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CHAPARRAL ELEMENTARY SCHOOL

22601 Liberty Bell Road, Woodland Hills, California 91364
Telephone (213)883-0934

Las Virgenes Unified School District

April 27, 1984

Bonnie Tiegel, Director
Entertainment Industry Council, Inc. For a Drug Free Society
3575 Cahuenga Blvd. West, Suite 255
Los Angeles, CA 90068

Dear Ms. Tiegel:

On behalf of the students, teachers and parents of Chaparral, many thanks to the Entertainment Industry Council for bringing us Jackson Bostwick in the guise of Captain Marvel.

In his hero's role, Mr. Bostwick led our students through a low-key discussion regarding drug and alcohol use and abuse in our society. The message to the children was that they would have to make choices as pre-teens, teen-agers and even as adults about drug and alcohol use.

At the end of "Captain Marvel's" presentation, he asked those children to stand who had made a commitment not to use drugs. Every child in the room stood up! This, to me, was proof of the tremendous impact the program had on our young audience of active participants.

I enthusiastically recommend this program to any school which is seeking another weapon in the fight against drugs.

Sincerely,



Don Walker, Principal
Chaparral Elementary School
Las Virgenes Unified School District

cnk

cc: Carol Washburn, President of Chaparral PFC
Leo Lowe, Assistant Superintendent

Entertainment Industries Council, Inc.
"For a Drug Free Society"

639
1 FEB 1984
1 FEB 1984

January 30, 1984

First Lady Nancy Reagan
The White House
Washington, D.C. 20500 .

Dear Mrs. Reagan,

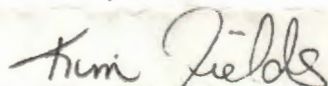
The Board of Directors of the Entertainment Industries Council for a Drug Free Society cordially invites you to serve as our Honorary Co-Chairperson. Mr. Jack Valenti has already agreed to serve in this capacity.

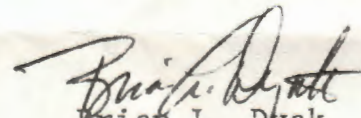
We believe the entertainment industries, especially motion picture, television, and the recording industry, can make a valuable contribution to the fight against drug abuse. Our projects are designed to deglamorize drug use.

Please find attached our goals and objectives and a list of our Board of Directors. We are currently organizing our National Advisory Committee and Honorary Committee. Many individuals from within the entertainment industry are ready to take responsibility for an industry-wide campaign to deglamorize drugs.

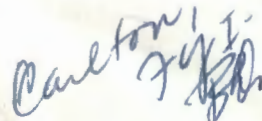
We would be honored to have you as our Honorary Co-Chairperson.

Very Sincerely,


Kim Fields
Board of Directors


Brian L. Dyak
President

encl.



BOARD OF DIRECTORS
ENTERTAINMENT INDUSTRIES COUNCIL INC.
FOR A DRUG FREE SOCIETY

Jack Valenti, President, Motion Picture Association, HONORARY CO-CHAIRPERSON
Statler Brothers, CHAIRPERSONS, NATIONAL ADVISORY COMMITTEE

Tim Conway-Actor (Honorary Chairman, Freeway Drug Center, San Diego, CA)

Jay Rodriguez- Vice President, NBC Inc.

Kim Fields-Actress, The Facts of Life, (Celebrity Peer Council, Youth Rescue
Fund Inc.)

Herman Rush-President, Columbia Pictures Television

Tom Cole-Producer/Director, Lie Detector, Tom Jones Special

David Goldsmith-Producer, (Emmy Award for "COCAINE")

Ralph Andrews-Producer, Columbia Pictures Television

Tim Reid-Actor, (Drug Abuse Special Project, National Jaycees) currently
"Simon and Simon"

Renee Valente-Producer, Twentieth Century Fox and President, Producers Guild

Jack Anderson-Columnist

Brian Dyak-President, Entertainment Industries Council Inc.

Marie Osmond-Actress, Singer

Henry Winkler-Actor

Nancy Dockry-Producer

Bill Utz-Attorney, Steele and Utz

ENTERTAINMENT INDUSTRIES COUNCIL INC.

for a DRUG FREE SOCIETY

PURPOSE: THE PRIMARY PURPOSE OF THE ENTERTAINMENT INDUSTRIES COUNCIL FOR A DRUG FREE SOCIETY IS TO IMPROVE THE QUALITY OF LIFE FOR ALL PEOPLE AND TO FOSTER A DRUG FREE GENERATION BY THE TWENTY-FIRST CENTURY.

GOALS: EDUCATE AND ENCOURAGE OPINION LEADERS WITHIN THE ENTERTAINMENT INDUSTRIES TO ACCEPT AN IMPORTANT ROLE TO REDIRECT THE AMERICAN CULTURE TO VALUE A DRUG FREE SOCIETY AND TO INITIATE AN INDUSTRY-WIDE CAMPAIGN ON DRUG AWARENESS.

