

Ronald Reagan Presidential Library

Digital Library Collections

This is a PDF of a folder from our textual collections.

Collection: Lumpkins, Sharyn A.: Files
Folder Title: Media Executives Drug Abuse
Prevention Briefing: Briefing Participants
Box: 3

To see more digitized collections visit:

<https://reaganlibrary.gov/archives/digital-library>

To see all Ronald Reagan Presidential Library inventories visit:

<https://reaganlibrary.gov/document-collection>

Contact a reference archivist at: reagan.library@nara.gov

Citation Guidelines: <https://reaganlibrary.gov/citing>

National Archives Catalogue: <https://catalog.archives.gov/>

WITHDRAWAL SHEET

Ronald Reagan Library

Lumpkins, Sharyn
Collection: WILLIAMS, RICHARD: Files
OA/Box: OA 46995 *15666*
File Folder: 3101 Media Executives Drug Abuse Prevention
 Briefing: Briefing Participants

Archivist: lov/lov
FOIA ID: F97-053, Korsmeyer
Date: 11/12/99

DOCUMENT NO. & TYPE	SUBJECT/TITLE	DATE	RESTRICTION
1. phone memo	Call from neil Romano, re Richard Frank's wife (notes on front and reverse), (SSN), partial of reverse	2/23/[88]	P6/P6 B6 <i>6/3/01</i>

RESTRICTIONS

P-1 National security classified information [(a)(1) of the PRA].
 P-2 Relating to appointment to Federal office [(a)(2) of the PRA].

P-3 Release would violate a Federal statute [(a)(3) of the PRA].
 P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA].
 P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA].
 P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA].

C. Closed in accordance with restrictions contained in donor's deed of gift.

F-1 National security classified information [(b)(1) of the FOIA].
 F-2 Release could disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA].
 F-3 Release would violate a Federal statute [(b)(3) of the FOIA].
 F-4 Release would disclose trade secrets or confidential commercial or financial information [(b)(4) of the FOIA].
 F-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA].
 F-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA].
 F-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA].
 F-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA].

WITHDRAWAL SHEET

Ronald Reagan Library

Collection: WILLIAMS, RICHARD: Files
OA/Box: OA 16995
File Folder: 3101 Media Executives Drug Abuse Prevention
Briefing: Briefing Participants

Archivist: lov/lov
FOIA ID: F97-053, Korsmeyer
Date: 11/12/99

DOCUMENT NO. & TYPE	SUBJECT/TITLE	DATE	RESTRICTION
1. phone memo	Call from neil Romano, re Richard Frank's wife (notes on front and reverse), (SSN), partial of reverse	2/23/[88]	P6/F6

RESTRICTIONS

P-1 National security classified information [(a)(1) of the PRA].
P-2 Relating to appointment to Federal office [(a)(2) of the PRA].

P-3 Release would violate a Federal statute [(a)(3) of the PRA].
P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA].
P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA].
P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA].

C. Closed in accordance with restrictions contained in donor's deed of gift.

F-1 National security classified information [(b)(1) of the FOIA].
F-2 Release could disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA].
F-3 Release would violate a Federal statute [(b)(3) of the FOIA].
F-4 Release would disclose trade secrets or confidential commercial or financial information [(b)(4) of the FOIA].
F-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA].
F-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA].
F-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA].
F-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA].

THE WHITE HOUSE
WASHINGTON

March 11, 1988

MEMORANDUM FOR THE PRESIDENT'S DIARIST

FROM:


DONALD IAN MACDONALD

SUBJECT:

Address on the Issue of Drug Abuse to Media
Executives, March 7, 1988

On Monday, March 7, 1988, President Reagan addressed a group of media chief executives on the issue of drug abuse. The event took place in the Indian Treaty Room.

The President's address started at 1:30 p.m. EST and ended at 1:45 p.m. EST. An afternoon of briefings and a panel followed the President's remarks. Mrs. Reagan addressed the group at 3:00 p.m., and the President and Mrs. Reagan hosted a reception for the executives at 5:00 p.m. (A separate report is being provided for the reception.)

