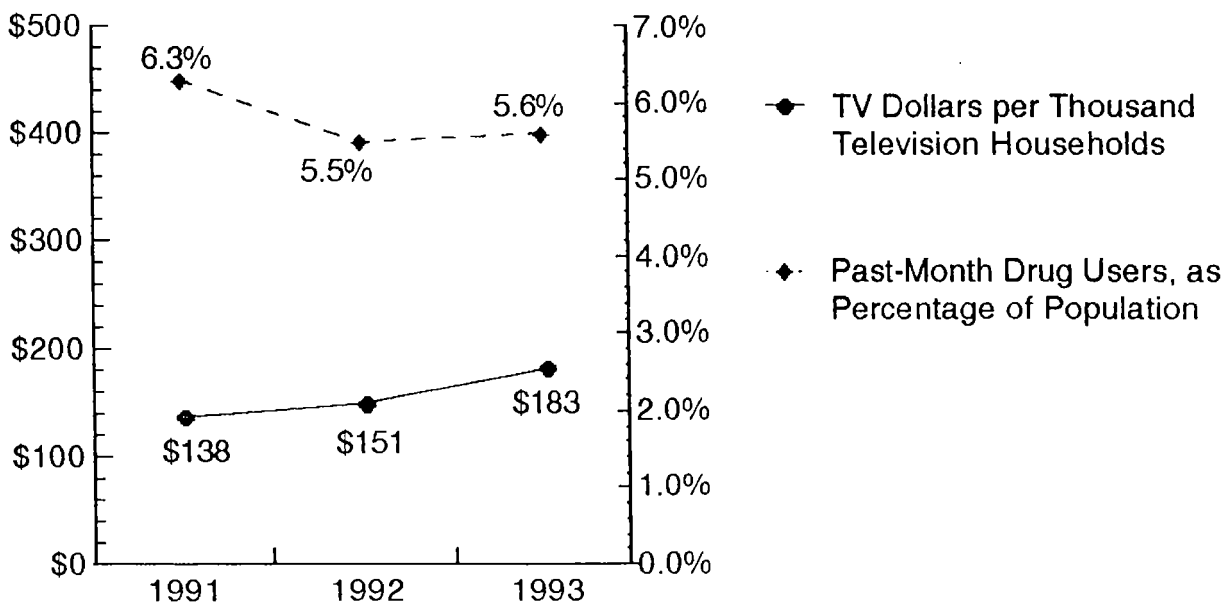


## Partnership for a Drug-Free America

Spot TV Dollars per Thousand Television Households  
and Past-Month Use of Any Illicit Drug by Year:  
Miami



Spot TV Dollars per Thousand Television Households (Top 75 U.S. Markets)  
and Past-Month Use of Any Illicit Drug by Year (Total U.S.)



## THE NEW YORK STORY

On September 30, 1992, the Partnership launched a special campaign designed to specifically reach economically disadvantaged children living in urban areas. The messages were designed to increase inner city youth's awareness of risk of using drugs and of associating with dealers and users; to increase resistance skills; to persuade anti-drug youth that they are not alone in their feelings; to build self-esteem; and, to convey a general message of hope for the future.

This launch was supported by an intensified media effort through an association of local media leaders. This organization was named The Partnership For A Drug-Free Greater New York (PDFGNY) and a goal of doubling then current levels of anti-drug media messages was set.

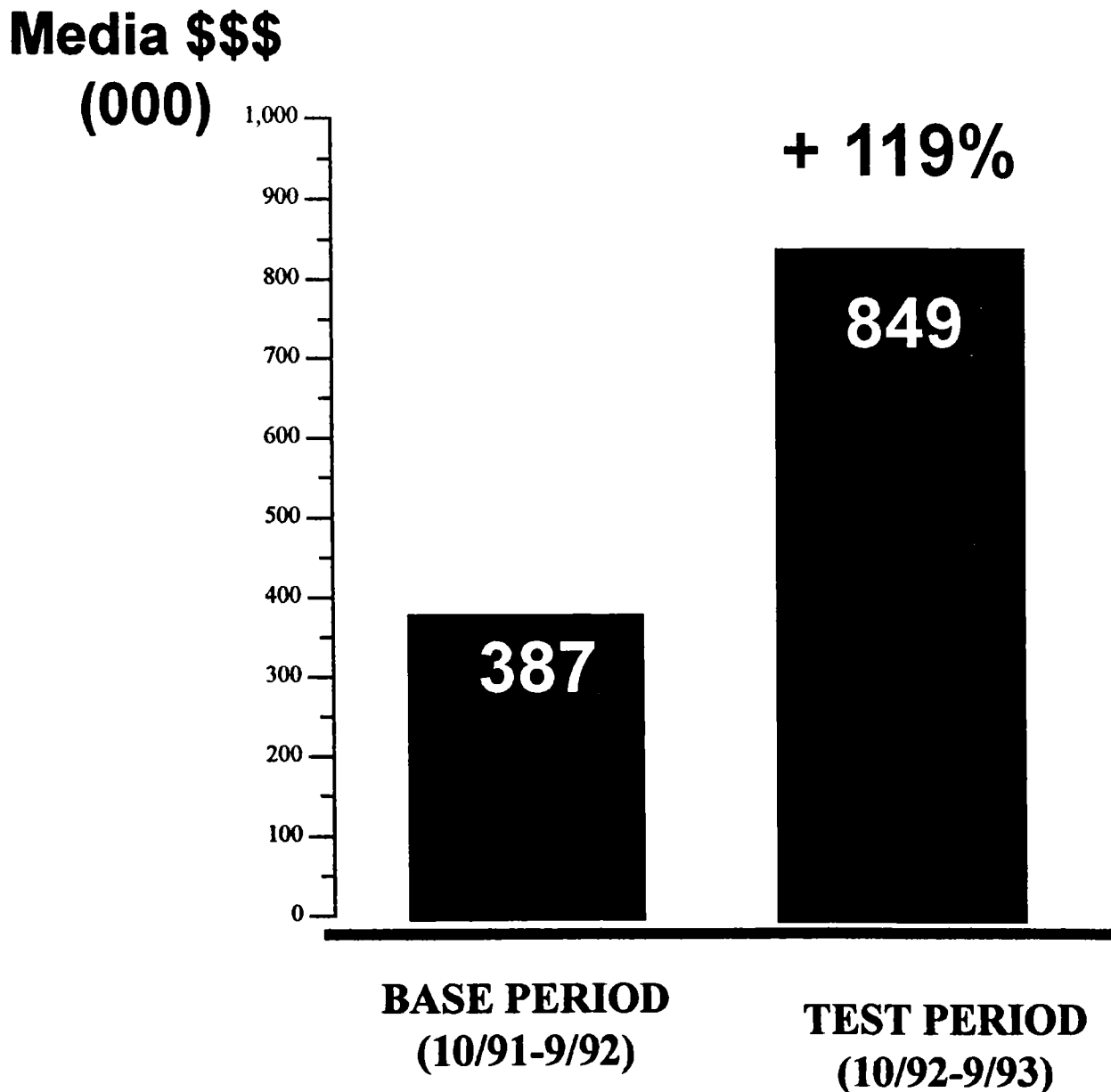
To measure the results, the Partnership started a research tracking study among New York City elementary public and parochial school children. This study was first fielded in the spring of 1992, in order to establish a benchmark reading, among 7000 students, with questions about their attitudes toward drugs and their perceptions of drug use. The first measurement wave was conducted among nearly 5000 students in late spring of 1993 after about seven months of intensive advertising.

The results are very encouraging. The media supported the campaign at unprecedented levels: weight was actually tripled in the first three months, then sustained at double the going-in level.

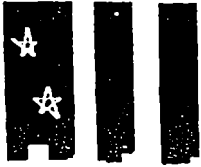
There were dramatic changes in attitudes in the right directions: increases in the awareness of risk; decreased perception of benefits of using; increased negative perceptions of dealers; and, improved resistance skills. The one significant increase cited by the youth regarding their sources of drug information over the measurement period was "TV commercials". (See attachments).

# THE NEW YORK STORY

## Media Support Changes



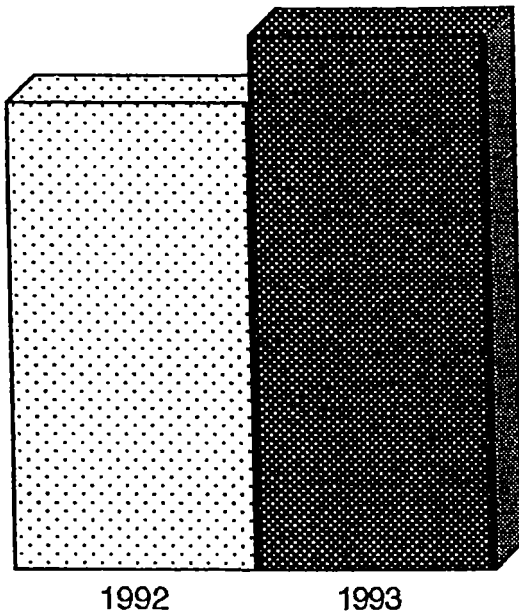
**Source: Monitored NYC Media**  
**Average Monthly Support**



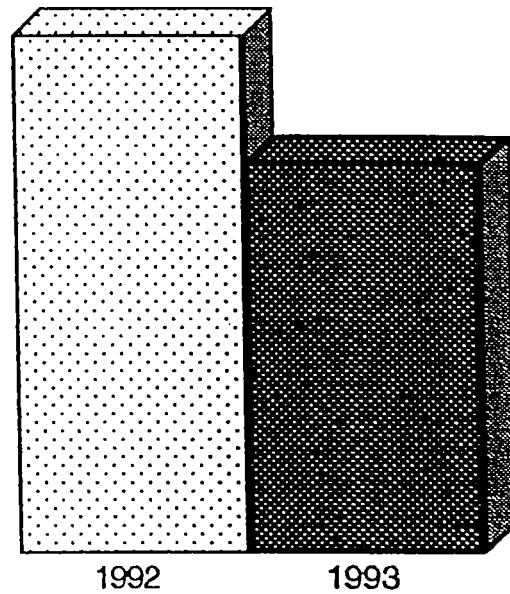
Partnership for a Drug-Free America  
1993 New York City Grade School Study

CHILDREN \*

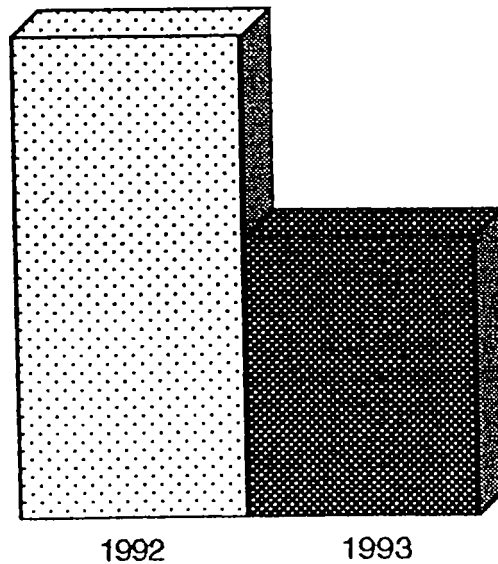
Drugs Are  
Scary +10%



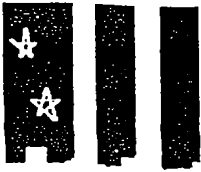
Drugs Are  
"Cool" -17%



I Might Want To Try -29%



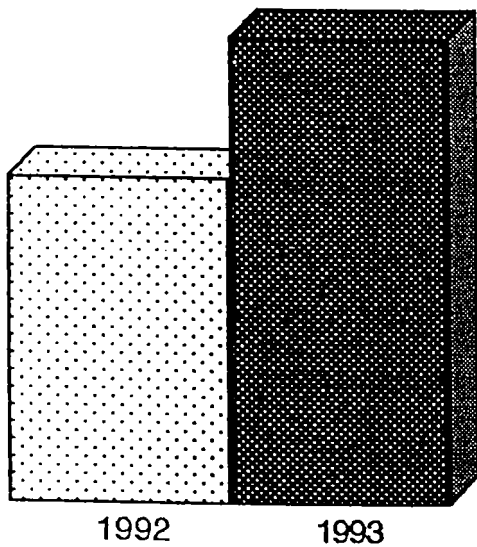
\* Below Poverty Schools, 2nd - 3rd-graders  
Proportional changes given are statistically significant.



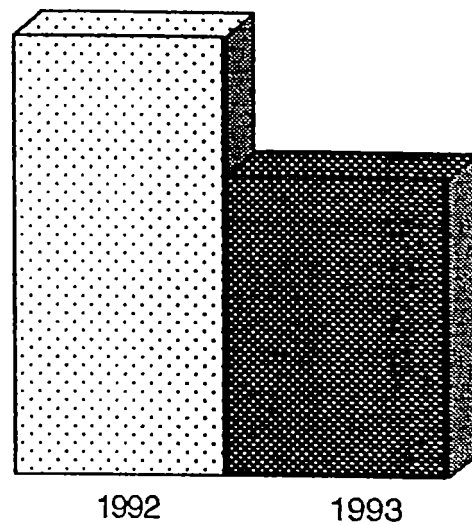
Partnership for a Drug-Free America  
1993 New York City Grade School Study

PRETEENS \*

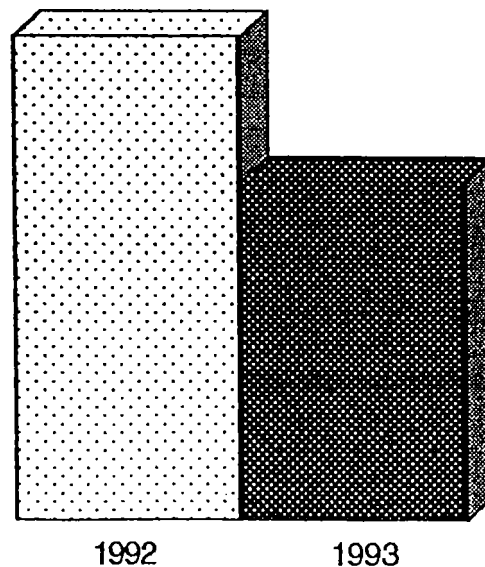
I Would Tell Others  
"Don't Use" \* +30%



Dealer Is a Good  
Friend\* -22%

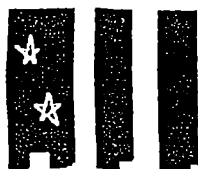


Drug User Is Popular\*\* -21%



\* Below Poverty Schools, 4th - 6th-graders

\*\* Total Sample (including below-poverty schools), 4th - 6th-graders  
Proportional changes given are statistically significant.



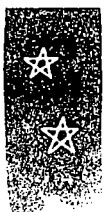
Partnership for a Drug-Free America  
1993 New York City Grade School Study

## SOURCES OF INFORMATION

Preteens\* Learned "A Lot" About Drugs From...

|                         | <u>1992</u> | <u>1993</u> | <u>Prop.<br/>Change</u> |
|-------------------------|-------------|-------------|-------------------------|
| School Class            | 84          | 83          |                         |
| Parents / Grandparents  | 82          | 84          |                         |
| TV Shows                | 71          | 71          |                         |
| TV Commercials          | 66          | 70          | +6%                     |
| On the Street           | 67          | 66          |                         |
| Brother / Sister        | 58          | 60          |                         |
| Friends                 | 55          | 56          |                         |
| After-School Activities | 52          | 53          |                         |

\* Below Poverty Schools, 4th – 6th-graders  
Proportional changes given are statistically significant.



## PARTNERSHIP FOR A DRUG-FREE AMERICA

MICHAEL Y. TOWNSEND  
*Executive Vice President*

April 27, 1994

Ms. Jody Greenstone  
Special Assistant to the President and  
Deputy to the Counselor to the President  
The White House  
Executive Office of the President  
Washington, D.C. 20500

Dear Jody:

I have just come from a meeting with Jim Burke where we discussed his recent phone conversation with you regarding public service announcements, the networks and the White House. Jim asked me to follow up with you on this.

In our meeting we talked about the networks' desire for input to the creative message, their likes and dislikes of certain PSA'S, the enormous and growing pressure on them for more and better quality donated time, and their desire for credit for their part in these campaigns.

Jim also indicated that you suggested a meeting whereby the networks, the major PSA providers and the White House could meet to discuss these issues and try to resolve some of them.

Since 1987, when the Partnership started rewriting the rules for public service campaigns, the number and sophistication of public service causes has steadily escalated. This has resulted in such an increase in demand for free time that, to many people at the networks, the situation is seen to be out of control. This has resulted in some serious *triage* in selecting which campaigns to support with the further result of some very disappointed public service causes.

Another manifestation of this situation is the evolvement of the networks' own public service campaigns. Notable examples of these are NBC's "The More You Know" campaign, CBS Sports' anti-drug messages and the literacy campaign, "Project Plus", of ABC.

We have always believed in involving all of our media partners in our strategic discussions. With some of our larger partners, such as the broadcast networks, we have had group meetings in which we have reviewed our strategic plans, as well as work in progress, and at which we welcome suggestions and input. On a less formal basis, we maintain regular contact with network personnel to keep the two-way information exchange flowing clearly.