ESTABLISH THE 1980's AS THE OPPORTUNE TIME TO CHANGE SOCIETAL ATTITUDES TO PREVENT DRUG ABUSE, AND DETER DRUG USE IN EVERY ASPECT OF AMERICAN LIFE, ESPECIALLY AMONG YOUTH.

DEVELOP WITHIN THE ENTERTAINMENT INDUSTRIES AND IN CONSORT WITH OTHERS, AN ON-GOING EFFORT TO COMBAT DRUG ABUSE INTO THE TWENTY-FIRST CENTURY.

THE WHITE HOUSE
WASHINGTON

August 29, 1983

CT-

Barry Greenberg of Celebrity Connection in Hollywood is stopping by to say hello this afternoon at 3. I'd like him to meet you while he (and you) are here.

I'll meet with him to put our heads together and see how some of the celebs he told me about on the phone can assist us in getting the word out on drug abuse. He said the celebs fill out forms to assess their interest in appearing on behalf of non-profit orgs. There is a drug abuse category.

Some of those who have an interest in things of interest to us include:

- Tim Conway (Carol Burnett show)
- Tina Louise (Gilligan's Island)
- Dawn Wells (Gilligans)
- Patrick Wayne (John's son)
- Lisa Sutton (Belker's girl frd in Hill St)
- John Aprea (Matt Houston)
- Gary Freedkin (Happy Days)
- Juan Bonilla (ex-m.j. user, San Diego Padres)
- POSSIBLY also Victoria Principal, who does a lot for arthritis and is on "Dallas," I;m told).
- Sybil Danning (see Clipping).

-PAT

Attachment

the Big Apple

BUY AN '83 CAR!

OR WAIT FOR AN '84 MODEL? TIPS ON HOW TO MAKE THE RIGHT DECISION, MONEY, 1B.

MUSCLE WOMEN: NEW FILM PHENOMENON

THEY COMBINE WRESTLING AND KARATE CHOPPING WITH SEX APPEAL. SYBIL DANNING, RIGHT, IS IN 'HERCULES,' LIFE, 4D.

By Gamma



Amazon actresses flex power

By Jack Curry
USA TODAY

From the plot descriptions of several upcoming movies, it sounds as if the popcorn Venus of the '80s might well be an Amazon. Sheena and Supergirl lead the pack of muscular heroines whose adventures reflect cinema's latest reinterpretation of femininity — the starlet as powerhouse.

And watch them run, jump, duel, karate chop, wrestle, stalk and pounce. More than any other trait, what distinguishes the Amazon of the '80s from her Hollywood sisters is her physical power. Supergirl twists steel; Sheena swings from vines.

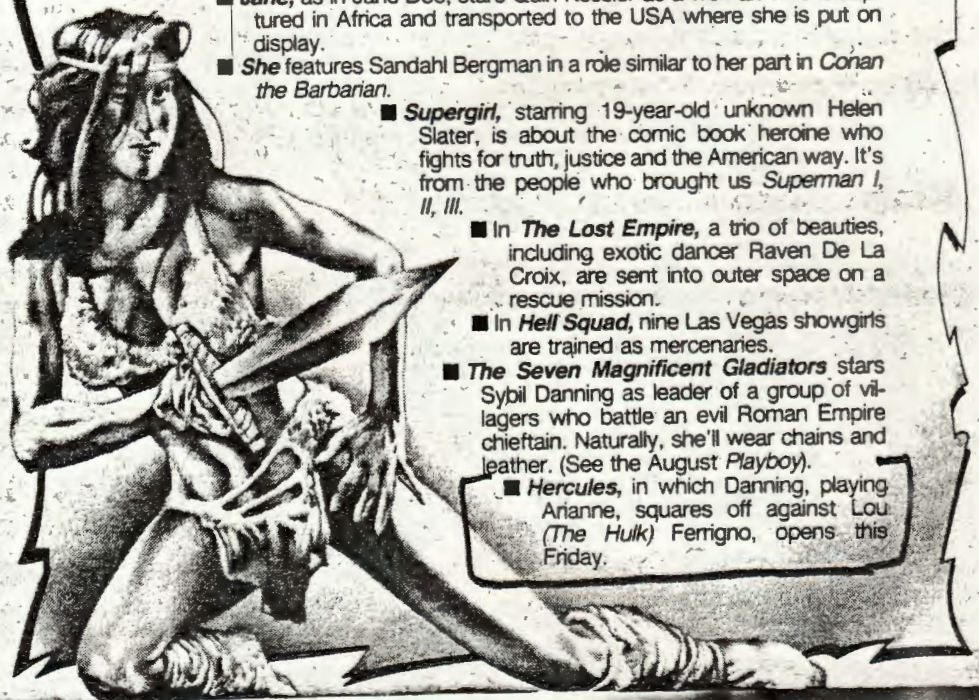
Says Sybil Danning, who appears as the robust Arianne in *Hercules*, which opens Friday, "Women have always been beautiful, charming and sexy. Now they clash swords, too." Audiences will watch actresses in active roles that were formerly the exclusive domain of men.