The following is a confirmed list of staff and other attendees at the President's address:

Dais Participants:

The Honorable Edwin Meese III
Attorney General of the United States

The Honorable Samuel R. Pierce, Jr.
Secretary of Housing and Urban Development

The Honorable William Bennett
Secretary of Education

The Honorable Donald Ian Macdonald
Special Assistant to the President
and Director of the Drug Abuse Policy Office

Mr. Richard Frank
President
Walt Disney Pictures

Panel Participants:

Mr. Edward O. Fritts, Panel Moderator
President & CEO
National Association of Broadcasters

Mr. Thomas A. Hedrick, Jr.
Executive Director
Media-Advertising Partnership for a Drug-Free America

The Honorable John C. Lawn
Administrator
Drug Enforcement Administration

Mr. James Parkel
Chairman, American Society of Personnel Administrators
and
Director of Personnel, Plans and Programs
International Business Machines Corporation

Beny Primm, M.D.
Executive Director
Addiction Research & Treatment Corporation

Mr. Patrick Purcell
Publisher
The Boston Herald

Mr. David Stern
Commissioner
National Basketball Association

Staff Members:

The Honorable James F. Kuhn
Deputy Assistant to the President

The Honorable Leslye A. Arsht
Special Assistant to the President and Deputy Press Secretary

The Honorable Elizabeth I. Board
Special Assistant to the President
for Media and Broadcast Relations

Mr. James Manning
Director of Projects
Office of the First Lady

Ms. Deborah Balfour
Deputy Director of Projects
Office of the First Lady

Ms. Patricia Weber
Deputy Director
Office of Media and Broadcast Relations

Mr. Richard Millstein
Senior Staff Member
Drug Abuse Policy Office

Mr. Richard L. Williams
Senior Staff Member
Drug Abuse Policy Office

Ms. Ashley-Allen Parker
Trip Coordinator
Presidential Advance Office

Ms. Sue Daoulas
Senior Policy Analyst
Drug Abuse Policy Office

Ms. Sharyn Lumpkins
Senior Policy Analyst
Drug Abuse Policy Office

Guests

Mr. William Abrams
Director of Programming
ABC Network
Capital Cities/ABC, Inc.

Mr. William F. Alden
Office of Congressional and Public Affairs
Drug Enforcement Administration

Mr. Robert H. Alter
Chairman and CEO
Cabletelevision Advertising Bureau

Mr. Herbert W. Baum
President
Campbell Soup U.S.A.

Mr. Howard H. Bell
President
American Advertising Federation

Ms. Rory Benson
Senior Vice President
National Association of Broadcasters

Ms. Carolyn Blitz
Director of Administration
National Basketball Association

Mr. Louis D. Boccardi
President and General Manager
The Associated Press

Mr. Rodney H. Brady
President
Bonneville International Corporation

Mr. Eduardo Cabellero
President & CEO
Cabellero Spanish Media

Mr. Richard G. Capen, Jr.
Publisher
The Miami Herald

Mr. William G. Castagnoli
President
Medicus Intercon

Mr. Alvah H. Chapman, Jr.
Chairman and CEO
Knight-Ridder, Inc.

Mr. Craig P. Coy
Assistant to the Chairman
National Drug Policy Board
U.S. Department of Justice

Mr. Virgil Fassio
Publisher
Seattle Post-Intelligencer

Ms. Barbara S. Gibson
Assistant to the Executive Director
Addiction Research and Treatment Corporation

Mr. Donald Graham
Publisher
The Washington Post

Mr. Richard D. Hall
President
Association of Independent Commercial Producers

The Honorable Lois Haight Herrington
Chairman
White House Conference for a Drug Free America

Mr. Donald F. Hunt
Publisher
Houston Post

Mr. Don Kummerfeld
President
Magazine Publishers of America

Mr. Donald Ledwig
President
Corporation for Public Broadcasting

Mr. Erich Linker
Executive Vice President
The New York Times

Mr. Jerry R. Lyman
President
RKO Radio

Mr. Lynn Mapes
Media Director
Media Advertising Partnership for a Drug-Free America