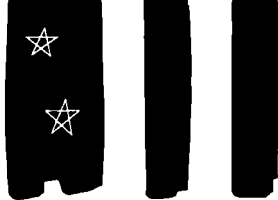
In addition to our contacts with the national media, we have recognized the vital importance of maintaining grass roots contacts with local media in communities all over the country. For this reason we established the unprecedented network of local volunteers in the top 40 markets, with staff constantly traveling to these markets not just to generate Partnership support, but to identify and respond to the needs of the local media and community leaders and volunteers. And, we have helped 20 states develop and launch statewide anti-drug media campaigns with 15 more in development.

All of this has given us a wealth of experience in a broad spectrum of public service advertising. We would be happy to share this experience and knowledge with you and are available to meet with you whenever you wish to discuss the issues you raised with Jim.

I'll call to follow up.

Best regards,

bcc: TAH  
RDB



## PARTNERSHIP FOR A DRUG-FREE AMERICA

### PARTNERSHIP FOR A DRUG-FREE AMERICA

#### OVERVIEW

##### Background

The Partnership For A Drug-Free America is a coalition of volunteers from the communications industry which was formed in 1986 by the American Association of Advertising Agencies. The objective was to combine the creativity of advertising agencies with the power of the media to address what had by then become this country's worst social problem: illegal drugs. Since then, the Partnership has become the largest public service campaign in history, with over 125 advertising agencies contributing work, at no charge, and the nation's media donating over \$1.8 billion in time and space to the campaign.

##### Premise

The premise on which the Partnership was based is that this nation's drug problems were driven by a societal attitude of grudging acceptance of drugs as a fact of life and a belief that drugs were not all that dangerous. This attitude, a hangover from the 1960's and '70's, led to massive, widespread trial and casual use of illegal drugs: in 1962 fewer than 4 million Americans had tried drugs, but by 1985, this number had increased to 75 million. The use of drugs had become normalized in America.

The Partnership set out to change society's attitude about drugs--to "denormalize" their use. This would be accomplished by developing compelling advertising messages aimed at an array of target audiences and delivered through mass media with impact and frequency, over time. The primary mission was to prevent trial of illegal drugs based on the logic that, if fewer people try, fewer will travel along the continuum of casual use, regular use, addiction and deep trouble.

##### Effectiveness

The Partnership is the only public service campaign that has in-depth, ongoing, documented evidence that it works. Three national studies, the Partnership Attitude Tracking Study, which is self-funded, and two Federally-funded studies, the NIDA Household Survey and the University of Michigan High School Senior Study, have clearly shown major increases in anti-drug attitudes and decreases in usage across all socio-economic groups from 1987-1993. These studies and others (including research from Johns Hopkins, Texas A&M and the Roper Organization) also establish the significant impact the Partnership campaign has had on these trends and the vital importance of the media in drug prevention education.

### **Reasons for Success**

The Partnership's ability to generate unprecedented levels of pro bono media support is attributable to four key factors:

1. **The Cause** - The illegal drug problem is widely believed to be this nation's number one domestic issue because it is deeply imbedded in all the intractable social problems we face. This concern is particularly acute at the community level. The Partnership campaign is single-mindedly focused on this issue.
2. **Creative Work** - The creative output of the Partnership results from the volunteer efforts of over 125 advertising agencies across the U.S. In developing the work, the best creative minds in the country have access to the most complete body of research on illegal drugs available. The unique creative review process is designed to ensure creative integrity and communications effectiveness. The result is a campaign of compelling messages with an unparalleled track record of consistent excellence. The media recognizes it to be effective advertising of the highest quality.
3. **Research** - The fact that the Partnership is research-based, from strategy and creative development to measuring effectiveness in the marketplace, is of enormous importance to the media. This accountability is a key factor in the process of allocating precious public service time and space.
4. **Sales Effort** - The Partnership is not a passive solicitor of public service media. Rather, it mounts an aggressive "sales" effort in which personal solicitation presentations to the media are a key element. Staff members travel the country constantly presenting the creative work, the research results and delivering fresh creative materials. Helping greatly in this effort are the Partnership's Key Market Coordinators—a corps of dedicated volunteers in the top 40 and other markets across the country. It has been found that nothing is quite as effective in generating support as a personal visit to the media...a personal appeal to join the Partnership.

### **Scope and Capability**

1. **Creative Resources** - The Partnership has access to the entire advertising agency industry. This means it has a nearly limitless supply of the best creative ideas in the country. At any given point in time, approximately 25-30 agencies are at work on Partnership messages.

2. Creative Product - The Partnership has in inventory over 500 anti-drug messages (180 television, 65 radio, 100 newspaper, 100 magazine, 15 out-of-home and 70 Yellow Pages). This material is frequently adapted for use in other, more specialized media. Messages are directed to a number of targets: 6-8, 9-12, teens, adults, parents, influences. Executions are aimed at general audiences, the African American and Latino communities, healthcare professionals and the workplace. All of this material is available not only to the media, but to any legitimate anti-drug organization or local coalition that will make productive use of it.

3. Solicitation/Distribution

The Partnership is organized to solicit media time and space from all of the national media and from the primary local media in the top 40 markets. It also has the capability to rapidly distribute its anti-drug advertising messages to these media. National media is handled by Partnership staff and local media are handled by the same staff plus an extensive network of volunteers at the state and local level. These programs, designed specifically to increase the level of local media weight, are as follows:

- (a) State Alliance Program - The Partnership encourages and assists states to launch their own anti-drug media campaigns using PDFA messages as the base. The objective in these programs is to secure participation by every media outlet in the state--a depth of solicitation coverage that cannot be achieved by the national Partnership.

As of September 1994, there are state alliances up and running in 24 states and Puerto Rico with 11 more in development. By the end of 1996, state alliances will cover over 80% of all U.S. households.

- (b) Volunteer Network Program - We have established media volunteers, called Key Market Coordinators (KMCs), in the top 40 markets. These volunteers, usually from advertising agencies, serve as the PDFA representatives in their markets. They maintain contact with the local media, arrange and host media presentations and are the primary conduit to the media for distribution of creative work. In markets served by a state alliance, KMCs work with alliance leaders.

In 13 of these markets, we have a second volunteer - a Public Relations Coordinator. These work with the KMC to publicize PDFA events and seek news coverage and editorial treatments of drug issues.

- (c) ASAP Mailings - To reach local media in smaller markets in states without a State Alliance Program, we conduct two special mailings of television and radio messages per year. These mailings, called "ASAP" (for America's Special Anti-Drug Priority), deliver material to all the television and radio stations in markets ranked 41-100, unless they are covered by our State Alliance distributions.

With its national and local solicitation capabilities, the Partnership can obtain full nation-wide distribution of new creative material within two weeks.

#### 4. Inner-City Program/Treatment

By 1991, it became clear that the favorable trends in anti-drug attitudes and usage were not being uniformly enjoyed throughout the country. Of particular concern were the urban poverty areas where the drug problem was becoming disproportionately worse.

To address this problem, the Partnership launched the first phase of its Inner-City Program in New York in September, 1992. This phase, consisting of media messages that specifically address the issues and environment of inner-city kids and focus on enhancing resistance skills, is based on extensive research. This learning experience includes qualitative and quantitative research conducted in several urban locations and features a breakthrough quantitative study among 7,300 inner-city school children in New York.

The Inner-City campaign has subsequently been introduced in all major urban areas of the country. The second phase of this campaign will focus on empowering community action and is currently in development.

As part of the third phase of the Inner-City Program, the Partnership is beginning to investigate how it can effectively approach the broad category of early intervention and treatment. A situation analysis is underway and programs focusing on treatment issues will be developed in 1994.

#### Outlook

The progress that has been made since 1986 in the process of denormalization of drugs has been significant. However, there have recently been some interruptions in these trends and these should be viewed as warning signals against growing complacency. The important progress we have achieved in reduced adolescent drug use is now threatened.

New data from the Partnership Attitude Tracking Study, confirmed by the University of Michigan High School Survey, indicates that key anti-drug attitudes held by our youth are starting to seriously weaken. These declines in anti-drug attitudes are resulting in increased use of marijuana and other illegal drugs. Of significant concern are the high level of inhalant use by younger teens and the resurgence of heroin, in a purer, smokable form, among some segments of society.

After six years of favorable attitude trends, our kids are now seeing drug use as less harmful, because they are getting less information to the contrary. To combat this, we have redirected our strategic thrust to focus on kids 9-12, youth 13-15 and their parents as influencers. Our message will be clear: drug use, any use by children, is a risk to their social, psychological, intellectual and physical development at a time when they can least afford it.

### **Funding**

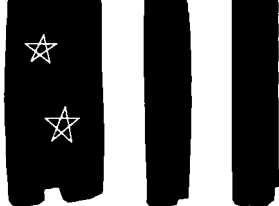
The Partnership is funded entirely by private sector donors. These consist of approximately 200 corporations and 10 foundations. We do not accept government funding. Our largest single funder is the Robert Wood Johnson Foundation, the nation's leading private healthcare fund.

We are apolitical, and are beholden to no special interests or organizations. We have no agenda other than reducing demand for illegal drugs in America.

### **Conclusion**

Despite the significant progress made in reducing demand for illegal drugs, the problem is far from over. It is increasingly clear that without resolving the drug issue, it will be impossible to successfully deal with AIDS, crime, homelessness, healthcare costs, quality of education, child and spouse abuse, unemployment, economic competitiveness and the rest of the social problems that currently plague this country. The saliency issue and the recent interruption of favorable attitude and usage trends underscore the importance of maintaining vital drug prevention education efforts--at home, in schools, in community programs, in the workplace and through the media.

9/7/94



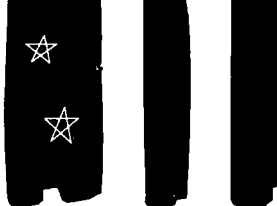
## Media Solicitation Success

The Partnership for a Drug-Free America has generated pro bono media support at levels unprecedented in the history of public service campaigns. The cumulative value of this donated space and time from the start of advertising in 1987 through 6/94 is \$1.9 billion.

There are four key reasons for this extraordinary achievement:

- (1) The Cause - The illegal drug crisis is widely believed to be this nation's number one social problem, which, in turn, adversely affects all other social problems. It is recognized that drugs touch the life of everyone and to solve the problem, everyone must take responsibility to do something about it. Because of this universal recognition, the media have provided heavy support for the cause.
- (2) Creative Work - The creative output of the Partnership results from the volunteer efforts of over one hundred advertising agencies across the U.S. In developing the work, the best creative minds in the country have access to the most complete body of research on illegal drugs available. The unique creative review process is designed to ensure creative integrity and communications effectiveness. The result is a campaign of compelling messages with an unparalleled track record of consistent excellence. The work is so good that it "sells itself" -- the media widely recognize it to be effective advertising of the highest quality.
- (3) Research - The Partnership effort is the only public service campaign that has in-depth, documented evidence that it works. Since 1987, the Partnership Attitude Tracking Study, the largest attitude and usage study on illegal drugs and the largest advertising tracking study in history, has measured the effectiveness of the effort. The results clearly show that, since the beginning of the campaign, anti-drug attitudes have increased across all population groups, overall use of drugs is down significantly, and the Partnership messages have had a major impact on these results. This proof of performance of the campaign is of immense importance in soliciting media.
- (4) Sales Effort - The Partnership is not a passive solicitor of public service media. Rather, it mounts an aggressive "sales" effort in which personal solicitation presentations to the media are a key element. Staff members travel the country constantly presenting the creative work, the research results and delivering fresh creative materials. Helping greatly in this effort are the Partnership's Key Market Coordinators -- a corps of dedicated volunteers in the top 40 and other markets across the country. It has been found that nothing is quite as effective in generating support as a personal visit to the media...a personal appeal to join the Partnership.

In summary, the Partnership focuses single-mindedly on the illegal drug crisis, widely recognized as this country's most serious social issue. The Partnership staff sustains an organized, marketing plan-based, goal-oriented "sales" effort in soliciting media. This effort depends on personal presentations of outstanding creative and proof that the campaign works. While aggressive, the effort is not competitive: the Partnership never sells against other public service causes. It is made clear to the media that the Partnership has no agenda other than reducing demand for illegal drugs in America.



## PARTNERSHIP FOR A DRUG-FREE AMERICA

### MEDIA FACT SHEET

**The Partnership for a Drug-Free America** is a non-profit coalition of volunteers from every part of the communications industry - people from the media, advertising agencies, production houses, talent guilds, research and public relations organizations. The Partnership was formed in 1986 and launched its first anti-drug messages in March, 1987.

**Our mission** is to reduce demand for illegal drugs by using media communications to help accelerate public intolerance of illegal drugs, their use, and users. This is accomplished by influencing attitudes toward drugs through media messages targeted primarily to:

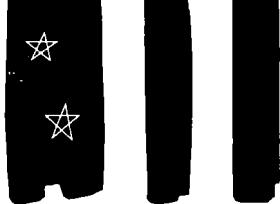
- Non-users: to prevent trial
- Occasional users: to show that risks outweigh any perceived benefits
- "Influencers": to encourage parents, siblings, employers and healthcare professionals to actively promote non-use among those they can influence.

**National and local media organizations** -- along with advertising agencies throughout the country -- deserve the lion's share of the credit for the success of the Partnership's campaign. The importance of the issue and the excellence of the creative work are the two primary reasons why the Partnership messages have received more media support than any public service advertising effort in history.

**America's leading broadcasters and publishers** have committed extraordinary time and space to the Partnership's anti-drug advertisements, against a goal of \$1,000,000 a day in donated media. The following are some highlights of media participation from the start of the program through August 1994:

- The television networks have scheduled more than 19,000 spots, with almost 40% in their most valuable dayparts.
- 21 cable networks and 13 radio networks contributed over \$114 million in air time.
- 244 magazines contributed over 1,200 pages to the campaign.
- Over 1,375 daily newspapers contributed almost \$100 million in space.
- Yellow Pages Directories have donated more than \$250 million in space.
- Medical journals ran over 4,000 full-page ads targeting 13 medical specialties.
- The messages run widely in local TV and radio, out-of-home media, home video, corporate publications, schools, Armed Forces Radio & TV, mall and in-store displays, and a variety of other media.
- The total media contribution from 4/87-8/94 was over \$1.8 billion.

**This powerful advertising works.** The effectiveness of the Partnership's campaign has been proven time and again, in study after study. And in markets where the advertising has run heavily, the increases in anti-drug attitudes and the resultant declines in drug use have been particularly dramatic. This is good news for the country and good news for media people, who are in a unique position to be able to make a difference in the way we view illegal drugs.



# PARTNERSHIP FOR A DRUG-FREE AMERICA

## Partnership for a Drug-Free America

White House Media Event - February 2, 1995

### AGENDA

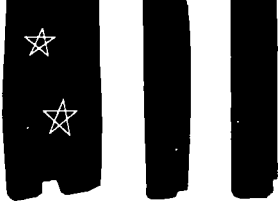
PRESENTATION - Room 450, Old Executive Office Building  
9:30-10:30 AM

|                                                                                                                                            |         |
|--------------------------------------------------------------------------------------------------------------------------------------------|---------|
| Mr, Richard D. Bonnette<br>President & CEO, Partnership For A Drug-Free America                                                            | 5 min.  |
| Lee Brown, PhD<br>Director, Office of National Drug Control Policy                                                                         | 10 min. |
| Mr. James E. Burke<br>Chairman, Partnership For A Drug-Free America                                                                        | 20 min. |
| Mr. James E. Copple<br>National Director<br>Community Anti-Drug Coalitions of America<br>-Recognition of coalition leaders                 | 10 min. |
| Mr. James E. Burke - new creative work<br>-Kids from "My block, my family"                                                                 | 10 min. |
| Mr. James E. Burke and Mr. O. Burtch Drake, President,<br>American Association of Advertising Agencies<br>-Recognition of A.A.A.A. support | 5 min.  |

\* \* \* \* \*

RECEPTION - State Dining Room, The White House  
11:00AM - 12:00 Noon

The President of the United States  
-Brief remarks  
-Reception line - greet participants, photo



## PARTNERSHIP FOR A DRUG-FREE AMERICA

November 18, 1994

Mr. Jose Cerda  
Sr. Policy Analyst  
Office of Domestic Policy  
Old Executive Office Building - Room 222  
Washington, DC 20500

Dear Jose:

As we discussed, enclosed please find a videotape of three PSAs we have created from CNN footage of President Clinton's address to high school students in Framingham, Massachusetts on October 20th.

We believe President Clinton's remarks on the illegal drug issue, and the response he received to those remarks, make a very positive and powerful message and believe you will feel the same.

Pending White House approval, we would like to proceed with getting these PSAs on-air as soon as possible to maximize their timeliness and effectiveness.

I appreciate your attention to this matter and look forward to hearing from you.