Hollywood has been gearing up for the surge of sinewy pulchritude for several years, offering in scattered projects a prototype of the

Women of steel

Between this summer and the end of 1984, a gym full of superwomen will flex for the movie cameras. These are among the films featuring she-women of the silver screen:

- *Sheena, Queen of the Jungle* stars Tanya Roberts in a leopard skin and a swing as she fights greedy developers who want her jungle paradise.
- *Hundra* stars Laurene Landon as a fictional warrior of 1,000 years ago who goes on a quest to avenge the deaths of her family and friends.
- *Jane*, as in *Jane Doe*, stars Quin Kessler as a woman who is captured in Africa and transported to the USA where she is put on display.
- *She* features Sandahl Bergman in a role similar to her part in *Conan the Barbarian*.
- *Supergirl*, starring 19-year-old unknown Helen Slater, is about the comic book heroine who fights for truth, justice and the American way. It's from the people who brought us *Superman I, II, III*.
- In *The Lost Empire*, a trio of beauties, including exotic dancer Raven De La Croix, are sent into outer space on a rescue mission.
- In *Hell Squad*, nine Las Vegas showgirls are trained as mercenaries.
- *The Seven Magnificent Gladiators* stars Sybil Danning as leader of a group of villagers who battle an evil Roman Empire chieftain. Naturally, she'll wear chains and leather. (See the August *Playboy*).
- *Hercules*, in which Danning, playing Arianne, squares off against Lou Ferrigno, opens this Friday.



THE WHITE HOUSE
WASHINGTON

BARRY GREENBERG

SUSAN HOWARD (DALLAS)

- CALVIN CHRANE - HUSBAND
- LYNN HOWERTON - DAUGHTER

SCOTT BAIO (HAPPY DAYS)

- MARIO BAIO - FATHER

NEWS FROM



PAULA HAWKINS

UNITED STATES SENATOR FOR FLORIDA

FOR IMMEDIATE RELEASE
CONTACT: Richard Paul
Subcommittee On Alcoholism
and Drug Abuse
(202) 224-5630

March 28, 1984

HAWKINS HEARING TO FOCUS ON MEDIA'S ROLE IN DRUG EDUCATION

Washington, D.C....Cartoon superheros, star-studded commercials and an appearance by a major prime-time TV star will highlight a hearing on the Role Of the Media In Drug Abuse Prevention and Education to be chaired by Senator Paula Hawkins (Florida) on April 6 at 9:45 a.m. in room SD-430 of the Dirksen Senate office building.

The hearing will be preceded by a press conference at 9:00 a.m. in the same room.

"We live in the media age" Senator Hawkins said, "and the way to reach kids today is through the media they use the most." Hawkins, in conjunction with Hanna-Barbera Productions, NBC and the Entertainment Industry Council For A Drug-Free Society, an ad hoc group comprised of individuals from all aspects of the film, television and recording industries, will use the hearing as the launching point for a new campaign aimed at pre-adolescent and teen-age Americans.

The campaign is modeled after a similar media blitz now on going in Hong Kong which, according to Dr. Robert Newman, General Director of Beth Israel Medical Center in New York, has been credited in part with a dramatic drop in heroin use by teens there.

Hawkins announced that Dr. Newman, who was a prime mover in the Hong Kong campaign, will testify at the hearing as will Jean McCurdy, Vice President for Programming at Hanna-Barbera; Jay Rodriguez, Vice President for Corporate Information with NBC; and Michele Lee of the CBS television series "Knot's Landing."

-more-

Hawkins said that, as in the Hong Kong campaign, the American broadcasters will combine education with entertainment in an attempt to make drug awareness attractive to children.

The Hanna-Barbera Company has produced a Public Service television commercial featuring the "Teen Titans" comic book superheros. The ad is geared toward 4th, 5th and 6th graders and will stress the message: "Make the right choice, stay drug-free." NBC plans a campaign entitled "Just Say No-- Don't Be A Dope" which will follow up on their successful "Don't Be A Dope" anti-drug campaign of last year. The NBC programs and commercials featuring network stars will try to convince teen-agers that it is socially acceptable to refuse drugs.

Ms. Lee plays the role of Karen McKenzie on TV's "Knot's Landing." The character is a woman recovering from an addiction to prescription tranquilizers. Ms. Lee has been active in drug education programs over the years.

"We are seeing children as young as 11 and 12 smoking marijuana," Senator Hawkins said. She also pointed out that the death rate for Americans 15-24 is higher than it was 20 years ago, a trend many medical experts attribute to drug use.

"We have a real fight on our hands," Hawkins said. "Movies and TV glamorize drug addiction; the kids believe it, and why not. It's coming from the source of information that they depend on most. We've got to shatter those illusions and this campaign is a good way to start" she said.

###

CT/

Steve called
& asked if
anything has
been decided
about Mrs R.
involvement.

NO. Ann is
waiting for ~~Med. b~~
and material sent by
Steve & make decis
p

Entertainment Industries Council, Inc.