Mr. Leonard S. Matthews
President
American Association of Advertising Agencies

Mr. William Moll
President
Television Bureau of Advertising

Mr. Eugene Patterson
Chairman of the Board and CEO
St. Petersburg Times

Mr. Neil Romano
Staff Director
Drug Free Media and Entertainment Committee
White House Conference for a Drug Free America

Mr. Ernest Schultz
President
Radio and TV News Directors Association

Mr. Fred W. Smith
President
Donrey Media Group

Mr. William L. Stakelin
President and CEO
Radio Advertising Bureau

Mr. Fred A. Stickel
Publisher
The Oregonian

Mr. Nicholas Verbitsky
President
United Stations Radio Network

Mr. John Peter Walters
Executive Assistant to Secretary Bennett
U.S. Department of Education

Ms. Ruth Wooden
President
The Advertising Council, Inc.

Dais - each side table should fit 3 comfortably
Panel seating - 7 armchairs at upper window side
Executive staff - 4 armchairs at upper entrance side
Guests - 4 rows of tables with 10 across = 40
Staff - back or lower side - for 12 - armchairs
THE WHITE HOUSE
WASHINGTON

ADDRESS MEDIA EXECUTIVES ON DRUG ABUSE

DATE: March 7, 1988
LOCATION: Indian Treaty Room (OEOP 474)
TIME: 1:30 p.m. (15 minutes)
FROM: Donald Ian Macdonald, *DM*

I. PURPOSE

To thank the media for their coverage of the drug abuse issue and to establish the groundwork for carrying the crusade for a drug-free America into the next decade.

II. BACKGROUND

In the address to the nation by Mrs. Reagan and you on September 14, 1986, you called on all media to address the drug abuse issue as they "have a special opportunity with [their] enormous influence to send alarm signals across the nation."

The media coverage of the drug abuse issue has been extraordinary since 1986. Major initiatives include the Media-Advertising Partnership for a Drug Free America, CBS "Stop the Madness," NBC "Don't Be a Dope," the National Association of Broadcasters "On-Air Initiatives," and countless others. The drug issue has been the subject of indepth specials on the nightly news, in daily newspapers, and in weekly magazines. Together these initiatives represent billions of dollars in expertise and coverage.

Your address will "kick-off" an afternoon of briefings and a panel. Mrs. Reagan will address the group at 3:00 p.m. Mrs. Reagan and you will again meet the group at a White House reception scheduled for 5:00 p.m.

III. PARTICIPANTS

The President

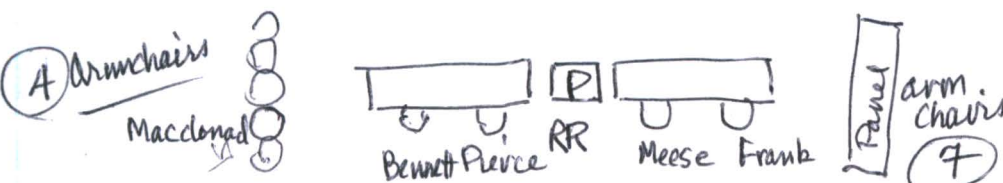
Attorney General Edwin Meese III - *Dais*

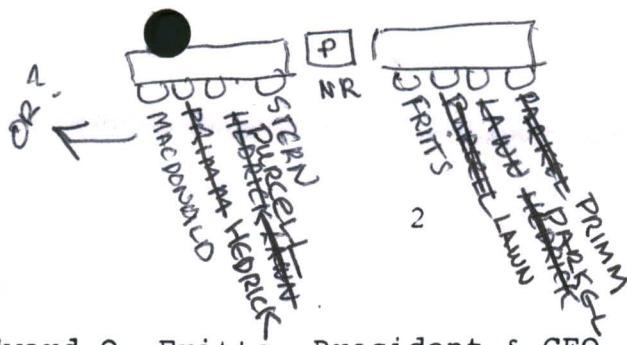
Secretary of Housing & Urban Development Samuel Pierce, Jr. *Dais*

Secretary of Education William Bennett - *Dais*

(I) Donald Ian Macdonald, Special Assistant to the President for Drug Abuse Policy - *Side*

✓ Mr. Richard Frank, President, Walt Disney Pictures *Dais*





● Move to 3 each side
when press clears?