Cordially,

Denise M. Perry  
Executive Assistant to  
Mr. James Burke

dmp  
Enclosure

THE WHITE HOUSE  
OFFICE OF DOMESTIC POLICY

**CAROL H. RASCO**  
*Assistant to the President for Domestic Policy*

To: \_\_\_\_\_  
\_\_\_\_\_

Draft response for POTUS  
and forward to CHR by: \_\_\_\_\_

Draft response for CHR by: \_\_\_\_\_

Please reply directly to the writer  
(copy to CHR) by: \_\_\_\_\_

Please advise by: \_\_\_\_\_

Let's discuss: \_\_\_\_\_

For your information: \_\_\_\_\_

Reply using form code: \_\_\_\_\_

File: \_\_\_\_\_

Send copy to (original to CHR): \_\_\_\_\_

Schedule ? : ☐ Accept ☐ Pending ☐ Regret

Designee to attend: \_\_\_\_\_

Remarks: (Gase ?)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



PARTNERSHIP FOR A DRUG-FREE AMERICA

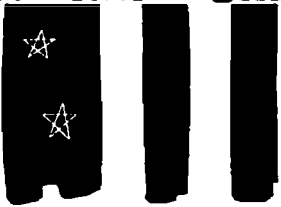
NOV 16 1994

**FAX SHEET****Date:** Tuesday, November 15, 1994**To:** Ms. Carol Rasco (Christian Freund)**Company:** The White House - Office of Domestic Policy**From:** Denise Perry - Exec. Assistant to James Burke**Tel.:** (212) 973-3514Number of pages, including cover: 2

OUR FACSIMILE NUMBER IS 212-697-1031

**Comments:** \_\_\_\_\_\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_**FAX TO:** (202) 456-2878

If there's a problem with this transmission, please call 212/922-1560.

**PARTNERSHIP FOR A DRUG-FREE AMERICA**

November 15, 1994

Ms. Carol H. Rasco  
Assistant to the President for Domestic Policy  
Office of Domestic Policy  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

Dear Ms. Rasco:

Jim Burke is requesting a 1/2 hour meeting with President Clinton regarding the Partnership White House Media Event scheduled for February 2, 1995.

We had originally requested this meeting to take place on December 6th but have been notified by Anne Walley from the office of Scheduling and Advance that that date will not be possible. She advised me to re-scheduling this meeting through your office.

Mr. Burke would be joined by Mr. Robert Iger, President and Chief Operating Officer of Capital Cities/ABC, Inc.. The dates we are requesting for the meeting are:

Wednesday, January 11th  
Thursday, January 12th (after 2:00pm)  
Tuesday, January 10th

I would also like to confirm who will be our principal contact at the White House to coordinate the Media Event.

I will wait to hear from your office and thank you for your assistance.

Cordially,

Denise M. Perry  
Executive Assistant to  
Mr. James Burke

SCHEDULE PROPOSAL

April 1, 1994

-----  
\_\_\_\_ ACCEPT                      \_\_\_\_\_ REJECT                      \_\_\_\_\_ PENDING  
-----

TO: Ricki Seidman  
Director of Scheduling and Advance

FROM: Jody Greenstone 

REQUEST: The President to host a reception in the White House for media representatives participating in the Partnership for a Drug Free America's ("PFDA") anti-drug PSA campaign and for representatives from the anti-drug community coalition movement. As a part of the event, the President, together with the First Lady if she so chooses, could shoot an anti-drug PSA making the connection to violence. I have attached suggested scripts. In addition, the invited guests would attend a briefing prior to the reception with Lee Brown, Attorney General Reno and Secretaries Shalala and Riley.

PURPOSE: To acknowledge and energize the anti-drug activities of the media through the PFDA and of the anti-drug community coalitions who work with them. The drug/violence PSA will continue our presence on TV and be a nice follow-up to the Ad Council PSA which will have run its course by mid-May.

BACKGROUND: The PFDA, run by Jim Burke, is the largest public service campaign in history, and by all accounts, one of the most successful. The media has donated over \$1.5 billion in time and space to the campaign since 1986. Today, although donations have dropped by 20% since 1990 (hence the need to re-energize the effort), donations still run over \$800,000 a day. The PFDA's ads often direct viewers to community coalition groups such as CADCA which reinforce the anti-drug message at the community level. Note, that the First Lady is tentatively scheduled to attend a similar PFDA event in New York on May 24, 1994 to thank the creative contributors to PFDA campaign. Note also, that President Bush hosted two receptions for media contributors to the PFDA. Our proposed event would be the first event involving the community coalitions.

DATE & TIME: Late April to mid-May 1994

DURATION: One hour

LOCATION: The White House

PARTICIPANTS: The President, Dr. Brown, Secretary Shalala, Secretary Riley, 150 media and community coalition guests.

VP'S ATTENDANCE: Optional

1ST LADY'S ATTENDANCE: Optional

2ND LADY'S ATTENDANCE: Optional

REMARKS REQUIRED: Brief remarks

MEDIA COVERAGE: TBD

RECOMMENDED: David Gergen, Carol Rasco and Lee Brown.

Contact: Jody Greenstone (6-2195)

cc: Dave Anderson  
Liz Bernstein  
Lee Brown  
Jose Cerda  
David Dreyer  
Rahm Emanuel  
Jen O'Connor  
Carol Rasco  
Bruce Reed  
Maggie Williams

United States Department of State

Washington, D.C. 20520

Jose,

I have attached the requests from Billy regarding a Jim Burke meeting with the POTUS. As we discussed, I think it would be better to put this meeting off until we get closer to the Media event in February.

You may want to touch base with Jim to get his views.

I mentioned to Carol that I was giving this to you.

Call if I can help.

I'll see you for lunch next week.

— Jody 647-5520

Today is Thursday  
You asked me to give to  
you to give to JG  
today. Thanks

Colleen

den:

Erskine and I were unsure  
if you wanted Erskine to meet  
w/ Burke or if you wanted

Erskine to set up a meeting  
w/ Burke and the President.

Please advise,

JP

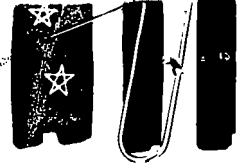
THE WHITE HOUSE

Today,

Please turn  
this into a  
schedule proposal  
so we can  
set it up.

Thanks,

B.



## PARTNERSHIP FOR A DRUG-FREE AMERICA

JAMES E. BURKE  
Chairman

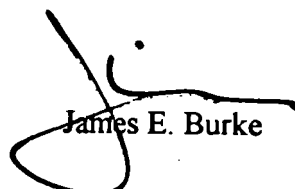
Mr. Leon E. Panetta  
White House Chief of Staff  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

Dear Leon:

The attached is of considerable concern. I believe the 1994 data will show that anti-drug attitudes are continuing to weaken and usage is increasing among 8th, 10th and 12th graders.

Presidential leadership with the media and community coalitions is key to reversing these trends. In the meantime, the nation's children are at risk, and I am anxious to meet with the President and tell him personally that this important problem presents a moral imperative that can no longer be avoided.

Sincerely,

  
James E. Burke

attach scheduling  
proposal

copy to Anne McGuire

September 12, 1994

2.6

1.9

Hallucinogens

Co

Source: Univ. Michigan H.S. Senior Study  
8th graders

pan -  
fill out a  
scheduling request  
I put in notes  
(asked for info)  
Leon on me

Bruce -

Apparently Leon & Gershine are asking if this has moved forward. Leon's notes indicate that he wants the POTUS to meet with Jim Burke. Margo is getting calls from Pam & Jennifer P.  
Pls advise - Corleen

TO MARGO

OCT 11 1994

JAMES E. BURKE  
Chairman

September 20, 1994

Mr. Leon E. Panetta  
White House Chief of Staff  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

Dear Leon:

The attached is of considerable concern. I believe the 1994 data will show that anti-drug attitudes are continuing to weaken and usage is increasing among 8th, 10th and 12th graders.

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Sincerely,

James E. Burke

dem:

Gosh and I was unsure  
if you wanted Burke to meet  
w/ Burke or if you wanted

to set up a meeting  
w/ Burke and the President.

Please advise,

JP

2.6

1.9

Hallucinogens

Source: Univ. Michigan H.S. Senior Study  
8th graders

## Among our children drug use is increasing

|                      | <u>1991</u> | <u>1993</u> |
|----------------------|-------------|-------------|
|                      | %           | %           |
| <b>Marijuana</b>     | <b>6.2</b>  | <b>9.2</b>  |
| <b>Cocaine</b>       | <b>1.1</b>  | <b>1.7</b>  |
| <b>Hallucinogens</b> | <b>1.9</b>  | <b>2.6</b>  |

**Source: Univ. Michigan H.S. Senior Study  
8th graders**

**PARTNERSHIP FOR A DRUG-FREE AMERICA**

**JAMES E. BURKE**  
Chairman

September 30, 1994

Mr. Leon E. Panetta  
White House Chief of Staff  
The White House  
1600 Pennsylvania Avenue, N.W.  
First Floor, West Wing  
Washington, D.C. 20500

Dear Leon:

In reference to my letter of September 14th, it has come to my attention that the Partnership's event with the media cannot be held until after the election which is unfortunate, but I am pleased to learn that the President has been tentatively scheduled to speak at CADCA (Community Anti-Drug Coalitions of America) on Friday, October 28th. This group is terribly important in re-establishing progress against the drug problem.

In looking forward to possible dates for the media event, I would suggest the following in order of priority:

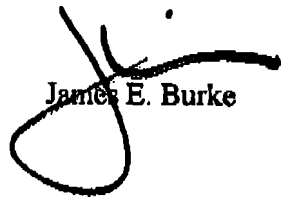
Thursday, November 17th  
Wednesday, November 16th  
Tuesday, November 15th

Quite frankly we have been attempting to schedule this event since February 1st when the President indicated to me that he agreed with our recommendation to meet with the top media people on this important issue. Again, I want to suggest that we ideally need six weeks advance notice to maximize attendance by the media. If it cannot be scheduled on any of these dates it will be impossible to have the event in this calendar year because of the upcoming holidays.

I would also like to take this opportunity to again remind everyone of the importance of the Miami Story (attached) which the President may wish to refer to if he speaks to CADCA and/or has another opportunity to discuss the drug problem.

In addition to copying Carol Rasco and Lee Brown, I am taking the liberty of copying William Webster as it is my understanding that he will be the incoming scheduler at the White House.

Sincerely,



James E. Burke

JEB:dmp  
Attachments/Enclosure

cc: L. Brown  
C. Rasco  
W. Webster

P.S. I know how busy you are but you might find the enclosed 2 minute and 48 second tape by Peter Jennings instructive. It is going to be sent out to thousands of schools and community organizations like those that belong to CADCA with an up-to-date reel of our Public Service Announcements.

## THE MIAMI STORY

The Miami Coalition for a Safe and Drug-Free Community was founded in 1988, and was one of the earliest anti-substance abuse coalitions to be formed on a broad base in a major city. This coalition has become a model for many other communities in this country and, increasingly, abroad.

The Miami Coalition has been very successful in organizing the community to launch and operate a wide variety of substance abuse programs. And, with assistance from the Broward County Commission, they have been extremely successful in generating high levels of support from the media in the Miami/Ft. Lauderdale market, particularly from the television stations.

Miami has been participating in the Partnership campaign since its inception and has always been one of our stronger markets. As a result of the combined coalition efforts, this community became the Partnership's number one television market in 1993. As such, it has become a dramatic example of the validity of our premise that when community coalitions employ the powerful tool of the media, they can make changes happen faster.

Attached is an illustration of Miami's media performance and the incidence of any illicit past 30-day drug use (SAMHSA Household Survey) compared to the U.S. for 1991-1993. The highlights of this are as follows:

| <u>Area</u> | <u>Past 30-Day Use</u><br>% Chg | <u>PDFA Media Value</u><br>%Chg |
|-------------|---------------------------------|---------------------------------|
| Miami       | -56                             | +308                            |
| Tot. U.S.   | -21                             | +33 *                           |

\*Average, top 75 markets.

DEPARTMENT OF STATE  
WASHINGTON

August 15, 1994

MEMORANDUM TO RICKI SEIDMAN

FROM: JODY GREENSTONE *JG*

RE: PARTNERSHIP FOR A DRUG FREE AMERICA

*Ricki -  
won't be  
Summit camp  
up a great  
drug fees may  
make one sense  
Jody*

Now that I am at the State Department, I wanted to make sure that the two scheduling matters I was working on for the Partnership for a Drug Free America (PDFA) were still on your radar screen.

1) Reshooting PSAs

As you know, the PSAs the President and the First lady filmed a few months ago for the PDFA did not turn out and need to be reshot. It was my understanding that they would be redone the next time the President does videotaping. Moreover, because there was some confusion last time, I also wanted to clarify that we agree to do two 30 second spots (one with the President and the First Lady) and one 10 second spot. Doria Stedman at PDFA is the contact (212-922-1560). Dave Anderson and Jose Cerda would be the contacts at the White House now.

2) PDFA Media Event

The request for this event has been pending for some time (I have attached the original request). While I believe it has widespread support, I know it has been difficult to schedule, particularly because of the 6 to 8 week lead time required. PDFA is continuing to push for a date before the elections. I have attached a recent note with their arguments. At a minimum, I think we should let them know, as soon as possible, if it will not be scheduled before November. I understand that Ricia McMahon at ONDCP will now be the contact for this event.

Please let me know if you need more information or if there is any way I can be helpful.

cc: Carol Rasco  
Dave Anderson  
Jose Cerda  
Ricia McMahon

## PARTNERSHIP FOR A DRUG-FREE AMERICA

MICHAEL Y. TOWNSEND  
Executive Vice President

## MEMO VIA FAX

To: Jody Greenstone-FAX: 202-647-5573

Date: 7/29/94

From: Mike Townsend *MS* CC: J. Burke, R. Bonnette

RE: PDFA White House Media Event Timing

-----  
As a follow-up to my FAX memo to you dated 7/27/94, we have further discussed the issue of the ideal timing of the Media Event. My understanding is that you believe the event should take place after the election so that the Administration's opponents cannot accuse the President of politicizing the issue. We strongly believe it should be held sooner than that for the following reasons:

1. The event should be presented as a Partnership event taking place at the White House, not a White House event. As such, it is apolitical. The thrust is the Administration recognizing and thanking the media for all they have done to contribute to the progress made against drugs. The importance of local activity and the coalition movement would be highlighted. The President has the ideal opportunity to provide invaluable and unprecedented support to two of the three key components of the prevention movement with this event; properly handled, it will come across as a bipartisan, apolitical event. This will pay significant popular dividends to the Administration. Rather than incur political criticism, it will defuse it.

2. From the standpoint of optimizing attendance by the media, having the event in November is too late. The year is almost over by then. The Holidays are approaching. It's the busiest time of year for the television industry--ratings sweeps month following the new season debut. Everyone's busy, everyone's distracted, nobody shows up. It's much better to catch them fresh, back from vacation, right after Labor Day.

3. As you know, we would like to have the President address the CADCA National Leadership Forum V on October 28. It would be ideal, given our local media/coalition orientation, to have the Media Event prior to this. This would give the President a powerful way to tie into the coalitions--the synergies for the prevention movement of such a dramatic one-two punch by the President would be enormous.

I'll call to follow up on this. Thanks.

## PARTNERSHIP FOR A DRUG-FREE AMERICA

## FAX SHEET

Date: 1/5/95  
To: JOSE CERDA  
Company: WHITE HOUSE  
Fax No.: 202 456-7028

From: MIKE TOWNSEND  
Tel.: 212 973-3529  
Fax: 212 697-1031

Number of pages, including cover: 2

JOSE -  
Comments: A COUPLE OF MEETINGS AGO,  
YOU SAID YOU WOULD PROBABLY BE  
SCRIPTING THE PRESIDENT'S REMARKS  
FOR THE EVENT. ATTACHED ARE SOME  
POINTS WE THINK HE SHOULD MAKE. CAN  
WE DISCUSS AT OUR 1/12 MTG?