"For a Drug Free Society"

1505
make a
file EIC
//

Dear Mr. Turner,

5/3/84

Please find enclosed updated information about the work of the Council.

If you have any questions, I will be in our Falls Church office until May 10th (237-7950) or you can reach me at home (435-3249)

Thank you for your continued interest in the Entertainment Industries Council.

Very Sincerely,
R. Jim

Bev. Theatre

MEL

20-21

u
G

Michelle Lee

~~rejection~~

Dear Ms. Lee:

We have had the opportunity to view the Knots Landing segments chronicling your characters descent into drug dependency, her struggle ~~through~~ rejection of support, struggle through treatment, and ultimate emergence into recovery.

Your portrayal was stunning; you ~~did~~ succeed in reflecting the truth of the problem of drug dependency directly, and indirectly, the ~~causes~~ affects of all-drug abuse. Your acting was a profound portrayal of how ^{national} a problem affects individuals & their families.

The President has said, "too often, ordinary citizens feel that they can do little to solve complex national problems, but drug abuse is different; here is a problem that can be solved through the efforts of individual Americans."

Sometimes we forget that individual Americans are also celebrities who have the outreach to deglamorize drugs in a way that makes a difference for all of us. Your nine episodes on Knots Landing ^{produced by DAVID JACOBS} makes that difference.

Thank you for your work in the entertainment industry to deglamorize drugs.

Sincerely,
AT.

MAC 21
20-21
MEDIA
WASH POST
DELTA

L Bull
Grant Tucker
Burt Reynolds
Robert Young
Robert Stack
Kawin Mc Cloud
Carol ^{Peterson} Bennett

Travel office

566-5275

Sharlene

SUE - ?

The Entertainment Industries Council (EIC) is soliciting support from a variety of alcohol/drug field organizations, parents groups and other associations for its drive to establish a special "SA" (substance abuse) sub-rating category for motion pictures.

The EIC board of directors, in a resolution passed April 2, suggested that the Motion Picture Assn. of America (MPAA) modify its rating system to accommodate the new sub-category.

The special rating would advise movie-goers that drugs or alcohol are depicted in a film as glamorous or humorous and without negative consequences.

"We feel this film advisory is especially important; the current lack of this advisory is unacceptable as it relates to films reaching the youth market," said EIC President and Chief Executive Officer Brian L. Dyak in a memo.

"The EIC needs your help to generate letters of support for this rating adjunct," Dyak added, stating that his organization hoped to garner 100,000 letters by September "underscoring that this important film advisory, 'SA', would be a valuable service to parents and youth."

Actor Tim Reid, appearing on behalf of EIC before the House Select Committee on Children, Youth and Families early in May, said MPAA President Jack Valenti was considering the "SA" sub-rating as an advisory to parents for a 36-month evaluation period (AR, May 17).

Dyak urged organizations to endorse EIC's resolution, and to organize a letter-writing campaign with expressions of support sent to: Entertainment Industries Council, Film Advisory, 6715 Lowell Ave., McLean, VA 22101.

EIC's objective is to encourage the entertainment industries to use their power and influence to deglamorize substance abuse in society, working with industry leaders who represent television, motion pictures and the recording business. Its board includes prominent entertainers, and industry executives.

Text of the EIC resolution follows:

"Whereas, the movie industry has the capability to advise the public, especially parents, that substance abuse is depicted in movies without negative consequences; and

"Whereas, many youth oriented feature films depict drug or alcohol use as glamorous, humorous, and without negative result; and

"Whereas, drug use and alcohol abuse have become a national problem of epidemic proportions; and

"Whereas, non-prescription drug use and alcohol use by minors is illegal; and

"Whereas, depiction of an illegal act without negative consequences should be given equal consideration in rating movies as: theme, language, nudity, sex and violence; and

"Whereas, the Voluntary Movie Rating System should include depiction of drug or alcohol use without negative consequences in the current rating process; and

"Whereas, the Classifications and Rating Administration, Motion Picture Assn. of America, National Assn. of Theatre Owners, and International Film Importers and Distributors of America should recognize the important contribution that can be made in behalf of society by adoption of a special movies rating sub-category that advises the public as to the depiction of substance abuse without negative consequences; and

"Whereas, such action is in the best interest of parents, children, and the entertainment industry; and

"Whereas, adoption of a rating sub-category of SA for substance abuse would be a definitive statement by the movie industry that acknowledges a partnership in our nation's war on drugs:

"Therefore, be it resolved that the board of directors of the Entertainment Industries Council...hereby endorse the inclusion of specific criteria in the movies rating review process which takes into consideration the depiction of substance abuse without negative consequences, and whereby, the (EIC) further recommends the adoption of an SA (substance abuse) sub-category rating that does apply to the existing rating categories."

For more information, contact the Entertainment Industries Council, Inc. at (818) 505-8000 or (703) 356-8611.