Panel:

- ✓ Mr. Edward O. Fritts, President & CEO
National Association of Broadcaster
- ✓ Mr. Thomas A. Hedrick, Jr., Executive Director
Media-Advertising Partnership for a Drug-Free America
- ✓ The Honorable John C. Lawn, Administrator
Drug Enforcement Administration
- ✓ Mr. James Parkel, Chairman
American Society of Personnel Administrators
- ✓ Dr. Beny Primm, M.D., Executive Director
Addiction Research & Treatment Corporation
- ✓ Mr. Patrick Purcell, Publisher
The Boston Herald
- ✓ Mr. David Stern, Commissioner
National Basketball Association

Guests and Other Staff (See Attachment A)

V. PRESS PLAN

White House Photographer and Open Photo/Writing Pool

V. SEQUENCE OF EVENTS

Guests are seated in the Indian Treaty Room and are welcomed by Dr. Macdonald and Attorney General Meese.

1:30 p.m. THE PRESIDENT enters the Indian Treaty Room via the Conference Room entrance and is introduced by Attorney General Meese.

THE PRESIDENT greets the individuals seated at the dais, proceeds to podium and makes remarks.

1:40 p.m. THE PRESIDENT concludes remarks and departs Indian Treaty Room en route The Oval Office.

FOR DETAILED SEQUENCE OF EVENTS SEE ADVANCE SCENARIO.

Attachment A: List of Guests and Other Staff

MEDIA EXECUTIVES DRUG ABUSE PREVENTION BRIEFING

March 7, 1988

White House Staff:

- II Howard H. Baker, Jr., Chief of Staff
- III Kenneth M. Duberstein, Deputy Chief of Staff
- ① Leslye A. Arsht, Special Assistant to the President and Deputy Press Secretary
- ② Elizabeth I. Board, Special Assistant to the President for Media and Broadcast Relations
- ✓ James Manning, Director of Projects, Office of the First Lady
- ✓ Deborah Balfour, Deputy Director of Projects, Office of the First Lady
- ✓ Patricia Weber, Deputy Director, Office of Media and Broadcast Relations
- Sharyn Lumpkins, Senior Policy Analyst, Drug Abuse Policy Office

Guests:

- ③ Mr. William Abrams ✓
Director of Programming
ABC Network
Capital Cities/ABC, Inc.
- ④ Mr. Robert H. Alter ✓
Chairman and CEO
Cabletelevision Advertising Bureau
- ⑤ Mr. Herbert W. Baum ✓
President
Campbell Soup U.S.A.
- ⑥ Mr. Howard H. Bell
President
American Advertising Federation
- ⑦ Ms. Rory Benson
Senior Vice President
National Association of Broadcasters
- ⑧ Mr. Louis D. Boccardi ✓
President and General Manager
The Associated Press
- ⑨ Mr. Rodney H. Brady ✓
President
Bonneville International Corporation

BLACK ✓

- (10) Mr. Eduardo Cabellero ✓
President & CEO
Cabellero Spanish Media
- (11) Mr. Richard G. Capen, Jr. ✓
Publisher
The Miami Herald
- (12) Mr. William G. Castagnoli ✓
President
Medicus Intercon
- (13) Mr. Alvah H. Chapman, Jr. ✓
Chairman and CEO
Knight-Ridder, Inc.
- (14) Mr. Bruce L. Christensen ✓
President
Public Broadcasting Service
- (15) Mr. Virgil Fassio ✓
Publisher
Seattle Post-Intelligencer
- (16) Mr. Austin Furst ✓
Chief Executive Officer
Vestron Video
- (17) Mr. Donald Graham ✓
Publisher
The Washington Post
- (18) Mr. Howard D. Gutin ✓
Chairman
Corporation for Public Broadcasting
- (19) Mr. Richard D. Hall ✓
President
Association of Independent Commercial Producers
- (20) The Honorable Lois Haight Herrington ✓
Chairman
White House Conference for a Drug Free America
- (21) Mr. Donald F. Hunt ✓
Publisher
Houston Post