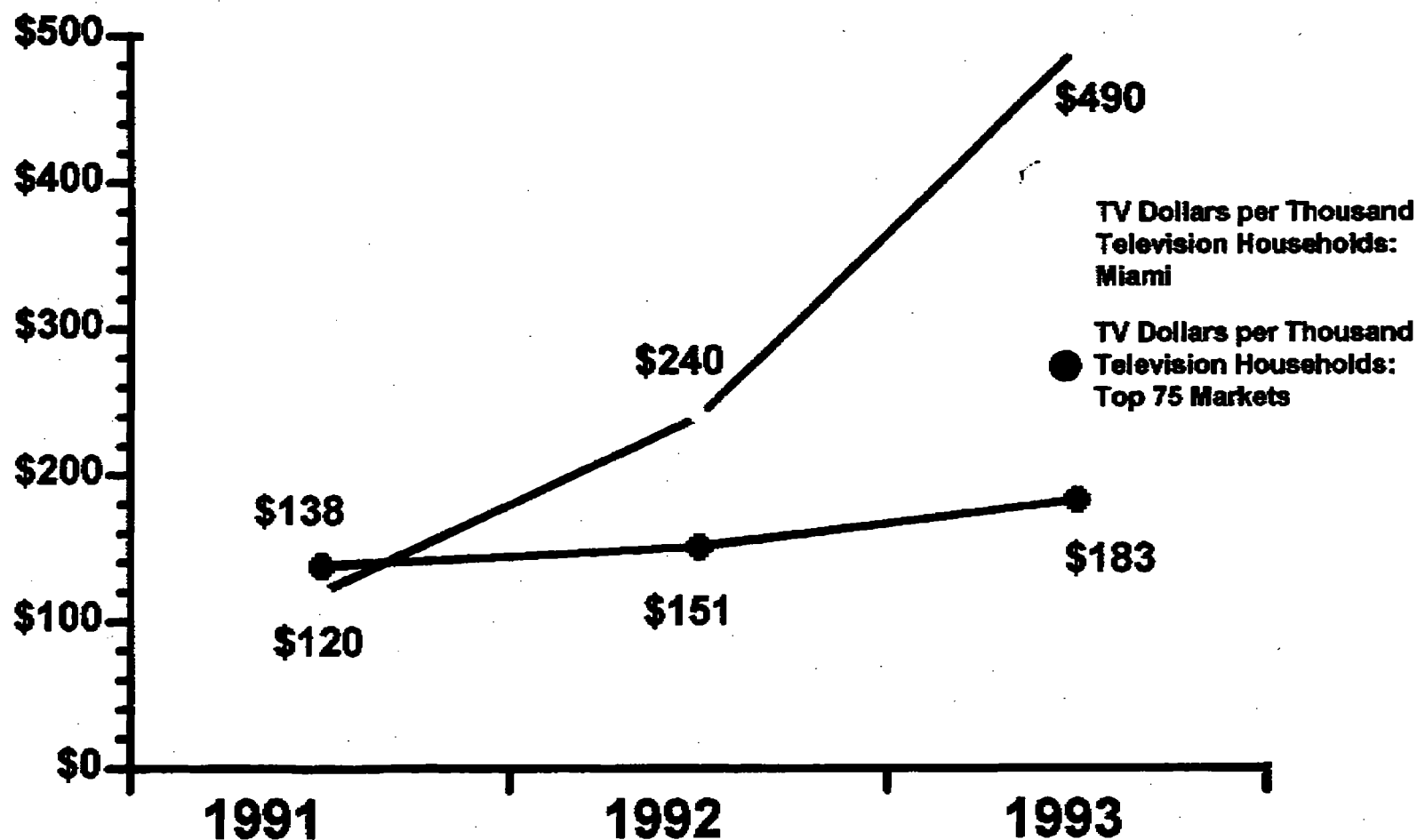
If there's a problem with this transmission, please call ME.  
212/922-1560.

**Suggested Points of Emphasis  
For President Clinton  
Partnership for a Drug-Free America Event  
February 2, 1995**

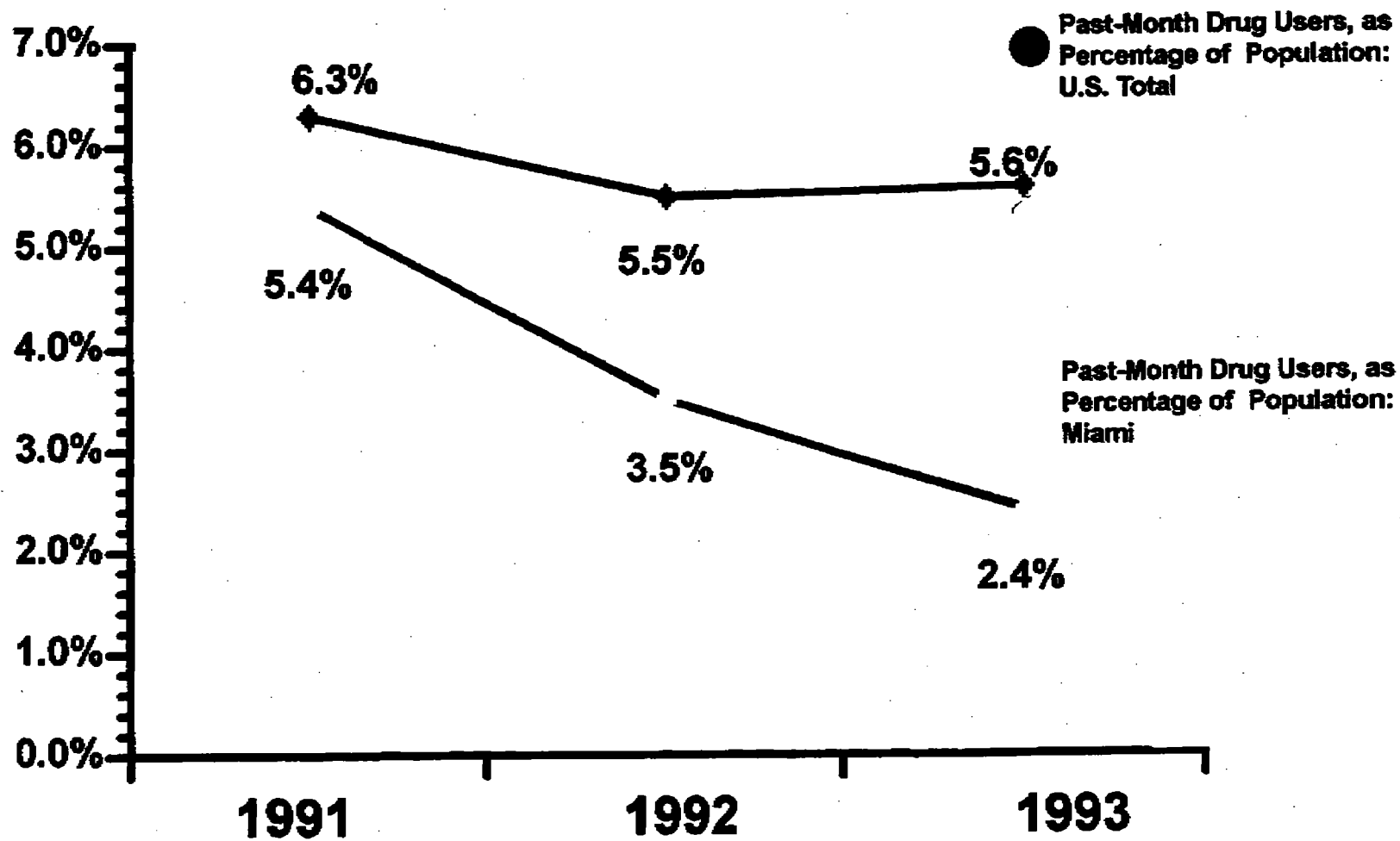
1. Acknowledge the vital importance of the role the media have played in the progress we have made in reducing illegal drug usage over the past 8 years. It has been an unprecedented commitment (\$2.0 billion) to delivering the Partnership's compelling anti-drug messages to our nation.
2. Recognize and acclaim the enormous effort across this country that goes way beyond the federal government, and way beyond law enforcement, that involves citizens in our community coalitions tirelessly supporting our common cause to eliminate illegal drugs from our society. There are now over 3,000 coalitions - most of which are being unified and strengthened through the ongoing efforts of CADCA (Community Anti-Drug Coalitions of America).
3. When these two powerful forces -- the media and community coalitions -- work together, we have seen tremendously positive results in increasing anti-drug attitudes and reducing drug usage. (The Miami Story).
4. There is no doubt about the need to continue our efforts against illegal drugs given their persuasive association with crime/violence, homelessness, AIDS, broken families, teenage pregnancies, etc.
5. After years of significant progress (use of illegal drugs reduced by 50% since 1985) we are alarmed by the recent reversal in these trends -- especially by our children. Young 8th, 10th, and 12th graders are relaxing their attitudes toward drugs -- especially marijuana -- with resultant increases in usage. In fact, we know marijuana is not a harmless drug -- it can destroy lives and is clearly a gateway to harder drugs like cocaine and heroin.
6. We intend to attack this problem (marijuana) even more aggressively and I will announce the specifics of this in Strategy V next week. Dr. Brown has just shared with you some of the highlights of this major effort.
7. Recognize the importance of the Entertainment Industry in shaping attitudes through television programming, feature films and especially music. Thank them for their past efforts and stress the importance of continuing to deglamorize drugs (especially marijuana).
8. Thank the media and community volunteers for all that they have done, urge them to keep up the terrific effort and pledge the President's personal dedication to dealing with illegal drugs as a top priority.

# Spot TV Dollars per 1,000 TV Households by Year

## Miami and U.S. Top 75 Markets



# Reported Past-Month Drug Use By Year: Miami and U.S. Total





## PARTNERSHIP FOR A DRUG-FREE AMERICA

JAMES E. BURKE  
Chairman

September 14, 1994

Mr. Leon Panetta  
White House Chief of Staff  
The White House  
1600 Pennsylvania Avenue, N.W.  
First Floor, West Wing  
Washington, DC 20800

Dear Leon:

Since our meeting, I have been thinking about the timing of the two events in which we would like the President's participation. In discussing this with our public relations experts, we have concluded that we can dramatically increase the news announcement potential by scheduling these events days apart, instead of weeks apart. In an ideal situation, they would be held back-to-back.

If the President's schedule permits, I would recommend that we hold the Partnership's event with media executives on Wednesday, Oct. 26. This is the day before the start of the National Leadership Forum, sponsored by Community Anti-Drug Coalitions of America, and two days before the President has been invited to address the thousands of grassroots activists who will attend this forum in Washington. And, if we can schedule these events now, it will give us the lead time we need to maximize the attendance of the leading advertising and media executives in America. As you know, these professionals are the backbone of the Partnership for a Drug-Free America.

Let me again thank you for being so generous with your time. I am enclosing the 6 minute videotape to view at your convenience.

Sincerely,

James E. Burke

JEB/sdd

*Jeremy-Fuji*

THE WHITE HOUSE  
WASHINGTON

October 21, 1994

MEMORANDUM TO BILLY WEBSTER

FROM: Carol H. Rasco *CHR*  
SUBJECT: Partnership for a Drug Free America

I would appreciate your help resolving a matter that has been dragging on for some months. James Burke, Chairman of the Partnership for a Drug-Free America, has had numerous meetings with everyone from the President on down to request an event with the Partnership at the White House. Besides the President, he has met with the Leon Panetta, David Gergen and myself, and has worked through Marcia Hale and Ricki Seidman. At every level, he has been given a clear signal of our interest, but has been unable to pin down a date.

Attached please find recent correspondence regarding the Partnership's requests and the proposed event. This reception and presentation would be held for key leaders from the national and local media in order to highlight significant progress and to thank the media for their continued coverage and support. The enclosed material explains that the Partnership plans to report promising results from projects in Miami and New York City demonstrating the importance of media coverage and illustrating some very positive, encouraging and newsworthy results. You should also be aware that the organization is greatly disappointed that the President will not be speaking at the Community Anti-Drug Coalition (CADCA) event on the 29th, to which they feel administration officials had committed.

I understand how busy the schedule is between now and the end of the year. If we cannot do something till next year, we should tell Mr. Burke directly. I also understand that we cannot pin down a date for next year at this time. However, I am reluctant to continue putting them off with indefinite promises, given the visibility of the group and issue, and the level of interest expressed at the White House so far.

Please let me know how you wish to proceed with this request. If you decide that we should commit to the Partnership, my office will be happy to forward a formal scheduling request. Thanks in advance for your help.



# Community Anti-Drug Coalitions of America

701 NORTH FAIRFAX STREET  
ALEXANDRIA VIRGINIA 22314-2045  
(703) 706-0560 FAX (703) 706-0565

October 14, 1994

**Mr. Leon E. Panetta**  
**Chief of Staff**  
**The White House**  
**1600 Pennsylvania Avenue, NW**  
**Washington, D.C. 20500**

Dear Mr. Panetta:

Recently, we received a letter from Ricki Seidman informing us that the President's schedule will not permit him to address our National Leadership Forum V scheduled for Oct 27-29. This came to us after being informed by Dr. Lee Brown and others within ONDCP and HHS that this event was on the President's schedule.

I cannot tell you how disappointed our 2,000 coalition members will be when they learn that the President will not be in attendance. While we are told that President Clinton will be out of town campaigning on those days, I wonder if we could explore the possibility of him addressing our meeting on Saturday, October 29. Our conference is currently scheduled to adjourn at 2:00 p.m. on the 29th.

Mr. Panetta, I cannot emphasize enough what the President's absence will mean to our communities. I have personally supported this President in a variety of ways, but I am finding it increasingly difficult to explain his absence before our community organizations working to reduce substance abuse. While I recognize the President's commitment to support and advocate for policies and programs that are important to the success of our communities, his visibility on this issue is critical to their future work.

I certainly appreciate the fact that the President's schedule requires him to be campaigning for candidates that support his agenda. However, the participants at the Forum are the very individuals who are working daily to advocate and implement his agenda at the local level. In that sense, the Forum is profoundly political.

Our members believe that substance abuse is pervasive in the very issues that are of importance to the President's agenda, including health care reform, welfare reform and crime. President Clinton's presence at the Leadership Forum would give us a platform for not only supporting his long term agenda but actually advocating for it. To be sure, we are committed to working for programs and policies that best reflect our member's concerns. To accomplish this goal, CADCA will continue to

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International United Autoworkers

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Sara Lee Corporation

**JANICE FORD GREEN**  
Deputy Director  
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Chair  
CADCA Youth Advisory Committee

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Vice President  
Robert Wood Johnson Foundation

**RICHARD A. HERNIMBER**  
Director, Drug Awareness Programs  
Benevolent and Protective Order of Elks

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Coalition for a Drug-Free Mobile County

**ELAINE M. JOHNSON, PH.D.**  
Acting Administrator  
Substance Abuse and Mental Health  
Services Administration

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The Sherwood Group

**TOM LANCY**  
Retired Coach  
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**ANTONIA NOVELLO, M.D.**  
Immediate Past U.S. Surgeon General

**JERILYN SIMPSON**  
President/CEO  
San Bernardino Community Against Drugs

**B. FRANKLIN SKINNER**  
Chair & CEO (ret.)  
BellSouth Telecommunications, Inc.

**ROSALIND G. STARK**  
Senior Vice President and Director  
Newspaper Assn. of America Foundation

**MATTHEW STUFFLEBINE**  
Secretary/Treasurer  
CADCA Youth Advisory Committee

seek ways to partner with this Administration as we did in mobilizing our communities to lobby for the Crime Bill.

I hope that you will be able to assist us by revisiting this decision and working with us to find options in the President's schedule so that he might be able to address our membership.

Thank you for any assistance you can provide.

Sincerely,

A handwritten signature in black ink, appearing to read "J. E. Copple".

James E. Copple  
National Director

cc. Dr. Lee Brown, Director, ONDCP  
Carol Rasco, Assistant to the President, Domestic Policy Council  
Peter Edelman, Counselor to the Secretary, HHS  
Marni Vliet, Chair, CADCA  
Alvah Chapman, Founding Chairman, CADCA  
Jim Burke, Chairman, Partnership for a Drug-Free America



## PARTNERSHIP FOR A DRUG-FREE AMERICA

JAMES E. BURKE  
Chairman

September 30, 1994

Mr. Leon E. Panetta  
White House Chief of Staff  
The White House  
1600 Pennsylvania Avenue, N.W.  
First Floor, West Wing  
Washington, D.C. 20500

Dear Leon:

In reference to my letter of September 14th, it has come to my attention that the Partnership's event with the media cannot be held until after the election which is unfortunate, but I am pleased to learn that the President has been tentatively scheduled to speak at CADCA (Community Anti-Drug Coalitions of America) on Friday, October 28th. This group is terribly important in re-establishing progress against the drug problem.

In looking forward to possible dates for the media event, I would suggest the following in order of priority:

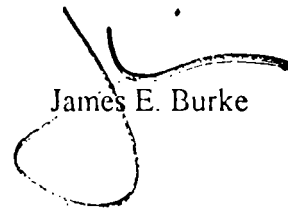
Thursday, November 17th  
Wednesday, November 16th  
Tuesday, November 15th

Quite frankly we have been attempting to schedule this event since February 1st when the President indicated to me that he agreed with our recommendation to meet with the top media people on this important issue. Again, I want to suggest that we ideally need six weeks advance notice to maximize attendance by the media. If it cannot be scheduled on any of these dates it will be impossible to have the event in this calendar year because of the upcoming holidays.

I would also like to take this opportunity to again remind everyone of the importance of the Miami Story (attached) which the President may wish to refer to if he speaks to CADCA and/or has another opportunity to discuss the drug problem.

In addition to copying Carol Rasco and Lee Brown, I am taking the liberty of copying William Webster as it is my understanding that he will be the incoming scheduler at the White House.

Sincerely,

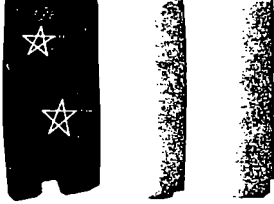


James E. Burke

JEB:dmp  
Attachments/Enclosure

cc: L. Brown  
C. Rasco  
W. Webster

P.S. I know how busy you are but you might find the enclosed 2 minute and 48 second tape by Peter Jennings instructive. It is going to be sent out to thousands of schools and community organizations like those that belong to CADCA with an up-to-date reel of our Public Service Announcements.