A special conference entitled "BABESWorld" will be presented in Dearborn, MI, Aug. 18-25, featuring presentations of a fast-growing prevention program, BABES (Beginning Alcohol and Addictions Basic Education Studies) developed by the National Council on Alcoholism - NARCO, Greater Detroit Area.

One of the highlights of the meeting will be introduction of a BABES Treatment and Recovery Technique (BABESTART), a clinical treatment model for the whole family. "The model has evolved from experience in several clinical settings where BABES has demonstrated usefulness in guiding whole families toward recovery," according to NCA-NARCO consultant Will Hardy.

BABES was created seven years ago to teach children facts about alcohol and other drugs and living skills to reduce abuse and to cope with abusers. Although marketing has been limited, it is already in use in 34 states and four nations abroad, Lotti Jones, BABES co-creator and executive director of NCA-NARCO, said. She estimates that more than one million youngsters have been reached by the program in classrooms, pre-schools and family-oriented clinics.

Several hundred new BABES presenters will be trained during BABESWorld, which will also be attended by BABESalums, individuals who have been trained in four previous institutes in the Detroit area and training sites elsewhere.

(BABES, the Substance Abuse Prevention Program for Children, 1700 Kales Bldg., 76 West Adams, Detroit, MI 48226; 313/963-0591)

STOPP (Students to Organize Participative Prevention) has been formed as a college student organization designed to make "practical, factual" information about alcohol and drugs available on campuses.

The organization was founded by Heli Nielson who is being assisted by fraternity and sorority volunteers and the Cottage Program International, Salt Lake City, UT.

"Since the program is operated by student volunteers, it addresses the real issues facing campus life - not the academic construct of the professional alcohol and drug helpers," said Nielson.

The program has already enlisted 30 trained fraternity and sorority volunteers advocating "safe drinking practices and the acceptability of abstinence," according to Nielson who said a "tremendous amount of positive peer influence" has been generated.

The program involves alternative non-alcoholic drinks being offered at parties, and a "ride program" to eliminate drinking and driving, as well as information dissemination to students. "Basic health information on alcohol and drugs is shamefully scarce," Nielson said.

For more information, contact: Heli Nielson, Director, STOPP, c/o The Cottage Program International, 736 South 500 East, Salt Lake City, UT 84102; 1-800-752-6100 (Utah) and 1-800-752-6102 (nationally).

~~Call Steve~~

free

Dr. Carlton Turner

File

Hope this works out!
Julks are willing to
create a booming
success

—
Boni

944
10 MAR 1984
19 MAR 1984

Entertainment Industries Council, Inc.

"For a Drug Free Society"

10 MAR 1984
19 MAR 1984

March 13, 1984

First Lady Nancy Reagan
The White House
Washington D.C. 20500

Dear Mrs Reagan,

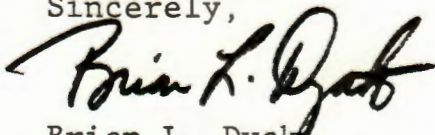
Please find enclosed a letter from the Board of Directors of the Entertainment Industries Council, Inc. requesting your presence at our First National Award of Distinction gala. The letter also provides you with a synopsis about the current work of the Council.

We would greatly appreciate your acceptance of our invitation. I have discussed with Council Board Directors the work of the Federation of Parents. The Council would encourage the Federation to participate in our program, and provide a grant to the Federation to further develop the Nancy Reagan Speakers Bureau.

The Council has also developed a National Advisory Committee comprised of entertainers, and over thirty industry leaders. Already the EIC has progressed in a very short period of time, to be a key partner with other organizations dedicated to the President's Campaign on Drug Awareness. We are working closely with the Drug and Alcohol Abuse Committee of the Producers, Directors, Writers Caucus to influence scripts and programming and have developed an excellent working relationship with all facets of the entertainment industry.

We look forward to hearing from you in the near future and thank you, in advance, for the significant effort you have established to create an awareness within our nation about chemical misuse and abuse.

Sincerely,



Brian L. Dyak
President, Entertainment Industries Council, Inc.

BLD/es

Entertainment Industries Council, Inc.
"For a Drug Free Society"

March 13, 1984

Dear Mrs. Reagan,

As the Entertainment Industries Council, Inc. for a Drug Free Society program moves forward, we request your presence at our First National Award of Distinction banquet. We would like to present you with our first award for your contribution that is making a difference in the lives of American youth and their families. Your efforts in behalf of the Drug Awareness Campaign have been an incentive for many corporations, and individuals to join together to combat school age drug abuse. As part of your acceptance, we request your presence and if possible, the presence of the President at our industry-wide gala in Los Angeles.

The Council was officially launched, February 14, 1984, and the presence of our work is already felt in deglamorizing drugs within our industry, and results are showing up that the work of the Council is already positively influencing young people and families. In fact, the Council will be participating in a Senate hearing to be held by Senator Paula Hawkins, April sixth. Representatives from the Entertainment Industries Council will include: Michele Lee, Jay Rodriguez (NBC), Jack Anderson, and Brian Dyak, President of the Council.