Mr. Don Kummerfeld ✓

President

Magazine Publishers of America

Mr. Donald Ledwig ✓

President

Corporation for Public Broadcasting

Mr. Erich Linker

Executive Vice President

The New York Times

Mr. Jerry R. Lyman ✓

President

RKO Radio

Mr. Lynn Mapes ✓

Media Director

Media Advertising Partnership for a Drug-Free America

Mr. Leonard S. Matthews ✓

President

American Association of Advertising Agencies

Mr. Richard F. McLoughlin ✓

President

The Reader's Digest

Mr. William Moll ✓

President

Television Bureau of Advertising

Mr. Preston R. Padden ✓

President

Association of Independent TV Stations, Inc.

Mr. Robert E. Page ✓

Publisher

Chicago Sun-Times

Mr. Eugene Patterson ✓

Chairman of the Board and CEO

St. Petersburg Times

Mr. Ernest Schultz ✓

President

Radio and TV News Directors Association

Mr. Fred W. Smith ✓
President
Donrey Media Group

35 Mr. William L. Stakelin ✓
President and CEO
Radio Advertising Bureau

36 Mr. Fred A. Stickel ✓
Publisher
The Oregonian

37 Mr. Nicholas Verbitsky ✓
President
United Stations Radio Network

38 Ruth Wooden ✓
President
The Advertising Council, Inc.

Other Staff:

Mr. William F. Alden
Office of Congressional and Public Affairs
Drug Enforcement Administration

Ms. Carolyn Blitz
Director of Administration
National Basketball Association

Mr. Craig P. Coy
Assistant to the Chairman
National Drug Policy Board
U.S. Department of Justice

Ms. Barbara S. Gibson
Assistant to the Executive Director
Addiction Research and Treatment Corporation

Mr. Neil Romano
Staff Director
Drug Free Media and Entertainment Committee
White House Conference for a Drug Free America

Mr. John Peter Walters
Executive Assistant to Secretary Bennett
U.S. Department of Education

MEMORANDUM
OF CALL

Previous editions useable

TO:

SL

☒ YOU WERE CALLED BY-- ☐ YOU WERE VISITED BY--

Neil Romano
OF (Organization)

☒ PLEASE PHONE ► ☐ FTS ☐ AUTOVON

254-4100

☐ WILL CALL AGAIN ☐ IS WAITING TO SEE YOU

☐ RETURNED YOUR CALL ☐ WISHES AN APPOINTMENT

MESSAGE

*re Richard Frank -
wants to bring his
wife to court!*

RECEIVED BY

DATE

2/23

TIME

7:15

63-110 NSN 7540-00-634-4018

☆ U.S. GPO: 1986-181-246/40015

STANDARD FORM 63 (Rev. 8-81)

Prescribed by GSA

FPMR (41 CFR) 101-11.6

*Neil Romano
254 4169.*

NO

Constance Ilona Zeiger
Frank

DOB 7-20-43

SSAN [REDACTED]

THINGS TO DO

AS OF FEBRUARY 11, 1988

1. OFL 2/11/88 DECISION ON NATURE OF EVENT
2. MAC 2/11/88 CALL:
PAT PURCEL
EDDIE FRITTS
3. SHARYN UPON #1 REVISE PROPOSALS & NOTIFY PARTICIPANTS
4. SHARYN 2/11/88 FINALIZE GUEST LIST
5. SHARYN 2/12/88 ROOM SETUP
6. SHARYN 2/16/88 HANDOUTS

STATUS:

Attorney General Meese
Secretary Pierce
Secretary Bennett
Marlin Fitzwater
Grant Tinker
William Raspberry
Eddie Fritts
Tom Hedrick
Bob Stuttman
Beny Primm
IBM Representative
David Stern
Jim Burke

Awaiting response
Confirmed for 2:00-2:20pm
Confirmed for 2:00-2:10pm
Invite When Agenda Set
Awaiting response
~~Awaiting response~~ No
Confirmed
Confirmed for pm
Confirmed
Confirmed
Pending
Confirmed
~~Pending~~ No.