## PARTNERSHIP FOR A DRUG-FREE AMERICA

September 7, 1994

JAMES E. BURKE  
Chairman

Mr. Leon E. Panetta  
White House Chief of Staff  
The White House  
1600 Pennsylvania Ave., N.W.  
First Floor, West Wing  
Washington, D.C. 20800

Dear Mr. Panetta:

I have been urging the President to take national leadership of the illicit drug issue, and I have been asking that he do this in several ways. In the interest of making this request more realistic, given the President's schedule, and recognizing the additional rigors of a mid-term election year, I am now narrowing the focus of my request down to the two most important of the events I have been talking about: a Partnership event at the White House to thank the media, and the National Leadership Forum V of the Community Anti-Drug Coalitions of America (CADCA).

1. Partnership Media Event at the White House

This would be a reception and presentation, held at the White House, for key leaders from the national and local media and the top influencers from the entertainment industry. These leaders would be shown the significant progress that has been made and how their support has had a direct and powerful impact on this progress. The highlight of the event would be the President recognizing this contribution and personally thanking these leaders for their involvement. Based on our experience, meeting the President is extremely effective in motivating the media to continue their crucial support of this campaign. This is enhanced by the President's public recognition of the media as one of the nation's most influential drug prevention voices.

We are convinced that the crisis will be resolved at the local level, community by community. Thus, we have become a major participant in the local coalition movement. We will illustrate the benefits of the local tie-in showing how those markets with active coalitions and significant media support are making better progress than those markets which are relatively inactive on the issue. We have a dramatic illustration of this with the story of the Miami Coalition and the strides that have been made there. We will supplement this story with the very recent and startlingly positive results we have achieved with inner city youth in New York City. (See Exhibits I and II).

Both of these stories, coupled with the national progress, are very positive and very newsworthy. Tremendous impact would be added by the President recognizing these results.

2. National Leadership Forum V (October 27-29, 1994)

This Leadership Forum, organized and hosted by CADCA, is the single most important gathering of community coalition leaders in the nation. Currently, there are over 2,500 coalitions which represent the backbone of our prevention efforts and they are a powerful force for finding solutions to a multiplicity of the country's social problems that this Administration understands must be solved by "community" at the local level.

Importantly, this national assemblage represents a highly visible public forum for the President to demonstrate his personal resolve and commitment to tackling the drug issue, head-on, with all the vigor and resources his office can uniquely bring to it.

The President can be quite specific in his remarks in recognizing how much progress can be achieved when the coalitions apply their significant resources against this enormous social problem. He can cite the very heartening and definitive progress made in Miami and can applaud the coalitions' tireless commitment to this effort.

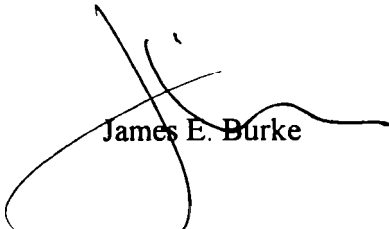
3. Timing

The ideal timing for these two events is to have the PDFA media event precede the CADCA event by a week or two. Given the established date for the CADCA event (October 28 is the date the President has been invited to speak), this would mean the event at the White House should be held either the week of October 10 or the week of October 17. This is a good time of year to maximize the attendance by the media, assuming we can get sufficient lead time (4-6 weeks) to invite them. Delaying beyond this puts us in the busiest time of year for the television industry -- ratings sweeps month following the new season debut.

CONCLUSION

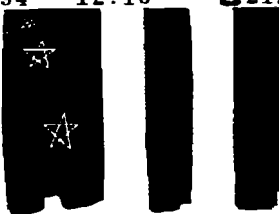
These two initiatives involve two of the most powerful and effective forces in dealing with the drug issue. They provide the President with a combined, **bipartisan** private/public sector forum to categorically assert his personal leadership and commitment to dealing with this nation's most serious problems by supporting the reduction in use of illegal drugs. And, while the illicit drug problem is too important to politicize, there are very real popular benefits to be derived from visibility and leadership on the issue. Finally, Presidential involvement will pay significant and badly needed dividends to the prevention movement.

Sincerely,



James E. Burke

Note: A draft of this recommendation has previously been sent to Dr. Lee Brown, Lloyd Cutler and Jody Greenstone.



## PARTNERSHIP FOR A DRUG-FREE AMERICA

November 4, 1994

Ms. Jody Greenstone  
Special Assistant to the President and  
Deputy to the Counselor  
Office of the President  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

Dear Jody:

As we discussed, Jim Burke is requesting a 1/2 hour meeting with President Clinton regarding the Partnership White House Media Event scheduled for February 2, 1995. Mr. Burke suggested that, if the President's schedule permits, they meet on December 6, 1994 in New York at the Business Enterprise Trust Awards. That ceremony is scheduled from 12:00 noon until 2:00pm with the President scheduled to speak at approximately 1:00pm. (FYI - Jim is also chairman of that organization.)

I will wait to hear from you and once again, thanks for all your help.

Sincerely,

Denise M. Perry  
Executive Assistant to  
James E. Burke

**OFFICE OF DAVID GERGEN  
SPECIAL ADVISOR TO THE PRESIDENT AND  
TO THE SECRETARY OF STATE**

Phone# 202-647-5527

Fax# 202-647-5573

TO: Jose CerdaFROM: Jody GreenstoneFAX #: 456 - 7028

# OF PAGES: \_\_\_\_\_

## COMMENTS:

Following is some additional info that may  
be helpful for the scheduling request.

Jim Burke also pointed out that Lloyd Johnston's high  
school drug survey will be released sometime before  
Dec 15<sup>th</sup>. He thinks the Dec 6<sup>th</sup> date would be a  
good chance to talk to the President prior to  
that release.

This fax is confidential and meant for the addressee only. If there is any problem with this transmission, please call David Gergen's office at 202-647-5527.

November 4, 1994

NOTE TO JOSE CERDA

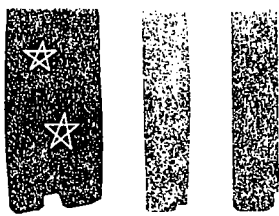
From: Jeremy Ben-Ari 

Subject: Partnership for a Drug Free America Event

(1) As you know, February 2nd is on the President's calendar for the Partnership event. Carol spoke to Jim Burke yesterday who was ecstatic to say the least. She feels it would be important for us to make sure we are working with them right away on this so that the planning doesn't get quickly out of control. Can you talk to Ann Walley about the event and how to proceed in working with them? I've attached the entire folder on the event that Carol and I have.

(2) Separate matter - also Partnership issue. At some event in Worcester, MA (?maybe) recently, the President gave an approximately 40 second response to a question on the subject of marijuana that the Partnership apparently thinks would make a wonderful PSA. They would like a release from us to use the tape which they have of the event. Can you find out from Communications (maybe Waldman or Rahm) how to do this and get back to them.

Thanks.



## PARTNERSHIP FOR A DRUG-FREE AMERICA

September 7, 1994

JAMES E. BURKE  
Chairman

Mr. Leon E. Panetta  
White House Chief of Staff  
The White House  
1600 Pennsylvania Ave., N.W.  
First Floor, West Wing  
Washington, D.C. 20800

Dear Mr. Panetta:

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CONCLUSION

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Sincerely,

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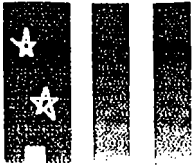
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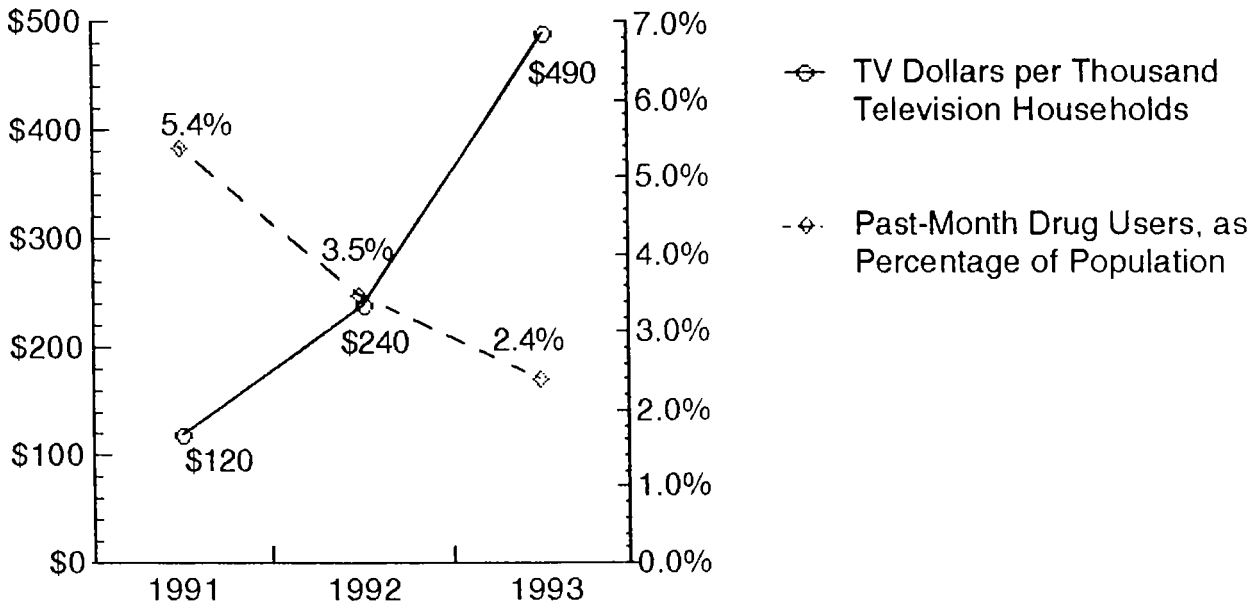
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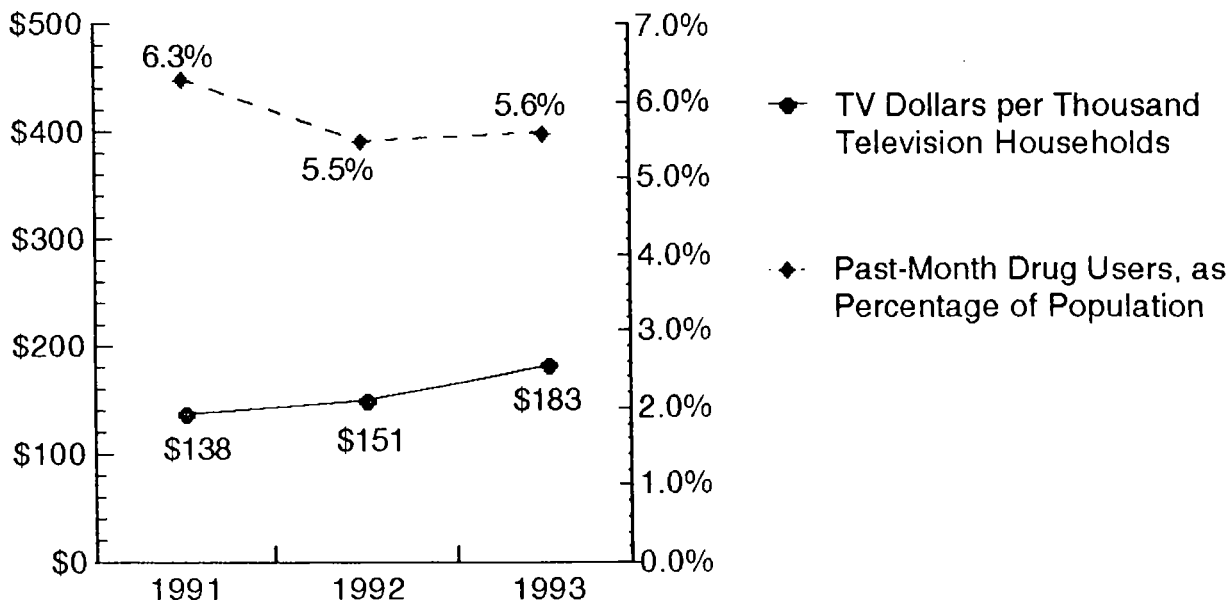


## Partnership for a Drug-Free America

Spot TV Dollars per Thousand Television Households  
and Past-Month Use of Any Illicit Drug by Year:  
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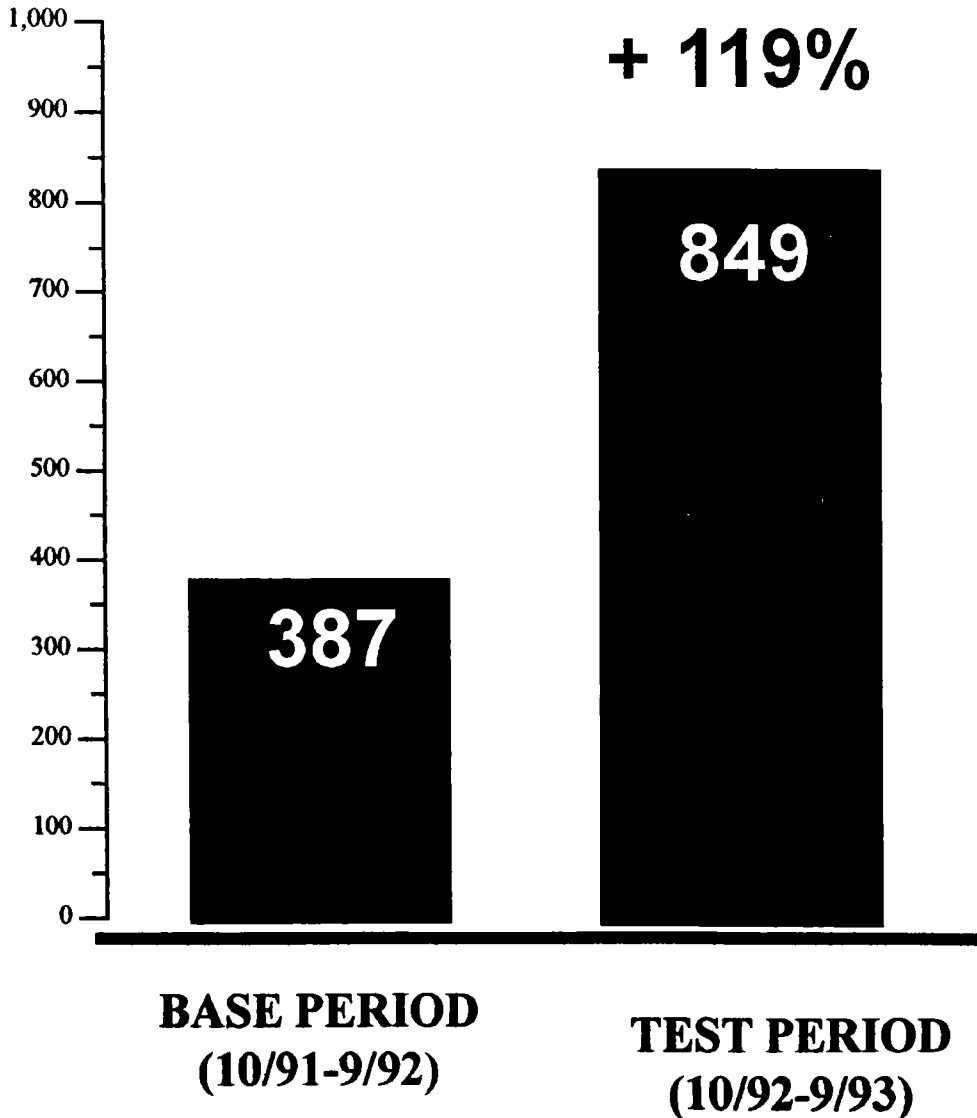
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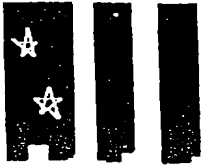
# THE NEW YORK STORY

## Media Support Changes

**Media \$\$\$**  
**(000)**



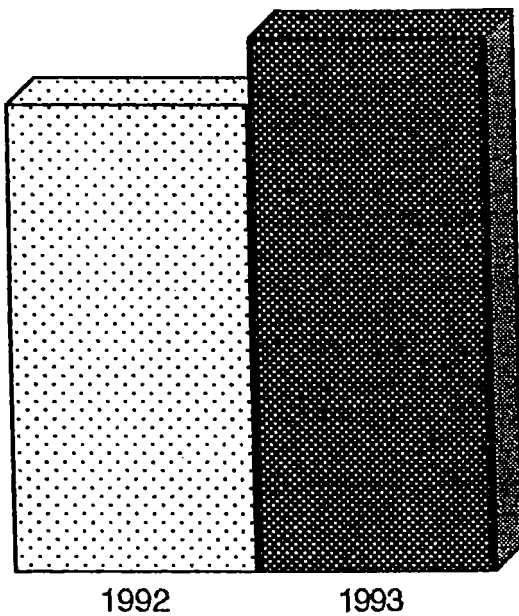
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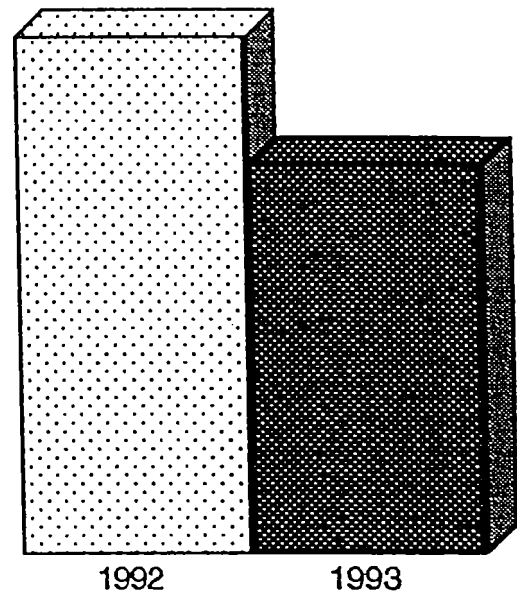
Partnership for a Drug-Free America  
1993 New York City Grade School Study