Our initial projects are designed to support a drug-free generation of American youth and include: Public Service Announcements directed to reach children and youth audiences; these will include such recognized young personalities as Kim Fields (Facts of Life), Matthew Labordeaux (Whiz Kids), Laurie Hendler, Joey Lawrence, and Lara Jill Miller (Gimme A Break), John Stamos (General Hospital), Emmanuel Lewis (Webster), Lisa Whelchel (Facts of Life), and others. These young people are widely known prime time television personalities with shows currently on all three networks. They have a unique ability to influence positive peer pressure. The first of our PSA's are now being scripted; each will follow a similar theme such as, DRUGS AREN'T ENTERTAINING, STAY DRUG-FREE... a message of the Entertainment Industries Council, Inc.

The following adults will appear in a PSA series produced to deglamorize drugs: Mr. T., Tim Reid and Gerald MacRaney (Simon and Simon), Tim Conway, Lee Majors, Marie Osmond, and Michele Lee. Others will be involved as our creative team develops the scripts. We expect these to be ready by fall. Of course, we would be ever so grateful if you would consider appearing in an Entertainment Industries Council sponsored PSA.

page two

Concurrently, the EIC is developing the first positive family oriented drug awareness magazine. The publication will highlight entertainers and sports personalities as drug-free positive role models, as well as serve as a forum for the successful community awareness campaigns around the nation. We would like to highlight the ongoing work of community groups formed because of Chemical People, and the work of the Federated Parents for Drug Free Youth. This magazine will include sponsorship by many of the corporations now participating in drug awareness efforts as well as new ones expressing an interest. Jack Anderson, a member of our Board of Directors, has agreed to supervise the editorial development of this unique publication.

Our other mutual program designed for rapid implementation, is a series of stadium events to be held in fourteen major cities. These events will feature a newly formed off-road race team with such well known youth celebrities as Ted Nugent--a drug free rock music performer, as well as other well known personalities as Larry Wilcox, Barry Bostwick, and Jamison Parker.

We are also developing a rock video for airing on music television shows. The VIDEO will strive to deglamorize drug use especially among teenagers. Tim Reid is spearheading this creative effort. These four initiatives-- the PSAs, Magazine, Stadium Events, and Music Video...are designed to reinforce our basic mission to deglamorize drugs by using the outreach of the industry to generate positive peer pressure. We are fortunate to have the Statler Brothers serve as the Honorary Chairpersons of our National Advisory Committee. They will be initiating a national membership drive within the next forty-five days. We feel that through the participation of studio and network executives, working with us on a daily basis, we will succeed in enhancing positive programming within the industry.

To conclude, our commitment to you is to fully represent the major initiatives you and the President have started and to bring to bear the power and influence of the entertainment industry on the drug awareness campaign, for it is the ability of our industry to shape public opinion that will enable us to reach the public.

We look forward to your acceptance to attend our industries National Award of Distinction banquet, this event will be a significant declaration from our industry to end drug abuse. The event will probably be held at the Century Plaza with upwards of five hundred people attending. We need sixty days to appropriately plan the event and would appreciate your acceptance as soon as possible. Also, as a reflection of the

important efforts taking place through out the nation, we will provide a grant to the National Federation of Parents to support the Nancy Reagan Speakers Bureau. We look forward to the momentum our industry can provide to the drug awareness campaign.

Sincerely,

Tim Conway
Michele Lee
Renee Valente
Kim Fields

Brian Dyak
Tom Cole
Tim Reid
Nancy Dockry

Herman Rush
Gerald MacRaney
Jack Anderson
Jay Rodriquez

Bill Utz
Lawrence Stewart
Ralph Andrews

P.S. We have been developing a national Honorary Commitee, already the following individuals have confirmed their participation with the Council: Lucille Ball, Robert Young, Frank Sinatra, Burt Reynolds, and Robert Stack.

March 6, 1984

PRIDE

Aaron Spelling

213-850-2500

FOR: CT
FROM: SB
SUBJECT: Talking Points from Angie

Angie called in the following talking points for your conversation with Aaron Spelling, Producer of the Love Boat.

PURPOSE:

To allow Gavin MacLeod and Jill Wheeland the day off -- Wednesday, March 21, 1984 -- to attend and participate in the PRIDE Conference in Atlanta.

- o They would be participating the the kick-of day of the PRIDE international conference -- 28 countries will be represented.
- o PRIDE is the major drug prevention group in the country and this conference will have a lot of media coverage - national and international.
- o Since Gavin and Jill have been spokesmen for ACTION throughout the year, this will be consistent with their previous actions.
- o Love Boat is one of the most popular shows in some of the foreign countries that will be represented, i.e. Colombia.
- o Approximately 4,000 people will be in attendance from around the world at the premier of the movie "Torch Light" starring Pamela Sue Martin.

KEY THOUGHTS:

1. International audience
2. Lots of press coverage
3. Event hosted by the Governor of Georgia and his wife.

TRANSPORTATION:

- o Wednesday is the only day involved (March 21, 1984)
- o They are prepared to have Gavin and Jill picked-up and returned via private jet from Los Angeles to Atlanta and back again.

THE HOLLYWOOD REPORTER

THE HOLLYWOOD REPORTER, THURSDAY, MARCH 22, 1984

Drug Free Society group to lobby in Washington April 6

By ELIOT TIEGEL

The newly formed Entertainment Industries Council for a Drug Free Society makes its first appearance before Senate committee April 6.

Actress Michele Lee, NBC executive Jay Rodriguez and a representa-

tive from Hanna-Barbera will appear before Sen. Paula Hawkins' subcommittee on alcoholism and drug abuse, which will discuss the role of the media in drug abuse prevention and education.

Brian Dyak, the Council's president, says the Capitol Hill session is the first of several activities planned to increase awareness of the new organization, which has the support of the White House.

In fact, Steven Jacobs, a consultant to the White House's own drug policy office, is the liaison between Washington and the Entertainment Council and maintains contact with Dyak at the organization's newly opened offices on Cahuenga Blvd. in Universal City, and at its Falls Church, Va., facilities where Dyak and two part-timers deal with congressional matters.

Dyak says the April 6 morning

Drug Free Society before Senate

continued from page 1 —

hearing will give the Council an "opportunity to develop a partnership between the entertainment industry and the public policy formulation machinery."

Dyak says the organization hopes to lobby other industries involved with youth — the principal target of planned campaigns to destroy the glamorous myths about drug and alcohol use — to join in the fight to educate young people to the ills of drugs and alcohol.

Formed Feb. 14, the Entertainment Council is receiving its initial funding (for its office at 3575 Cahuenga Blvd. West, phone 850-3322, and for the hiring of a professional staff to involve celebrities in a host of planned activities) from the Pace Management Corp. of Houston, a 17-year-old show business firm which presents rock concerts throughout the Southwest as well as car and motorcycle races and consumer trade shows.

This financial support will be augmented through other means, Dyak notes, including selling corporate sponsorships at various events it plans. These will involve show business personalities endorsing a drug-free society either at the event itself or by meeting with business leaders.

The Council's first activity takes place May 5 at the New Orleans Superdome when it presents a program

of off-road car racing. The event, which ties in with the opening of the World's Fair, will be hosted by the mayor of New Orleans and the governor of Louisiana, according to Dyak. Pace will videotape the races — the first of nine such sports events it will run this year — culminating with a world series of off-road racing next January at Anaheim Stadium. Tapes from all nine races will be compiled into a television special, Dyak points out.

The Council is presently looking for celebrities to attend the May 5 bash for which all first-class expenses will be paid.

Why would a rock concert promoter like Pace get involved with the Entertainment Council? Dyak has the answer. "They're concerned about the future of rock concerts. They feel governmental officials are becoming concerned about drug abuse at concerts and may outlaw them. People are doing coke, getting rowdy after drinking beer and smoking marijuana at concerts."

Dyak says celebrities will proffer a soft-sell approach to drug and alcohol abuse when they appear at the Council's sponsored events. "Someone may make a statement from the winner's circle at one of the races," notes Dyak, "that people should be careful while driving home if they've consumed a lot of beer at the event."

One of the organization's main

goals will be to have Congress charter its nonprofit activities, Dyak points out. Already the Council has enlisted an impressive array of entertainment industry figures from in front of and behind the film and TV cameras.

The board of directors includes: Columbia Pictures TV producer Ralph Andrews; TV producer Tom Cole; actors Tim Conway, Michele Lee, Gerald MacRaney and Tim Reid; Jay Bernstein Prods. producer Nancy Dockry; Gaylord Prods. producer David Goldsmith; NBC executive Jay Rodriguez; Columbia Pictures TV president Herman Rush; Drug and Alcohol Abuse Committee chairman Larry Stewart; attorney William Utz; 20th Century-Fox producer Renee Valente, and columnist Jack Anderson.

Dyak, a former professional fund raiser, says the entertainment industry has great power to sway young people's attitudes through positive rather than negative statements.

Notes Dyak: "We are targeting school-age youth from the fifth through the ninth grades and their parents." Kids, he asserts, can be influenced by the words of musicians and actors and actresses. "An enormous number of people are willing to make a commitment toward our goal. We need to deglamorize drugs and alcohol and the way to do this is to deliver an influential base, the most powerful industry in the world — the entertainment industry."

CT FYI This seems to be in conflict with your "do nothing" memo

The Entertainment Industries Council (EIC) is soliciting support from a variety of alcohol/drug field organizations, parents groups and other associations for its drive to establish a special "SA" (substance abuse) sub-rating category for motion pictures.

The EIC board of directors, in a resolution passed April 2, suggested that the Motion Picture Assn. of America (MPAA) modify its rating system to accommodate the new sub-category.

The special rating would advise movie-goers that drugs or alcohol are depicted in a film as glamorous or humorous and without negative consequences.