CHILDREN \*

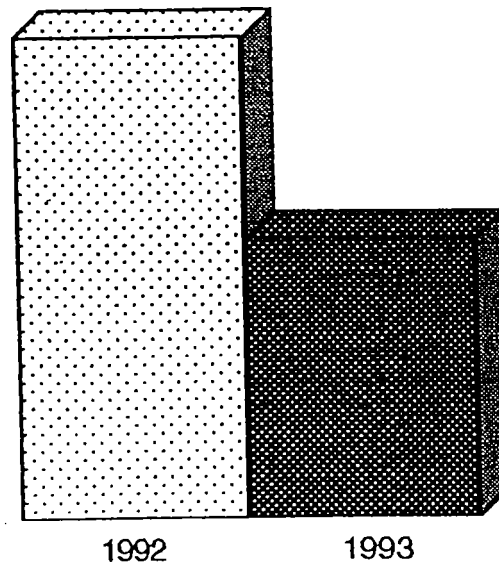
Drugs Are  
Scary +10%



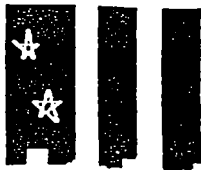
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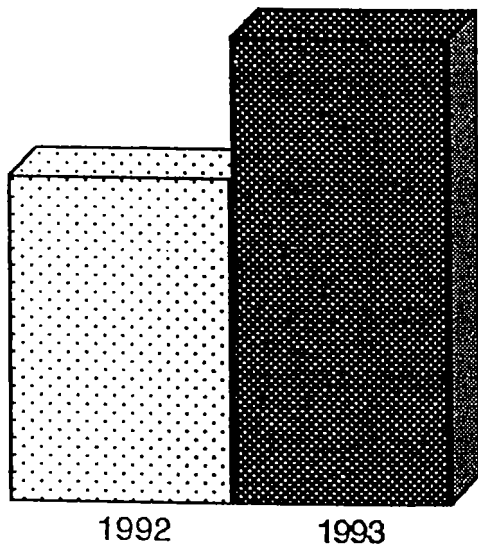
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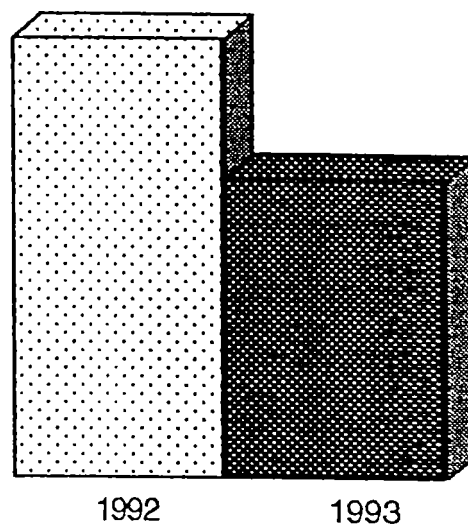
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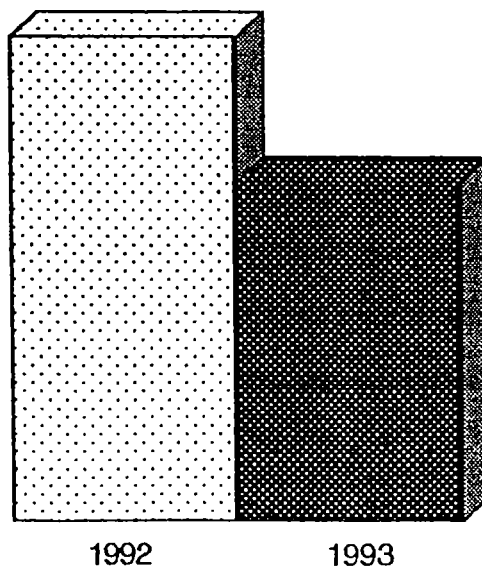
I Would Tell Others  
"Don't Use" \* +30%



Dealer Is a Good  
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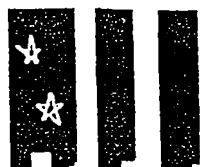


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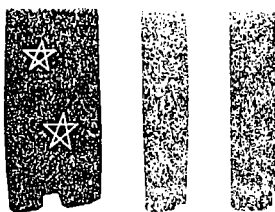
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|-------------------------|-------------|-------------|-------------------------|
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| TV Commercials          | 66          | 70          | +6%                     |
| On the Street           | 67          | 66          |                         |
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| Friends                 | 55          | 56          |                         |
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## PARTNERSHIP FOR A DRUG-FREE AMERICA

September 7, 1994

JAMES E. BURKE  
Chairman

Mr. Leon E. Panetta  
White House Chief of Staff  
The White House  
1600 Pennsylvania Ave., N.W.  
First Floor, West Wing  
Washington, D.C. 20800

Dear Mr. Panetta:

I have been urging the President to take national leadership of the illicit drug issue, and I have been asking that he do this in several ways. In the interest of making this request more realistic, given the President's schedule, and recognizing the additional rigors of a mid-term election year, I am now narrowing the focus of my request down to the two most important of the events I have been talking about: a Partnership event at the White House to thank the media, and the National Leadership Forum V of the Community Anti-Drug Coalitions of America (CADCA).

1. Partnership Media Event at the White House

This would be a reception and presentation, held at the White House, for key leaders from the national and local media and the top influencers from the entertainment industry. These leaders would be shown the significant progress that has been made and how their support has had a direct and powerful impact on this progress. The highlight of the event would be the President recognizing this contribution and personally thanking these leaders for their involvement. Based on our experience, meeting the President is extremely effective in motivating the media to continue their crucial support of this campaign. This is enhanced by the President's public recognition of the media as one of the nation's most influential drug prevention voices.

We are convinced that the crisis will be resolved at the local level, community by community. Thus, we have become a major participant in the local coalition movement. We will illustrate the benefits of the local tie-in showing how those markets with active coalitions and significant media support are making better progress than those markets which are relatively inactive on the issue. We have a dramatic illustration of this with the story of the Miami Coalition and the strides that have been made there. We will supplement this story with the very recent and startlingly positive results we have achieved with inner city youth in New York City. (See Exhibits I and II).

Both of these stories, coupled with the national progress, are very positive and very newsworthy. Tremendous impact would be added by the President recognizing these results.

2. National Leadership Forum V (October 27-29, 1994)

This Leadership Forum, organized and hosted by CADCA, is the single most important gathering of community coalition leaders in the nation. Currently, there are over 2,500 coalitions which represent the backbone of our prevention efforts and they are a powerful force for finding solutions to a multiplicity of the country's social problems that this Administration understands must be solved by "community" at the local level.

Importantly, this national assemblage represents a highly visible public forum for the President to demonstrate his personal resolve and commitment to tackling the drug issue, head-on, with all the vigor and resources his office can uniquely bring to it.

The President can be quite specific in his remarks in recognizing how much progress can be achieved when the coalitions apply their significant resources against this enormous social problem. He can cite the very heartening and definitive progress made in Miami and can applaud the coalitions' tireless commitment to this effort.

3. Timing

The ideal timing for these two events is to have the PDFA media event precede the CADCA event by a week or two. Given the established date for the CADCA event (October 28 is the date the President has been invited to speak), this would mean the event at the White House should be held either the week of October 10 or the week of October 17. This is a good time of year to maximize the attendance by the media, assuming we can get sufficient lead time (4-6 weeks) to invite them. Delaying beyond this puts us in the busiest time of year for the television industry -- ratings sweeps month following the new season debut.

CONCLUSION

These two initiatives involve two of the most powerful and effective forces in dealing with the drug issue. They provide the President with a combined, **bipartisan** private/public sector forum to categorically assert his personal leadership and commitment to dealing with this nation's most serious problems by supporting the reduction in use of illegal drugs. And, while the illicit drug problem is too important to politicize, there are very real popular benefits to be derived from visibility and leadership on the issue. Finally, Presidential involvement will pay significant and badly needed dividends to the prevention movement.

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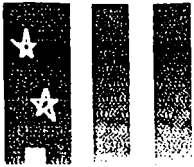
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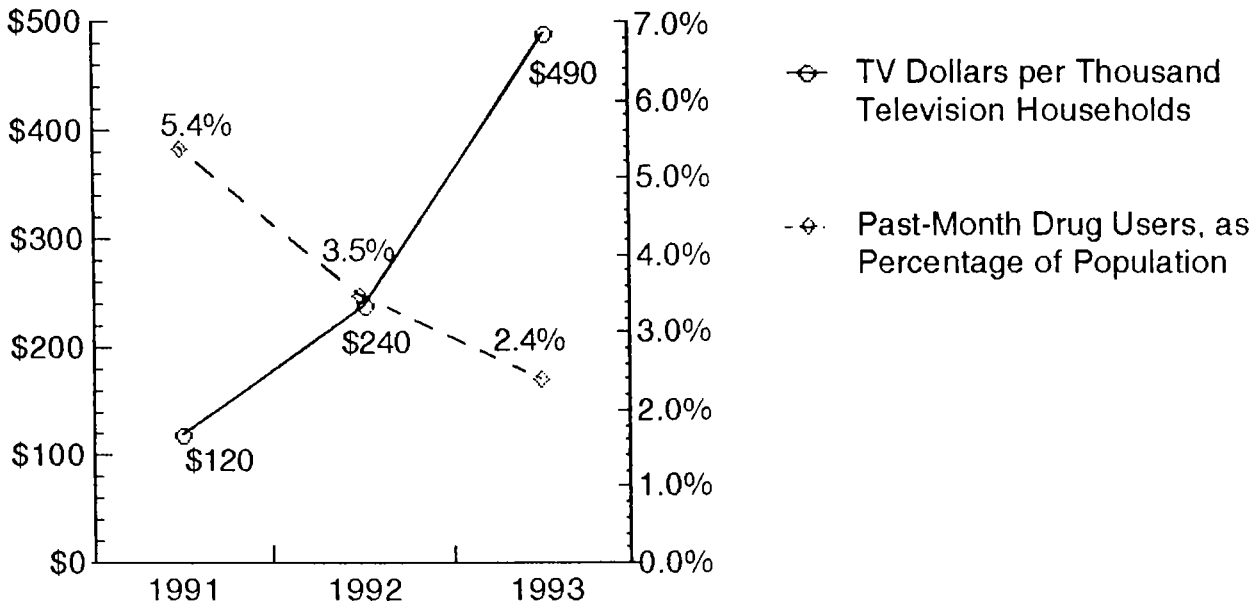
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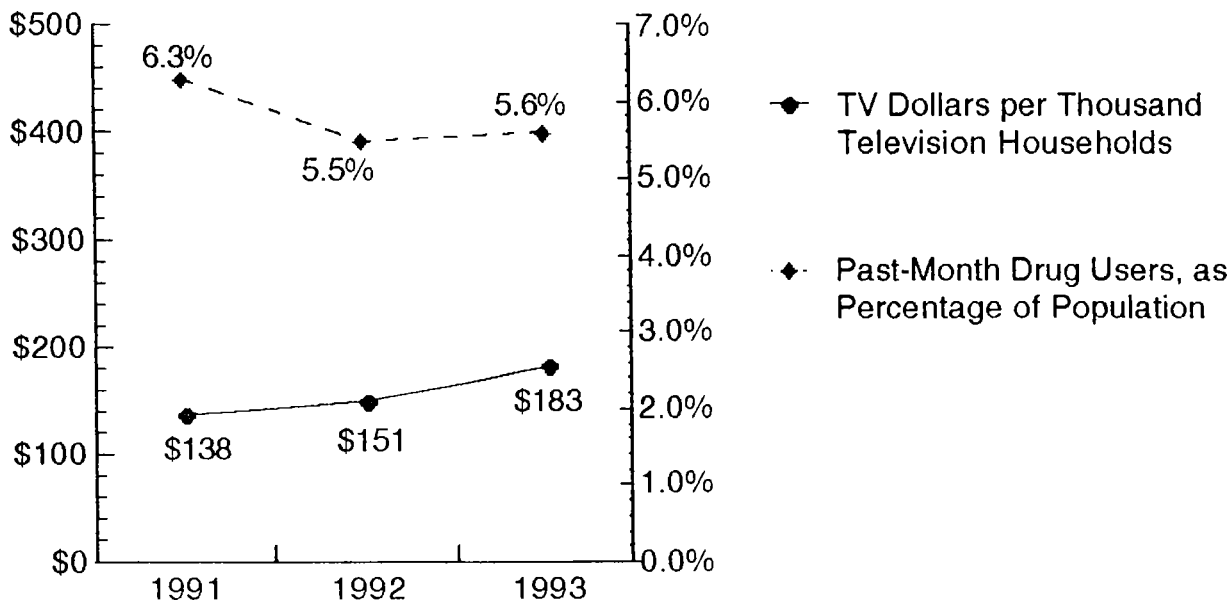


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# THE NEW YORK STORY

## Media Support Changes

**Media \$\$\$**  
**(000)**

1,000  
900  
800  
700  
600  
500  
400  
300  
200  
100  
0



**387**

**+ 119%**

**849**

**BASE PERIOD**  
**(10/91-9/92)**

**TEST PERIOD**  
**(10/92-9/93)**

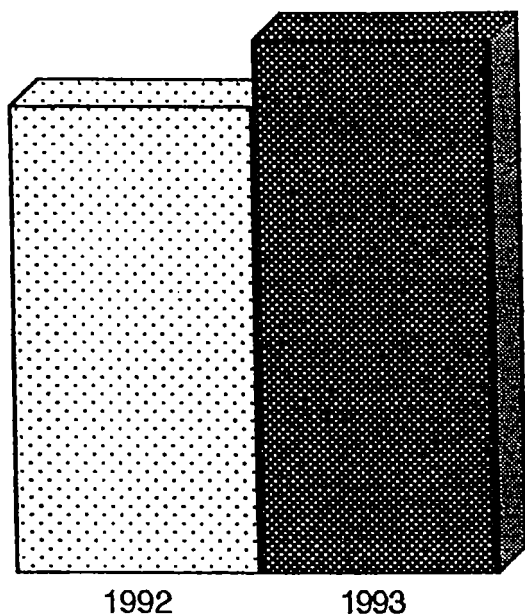
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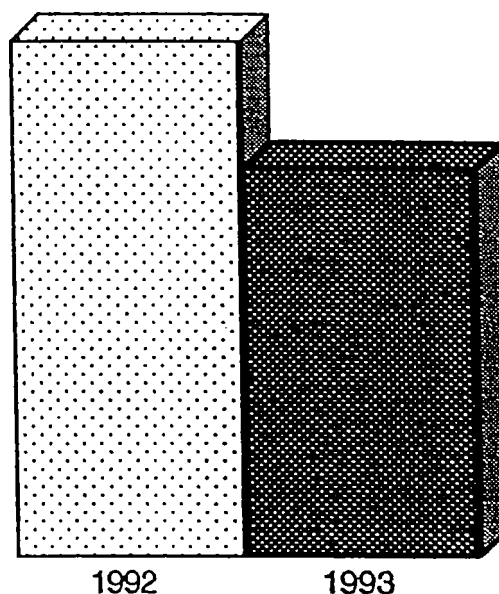
Partnership for a Drug-Free America  
1993 New York City Grade School Study