"We feel this film advisory is especially important; the current lack of this advisory is unacceptable as it relates to films reaching the youth market," said EIC President and Chief Executive Officer Brian L. Dyak in a memo.

"The EIC needs your help to generate letters of support for this rating adjunct," Dyak added, stating that his organization hoped to garner 100,000 letters by September "underlining that this important film advisory, 'SA', would be a valuable service to parents and youth."

Actor Tim Reid, appearing on behalf of EIC before the House Select Committee on Children, Youth and Families early in May, said MPAA President Jack Valenti was considering the "SA" sub-rating as an advisory to parents for a 36-month evaluation period (AR, May 17).

Dyak urged organizations to endorse EIC's resolution, and to organize a letter-writing campaign with expressions of support sent to: Entertainment Industries Council, Film Advisory, 6715 Lowell Ave., McLean, VA 22101.

EIC's objective is to encourage the entertainment industries to use their power and influence to deglamorize substance abuse in society, working with industry leaders who represent television, motion pictures and the recording business. Its board includes prominent entertainers, and industry executives.

Text of the EIC resolution follows:

"Whereas, the movie industry has the capability to advise the public, especially parents, that substance abuse is depicted in movies without negative consequences; and

"Whereas, many youth oriented feature films depict drug or alcohol use as glamorous, humorous, and without negative result; and

"Whereas, drug use and alcohol abuse have become a national problem of epidemic proportions; and

"Whereas, non-prescription drug use and alcohol use by minors is illegal; and

"Whereas, depiction of an illegal act without negative consequences should be given equal consideration in rating movies as: theme, language, nudity, sex and violence; and

"Whereas, the Voluntary Movie Rating System should include depiction of drug or alcohol use without negative consequences in the current rating process; and

"Whereas, the Classifications and Rating Administration, Motion Picture Assn. of America, National Assn. of Theatre Owners, and International Film Importers and Distributors of America should recognize the important contribution that can be made in behalf of society by adoption of a special movies rating sub-category that advises the public as to the depiction of substance abuse without negative consequences; and

"Whereas, such action is in the best interest of parents, children, and the entertainment industry; and

"Whereas, adoption of a rating sub-category of SA for substance abuse would be a definitive statement by the movie industry that acknowledges a partnership in our nation's war on drugs:

"Therefore, be it resolved that the board of directors of the Entertainment Industries Council...herby endorse the inclusion of specific criteria in the movie rating review process which takes into consideration the depiction of substance abuse without negative consequences, and whereby, the (EIC) further recommends the adoption of an SA (substance abuse) sub-category rating that does apply to the existing rating categories."

For more information, contact the Entertainment Industries Council, Inc. at (818) 505-8000 or (703) 356-8611.

A special conference entitled "BABESWorld" will be presented in Dearborn, MI, Aug. 18-25, featuring presentations on a fast-growing prevention program, BABES (Beginning Alcohol and Addictions Basic Education) Studies conducted by the National Council on Alcoholism - NARCO in the Detroit Area.

One highlight of the meeting will be introduction of a BABES Treatment and Recovery Technique (BABESTART), a clinical treatment model for the whole family. "The model has evolved from experience in several clinical settings where BABES has demonstrated usefulness in guiding whole families toward recovery," according to NCA-NARCO consultant Will Hardy.

BABES was created seven years ago to teach children facts about alcohol and other drugs and living skills to reduce abuse and to cope with abusers. Although marketing has been limited, it is already in use in 34 states and four nations abroad, Lotti Jones, BABES co-creator and executive director of NCA-NARCO, said. She estimates that more than one million youngsters have been reached by the program in classrooms, pre-schools and family-oriented clinics.

Several hundred new BABES presenters will be trained during BABESWorld, which will also be attended by BABESalums, individuals who have been trained in four previous institutes in the Detroit area and training sites elsewhere.

(BABES, the Substance Abuse Prevention Program for Children, 1700 Kales Bldg., 76 West Adams, Detroit, MI 48226; 313/963-0591)

STOPP (Students to Organize Participative Prevention) has been formed as a college student organization designed to make "practical, factual" information about alcohol and drugs available on campuses.

The organization was founded by Heli Nielson who is being assisted by fraternity and sorority volunteers and the Cottage Program International, Salt Lake City, UT.

"Since the program is operated by student volunteers, it addresses the real issues facing campus life - not the academic construct of the professional alcohol and drug helpers," said Nielson.

The program has already enlisted 30 trained fraternity and sorority volunteers advocating "safe drinking practices and the acceptability of abstinence," according to Nielson who said a "tremendous amount of positive peer influence" has been generated.

The program involves alternative non-alcoholic drinks being offered at parties, and a "ride program" to eliminate drinking and driving, as well as information dissemination to students. "Basic health information on alcohol and drugs is shamefully scarce," Nielson said.

For more information, contact: Heli Nielson, Director, STOPP, c/o The Cottage Program International, 736 South 500 East, Salt Lake City, UT 84102; 1-800-752-6100 (Utah) and 1-800-752-6102 (nationally).