CHILDREN \*

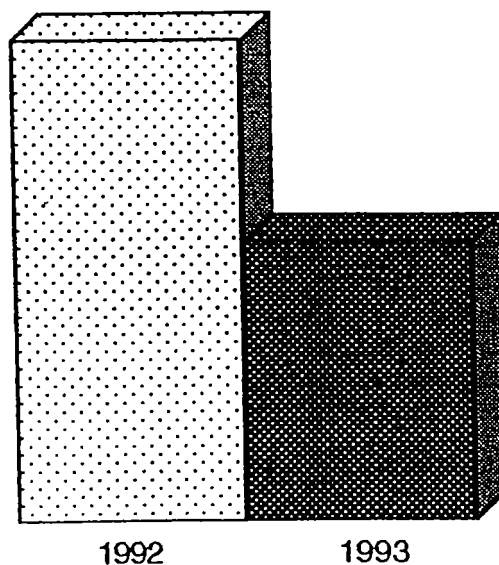
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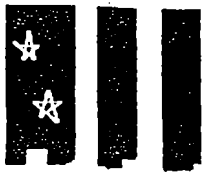
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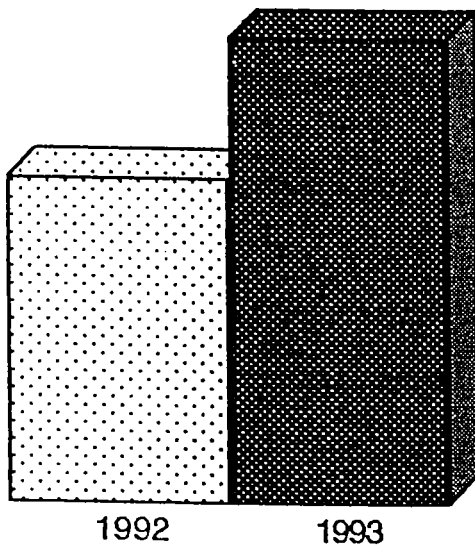
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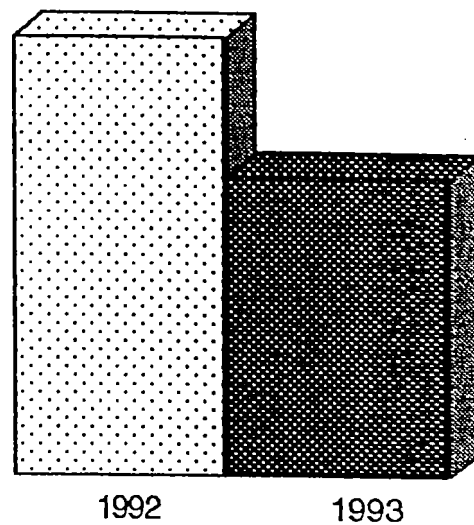
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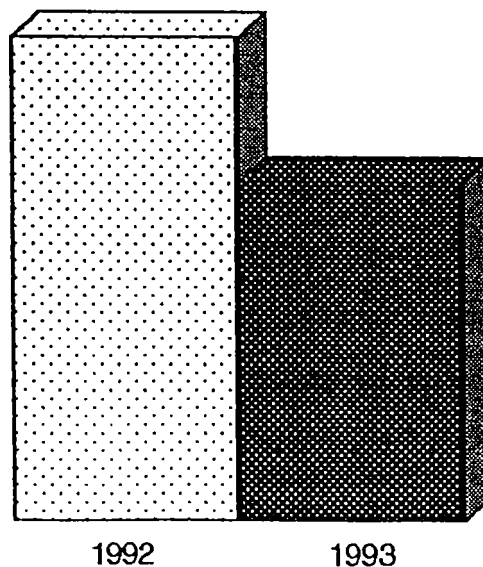
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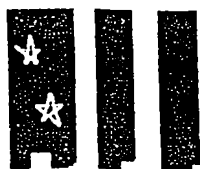


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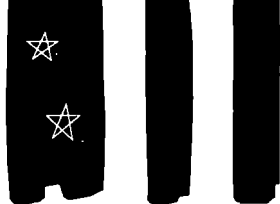
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## PARTNERSHIP FOR A DRUG-FREE AMERICA

JAMES E. BURKE  
Chairman

September 6, 1994

The Honorable William J. Clinton  
President  
The White House  
Washington, D.C. 20500

Dear Mr. President:

As you know, I believe that the illicit drug problem is critical to solving that nation's most pressing social issues. I also believe that progress requires your personal leadership. I respectfully submit the following two important events for your participation. The timing, separated by a week or two, is mid and late October.

1. Partnership Media Event at the White House:

This would be a reception and presentation, held at the White House, for key leaders from the national and local media and the top influencers from the entertainment industry. These leaders would be shown the significant progress that has been made and how their support has had, and must continue to have, a direct and powerful impact on this progress. This message is enhanced by your public recognition of the media as one of the nation's influential drug prevention voices.

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JEB:dmp  
Attachment

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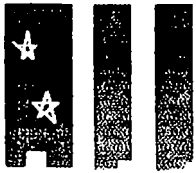
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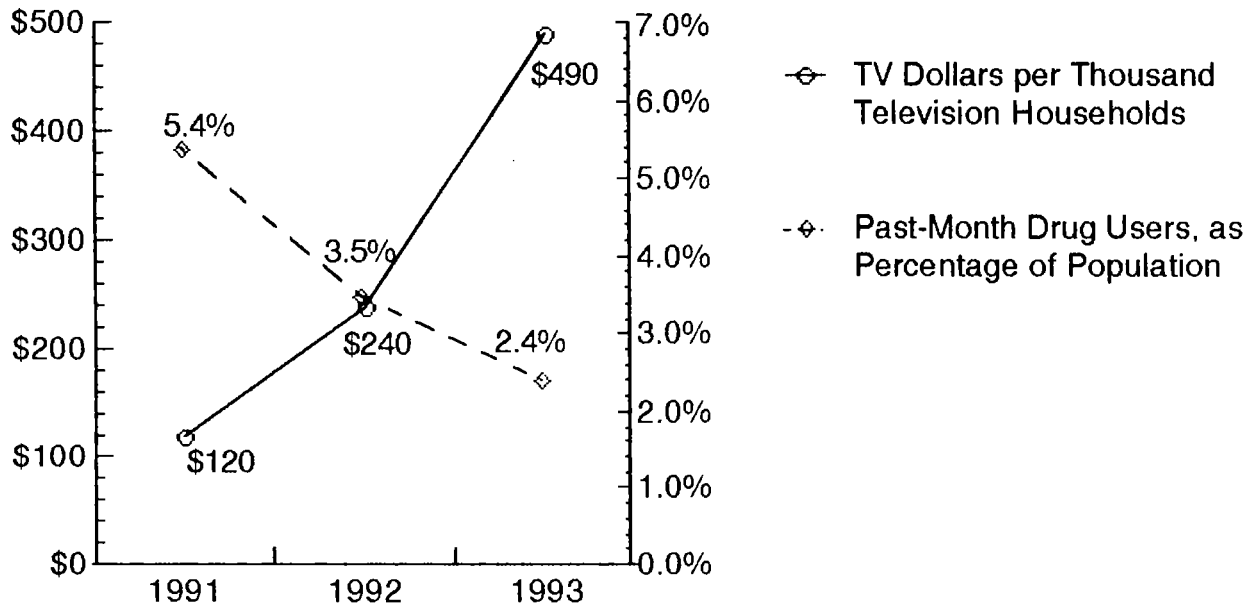
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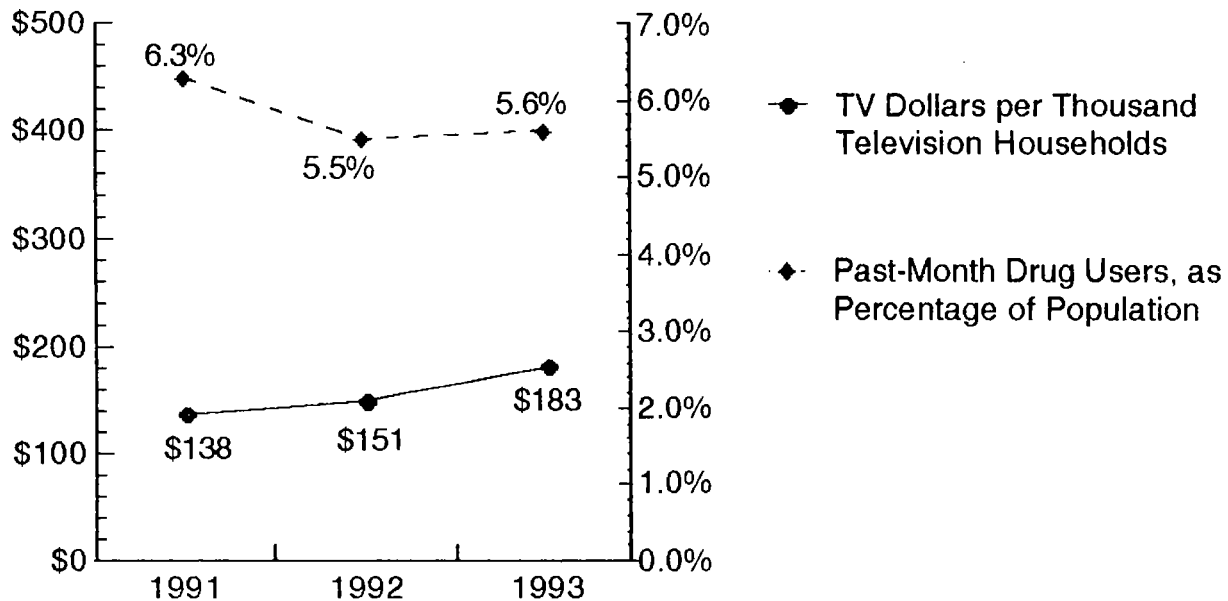


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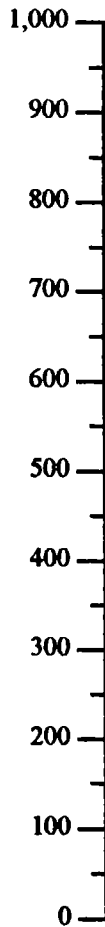
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**(000)**



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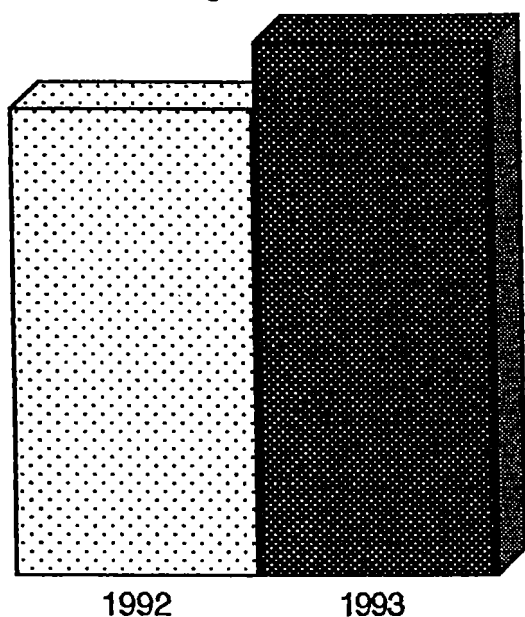
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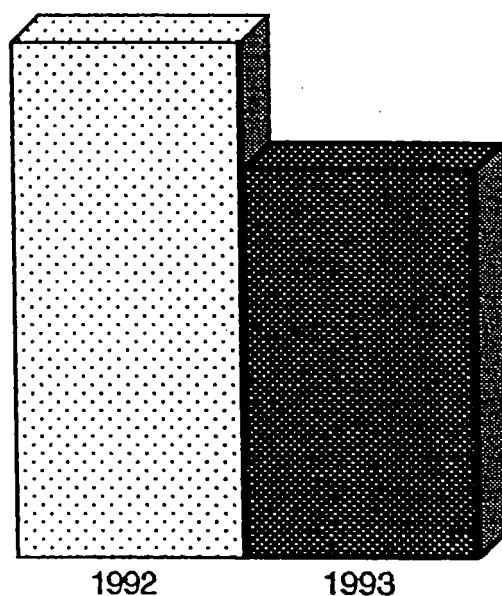
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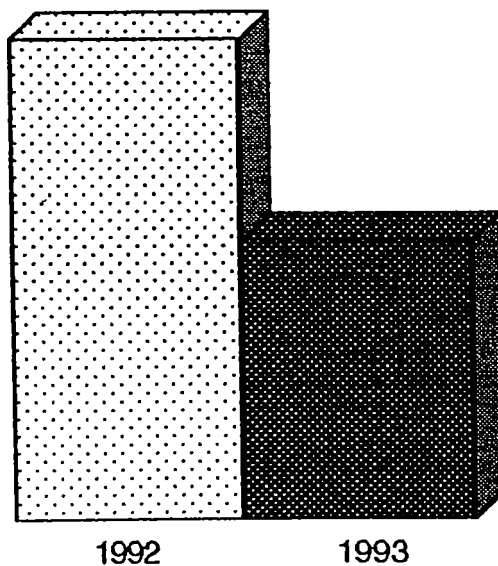
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"Cool" -17%



I Might Want To Try -29%



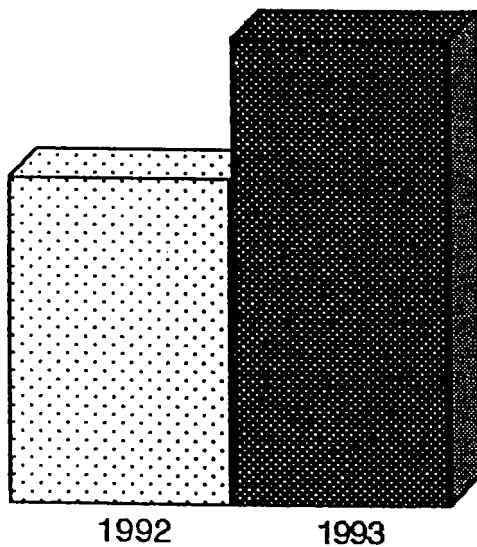
\* Below Poverty Schools, 2nd - 3rd-graders  
Proportional changes given are statistically significant.



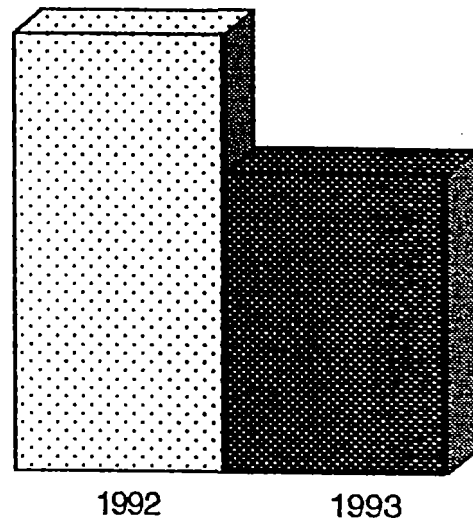
Partnership for a Drug-Free America  
1993 New York City Grade School Study

PRETEENS \*

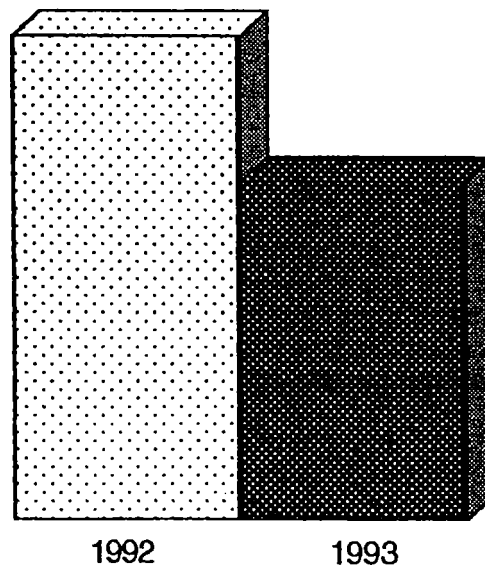
I Would Tell Others  
"Don't Use" \* +30%



Dealer Is a Good  
Friend\* -22%

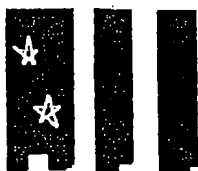


Drug User Is Popular\*\* -21%



\* Below Poverty Schools, 4th – 6th-graders

\*\* Total Sample (including below-poverty schools), 4th – 6th-graders  
Proportional changes given are statistically significant.



Partnership for a Drug-Free America  
1993 New York City Grade School Study

## SOURCES OF INFORMATION

Preteens\* Learned "A Lot" About Drugs From...

|                         | <u>1992</u> | <u>1993</u> | <u>Prop.<br/>Change</u> |
|-------------------------|-------------|-------------|-------------------------|
| School Class            | 84          | 83          |                         |
| Parents / Grandparents  | 82          | 84          |                         |
| TV Shows                | 71          | 71          |                         |
| TV Commercials          | 66          | 70          | +6%                     |
| On the Street           | 67          | 66          |                         |
| Brother / Sister        | 58          | 60          |                         |
| Friends                 | 55          | 56          |                         |
| After-School Activities | 52          | 53          |                         |

\* Below Poverty Schools, 4th – 6th-graders  
Proportional changes given are statistically significant.



## PARTNERSHIP FOR A DRUG-FREE AMERICA

JAMES E. BURKE  
Chairman

September 6, 1994

The Honorable William J. Clinton  
President  
The White House  
Washington, D.C. 20500

Dear Mr. President:

As you know, I believe that the illicit drug problem is critical to solving that nation's most pressing social issues. I also believe that progress requires your personal leadership. I respectfully submit the following two important events for your participation. The timing, separated by a week or two, is mid and late October.

1. Partnership Media Event at the White House:

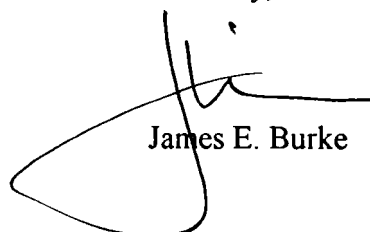
This would be a reception and presentation, held at the White House, for key leaders from the national and local media and the top influencers from the entertainment industry. These leaders would be shown the significant progress that has been made and how their support has had, and must continue to have, a direct and powerful impact on this progress. This message is enhanced by your public recognition of the media as one of the nation's influential drug prevention voices.

2. National Leadership Forum:

This Leadership Forum, organized and hosted by CADCA, is the single most important gathering of community coalition leaders in the nation. Currently, there are over 2,500 coalitions which represent the backbone of our prevention efforts and they are a powerful force for finding solutions to a multiplicity of the country's social problems. This national assemblage represents a highly visible public forum to demonstrate your personal resolve and commitment to tackling the drug issue, head-on, with all the vigor and resources your office can uniquely bring to it.

These initiatives involve two of the most powerful and effective forces in dealing with the drug issue. They provide you with a combined, **bipartisan** private/public sector forum to categorically assert your personal leadership and commitment to dealing with one of this nation's most serious problems by supporting the reduction in use of illegal drugs.

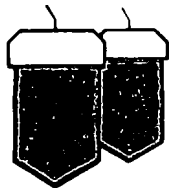
Sincerely,



James E. Burke

JEB:dmp  
Attachment

OCT 14 1994



# Riley Company

The Riley Building • Suite 301  
620 West Third Street  
Little Rock, Arkansas 72201 • 501-375-8403

October 10, 1994

Carol Rasco  
The White House  
1600 Pennsylvania Ave  
Washington D.C. 20500

Dear Carol:

I am writing you regarding a vital interest in fighting the use of drugs in our nation. My classmate from the Harvard Business School, James Burke has had a forty-five minute meeting with Leon Panetta, and we are attaching two follow-up letters.

Carol, there is a dramatic decrease in the use of drugs when you can get the media to give it attention and show that it is a bad use item. The remarkable change effected in Miami reflects this as do other statistics from the Drug Free America group in our nation.

This movement now is suffering as the media has let it slip from their attention. Therefore Mr. Burke has met with Mr. Panetta and secured a tentative arrangement for our President to speak at the community anti-drug coalitions of America on Friday, October 28th.

I am writing to ask you to lend your assistance to the President in maintaining this in his schedule. We also want to hold a media event with the President, and we are suggesting to Mr. Panetta the dates of November 17th, 16th or 15th.

Carol, this is vitally important, and I would very much appreciate your lending your efforts for this endeavor. I know you join me in wanting to fight drug use in our nation.

I hope you are getting home enough to keep your ties and that you are keeping some relaxation time even though your responsibilities continue to grow. You are doing a great job.

Yours truly,

Pat M. Riley

PMR/amy



PARTNERSHIP FOR A DRUG-FREE AMERICA

JAMES E. BURKE  
Chairman

September 14, 1994

Mr. Leon Panetta  
White House Chief of Staff  
The White House  
1600 Pennsylvania Avenue N.W.  
First Floor, West Wing  
Washington, DC 20800

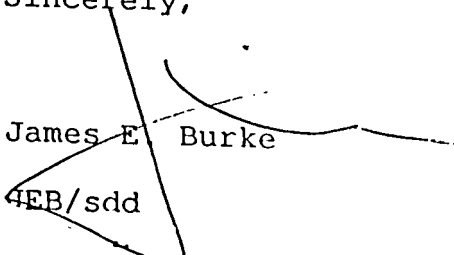
Dear Leon:

Since our meeting, I have been thinking about the timing of the two events in which we would like the President's participation. In discussing this with our public relations experts, we have concluded that we can dramatically increase the news announcement potential by scheduling these events days apart, instead of weeks apart. In an ideal situation, they would be held back-to-back.

If the President's schedule permits, I would recommend that we hold the Partnership's event with media executives on Wednesday, Oct. 26. This is the day before the start of the National Leadership Forum, sponsored by Community Anti-Drug Coalitions of America, and two days before the President has been invited to address the thousands of grassroots activists who will attend this forum in Washington. And, if we can schedule these events now, it will give us the lead time we need to maximize the attendance of the leading advertising and media executives in America. As you know, these professionals are the backbone of the Partnership for a Drug-Free America.

Let me again thank you for being so generous with your time. I am enclosing the 6 minute videotape to view at your convenience.

Sincerely,



James E. Burke

4EB/sdd

## THE MIAMI STORY

The Miami Coalition for a Safe and Drug-Free Community was founded in 1988, and was one of the earliest anti-substance abuse coalitions to be formed on a broad base in a major city. This coalition has become a model for many other communities in this country and, increasingly, abroad.

The Miami Coalition has been very successful in organizing the community to launch and operate a wide variety of substance abuse programs. And, with assistance from the Broward County Commission, they have been extremely successful in generating high levels of support from the media in the Miami/Ft. Lauderdale market, particularly from the television stations.

Miami has been participating in the Partnership campaign since its inception and has always been one of our stronger markets. As a result of the combined coalition efforts, this community became the Partnership's number one television market in 1993. As such, it has become a dramatic example of the validity of our premise that when community coalitions employ the powerful tool of the media, they can make changes happen faster.

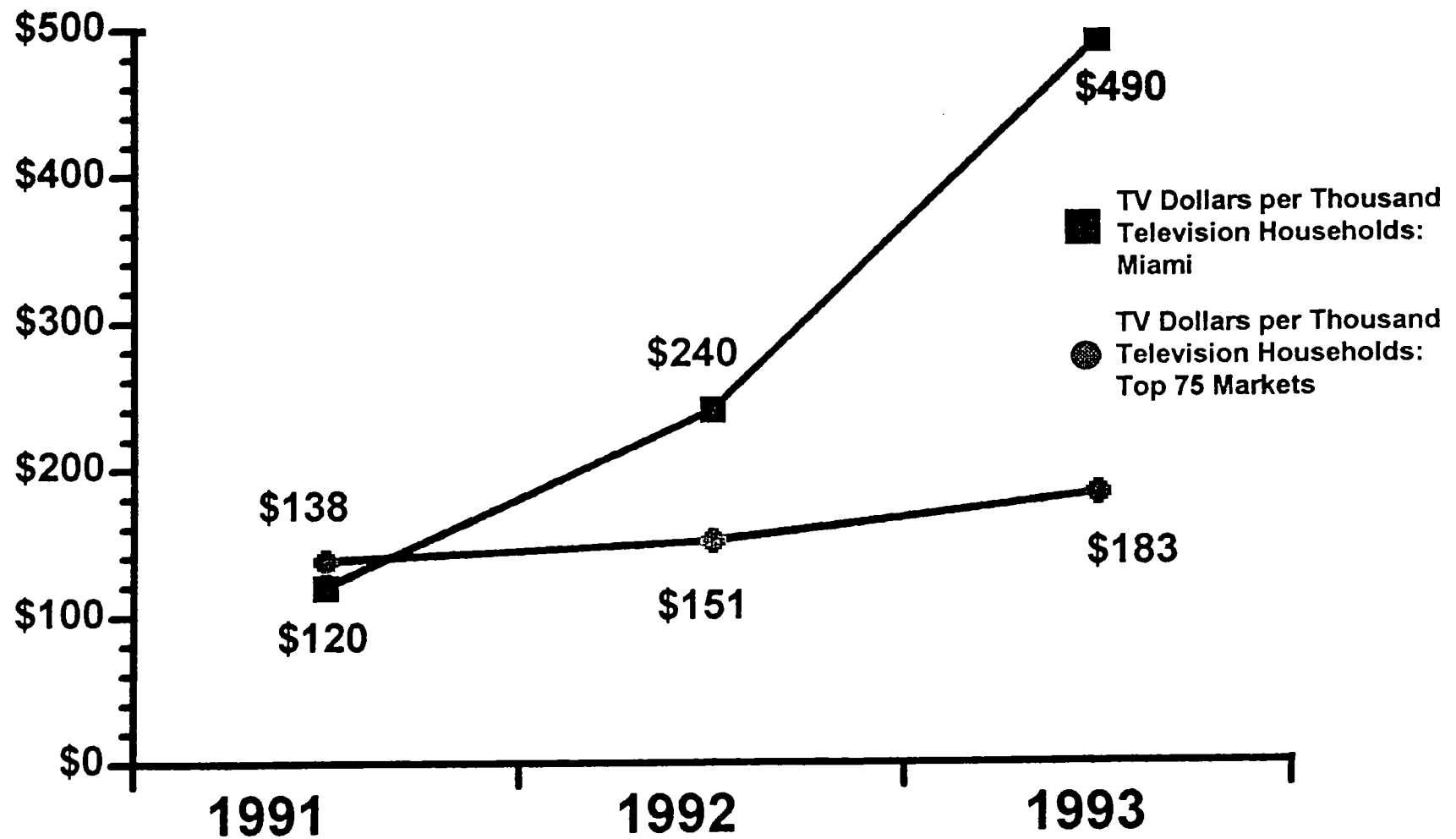
Attached is an illustration of Miami's media performance and the incidence of any illicit past 30-day drug use (SAMHSA Household Survey) compared to the U.S. for 1991-1993. The highlights of this are as follows:

| <u>Area</u> | <u>Past 30-Day Use</u><br>% Chg | <u>PDFA Media Value</u><br>%Chg |
|-------------|---------------------------------|---------------------------------|
| Miami       | -56                             | +308                            |
| Tot. U.S.   | -21                             | +33 *                           |

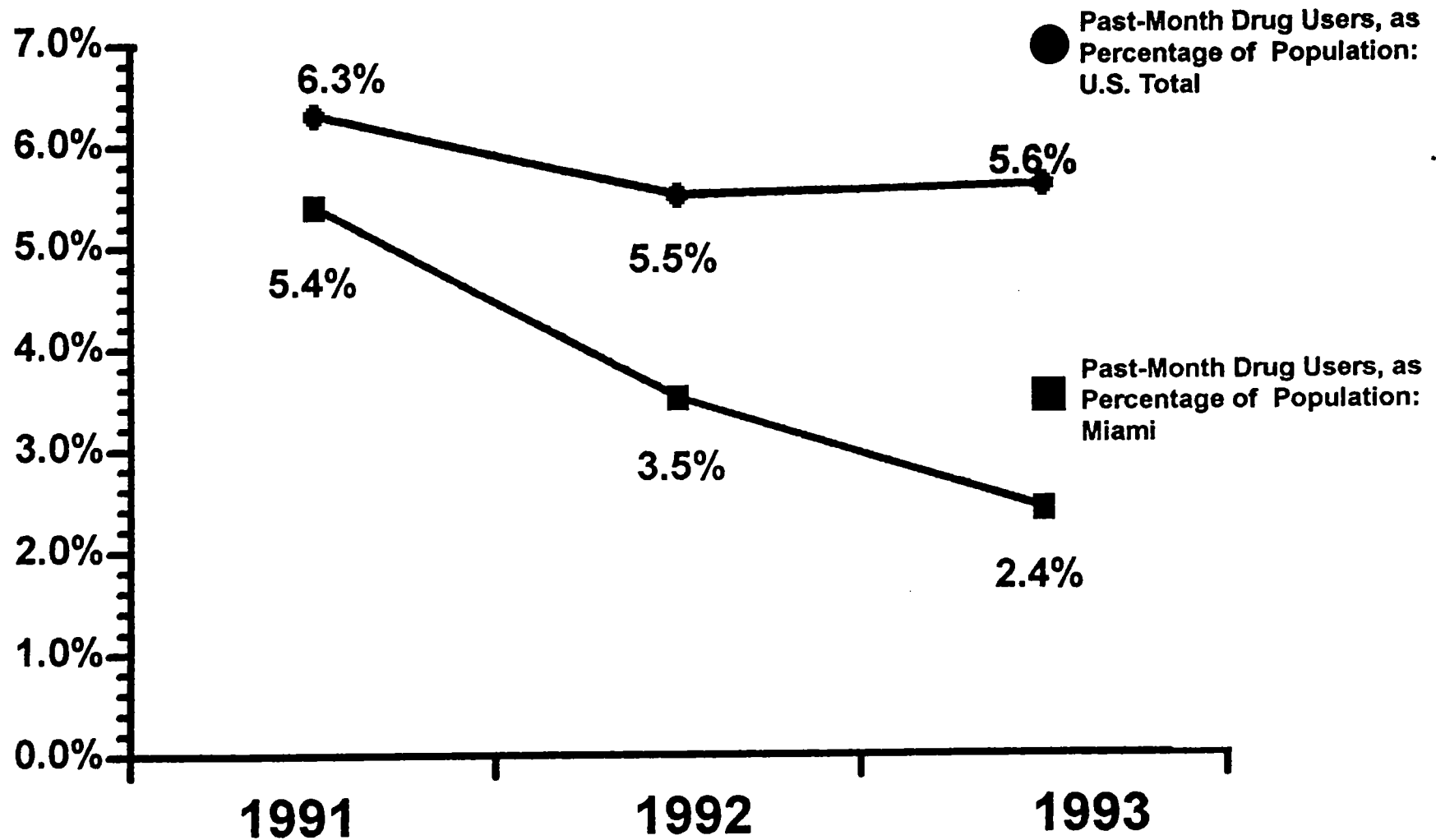
\*Average, top 75 markets.

# Spot TV Dollars per 1,000 TV Households by Year

## Miami and U.S. Top 75 Markets



# Reported Past-Month Drug Use By Year: Miami and U.S. Total



## **Among our children anti-drug attitudes are weakening**

|                        | <b><u>1991</u></b> | <b><u>1993</u></b> |
|------------------------|--------------------|--------------------|
| <b>Risk of Trying:</b> | <b>%</b>           | <b>%</b>           |
| <b>Marijuana</b>       | <b>40.4</b>        | <b>36.2</b>        |
| <b>Cocaine</b>         | <b>55.5</b>        | <b>50.7</b>        |

**Source: Univ. Michigan H.S. Senior Study  
8th graders**

## Among our children drug use is increasing

|                      | <u>1991</u> | <u>1993</u> |
|----------------------|-------------|-------------|
|                      | %           | %           |
| <b>Marijuana</b>     | <b>6.2</b>  | <b>9.2</b>  |
| <b>Cocaine</b>       | <b>1.1</b>  | <b>1.7</b>  |
| <b>Hallucinogens</b> | <b>1.9</b>  | <b>2.6</b>  |

Source: Univ. Michigan H.S. Senior Study  
8th graders



## DEPARTMENT OF HEALTH &amp; HUMAN SERVICES

Counsel to the Secretary  
for Drug Abuse Policy

Washington, D.C. 20201

January 10, 1995

Note to: Jose Cerda  
From: Sarah Vogelsberg *SV*  
Subject: Invitation List for White House Event

Here are two invitation lists, as promised by Peter Edelman, for the February 2 event at the White House.

**Primary List:**Name and TitleAddress and Phone Number

Peter B. Edelman  
Counselor to the Secretary

DHHS  
200 Independence Ave., S.W.  
Room 615F  
Washington, D.C. 20201  
(202) 690-8157

- Camille T. Barry, Ph.D.  
Senior Drug Policy Advisor

Room 629H  
(202) 690-6641

Philip Lee, M.D.  
Assistant Secretary for Health

Room 716G  
(202) 690-7694

- Nelba Chavez, Ph.D.  
Administrator  
Substance Abuse and Mental Health  
Services Administration

SAMHSA  
Pardawn Building  
5600 Fishers Lane  
Room 12-105  
Rockville, MD 20857  
(301) 443-4795

- David J. Mactas  
Director  
Center for Substance Abuse Treatment

CSAT  
Rockwall II Building  
5515 Security Lane  
Suite 615  
Rockville, MD 20852

- Elaine M. Johnson, Ph.D.  
Director  
Center for Substance Abuse Prevention

CSAP  
Rockwall II Building  
5515 Security Lane

Alan I. Leshner, Ph.D.  
Director  
National Institute on Drug Abuse

Room 9D-10  
Rockville, MD 20852

NIDA  
Parklawn Building  
5600 Fishers Lane  
Room 10-05  
Rockville, MD 20857  
(301) 443-6480

(B)

**Back-up List:**

Name

Address and Phone Number

Karen Dodge  
Office of the Counsel to the Secretary  
for Drug Abuse Policy

DHHS  
Room 631H  
(202) 690-6641

(B)

Christine Quinn  
Office of the Counsel to the Secretary  
for Drug Abuse Policy

DHHS  
Room 626H3  
(202) 690-6641

(B)

Sarah Vogelsberg  
Office of the Counsel to the Secretary  
for Drug Abuse Policy

DHHS  
Room 633 H  
(202) 690-6641

(B)

Eric Gopelrud  
Office of Policy and Implementation  
SAMHSA

SAMHSA  
Parklawn Building  
5600 Fishers Lane  
Room 12C-05  
Rockville, MD 20857  
(301) 443-1910

(B)

Geoffrey Laredo  
Office of Policy and Implementation  
SAMHSA

same as above

(B)

Richard Millstein  
Deputy Director  
NIDA

NIDA  
Parklawn Building  
5600 Fishers Lane  
Room 10-05  
Rockville, MD 20857

(B)

cc: Peter Edelman