2/19/88 - 20 accepts
61 no response
25 regrets

106 invitations

Jeanne X7788

Pat Webber
X 2755

Preliminary Agenda

Media Executive Drug Abuse Prevention Briefing

"TOWARD A DRUG-FREE AMERICA -- THE CHALLENGE FOR THE NINETIES"

March 7, 1988

1:15pm	Guests are in place.
1:30-1:45pm	The President of the United States
1:45-1:50pm	Donald Ian Macdonald, M.D. Special Assistant to the President Brief introductory remarks and introductions
1:50-2:00pm	The Honorable Edwin Meese III The Attorney General "The Federal Role in the National Crusade"
2:00-2:10pm	The Honorable William Bennett Secretary of Education "Drug-Free Schools" > ?
2:10-2:20pm	The Honorable Samuel Pierce Secretary of Housing and Urban Development "Drug-Free Public Housing"
2:20-2:30pm	Mr. Richard Frank President, Walt Disney Pictures
2:30-2:45pm	Break
2:45pm	Guests are in place
3:00-3:15pm	Mrs. Reagan
3:15-4:30pm	Panel: "The National Crusade for a Drug-Free America" (5-6 minutes each with Q&A to follow) Moderator: Mr. Edward O. Fritts President, National Association of Broadcasters "The Challenge for the 1990's" Panelists: Mr. David J. Stern Commissioner, National Basketball Association "Drug-Free Sports"

Mr. Patrick J. Purcell
Publisher, The Boston Herald
"Private-Public Partnerships"

The Honorable John C. Lawn
Administrator, Drug Enforcement Administration
"The Changing Focus"

Dr. Benny Primm, M.D.
Executive Director
Addiction Research and Treatment Corporation
"Treatment and AIDS"

Mr. Thomas A. Hedrick
Executive Director, Media-Advertising Partnership
for a Drug-Free America
"Unselling Illegal Drugs"

James Parkel
President, American Society of Personnel
Administrators, and Director of Personnel, IBM
"Drug-Free Workplaces"

5:00pm

White House Reception

Preliminary Agenda

Media Executive Drug Abuse Prevention Briefing

"TOWARD A DRUG-FREE AMERICA -- THE CHALLENGE FOR THE NINETIES"

March 7, 1988

1:15pm	Guests are in place.
1:30-1:45pm	The President of the United States
1:45-1:50pm	Donald Ian Macdonald, M.D. Special Assistant to the President Brief introductory remarks and introductions
1:50-2:00pm	The Honorable Edwin Meese III The Attorney General "The Federal Role in the National Crusade"
2:00-2:10pm	The Honorable William Bennett Secretary of Education "Drug-Free Schools"
2:10-2:20pm	The Honorable Samuel Pierce Secretary of Housing and Urban Development "Drug-Free Public Housing"
2:20-2:30pm	Media Representative
2:30-2:45pm	Break
2:45pm	Guests are in place
3:00-3:15pm	Mrs. Reagan
3:15-4:30pm	Panel: "The National Crusade for a Drug-Free America" (5 minutes each with Q&A to follow) Moderator: Mr. Edward O. Fritts President, National Association of Broadcasters "The Challenge for the 1990's" Panelists: Mr. David J. Stern Commissioner, National Basketball Association "Drug-Free Sports"

Mr. Patrick J. Purcell
Publisher, The Boston Herald
"Private-Public Partnerships"

The Honorable John C. Lawn
Administrator, Drug Enforcement Administration
"Drug-Free Cities"

Dr. Benny Primm, M.D.
Executive Director
Addiction Research and Treatment Corporation
"Treatment and AIDS"

Mr. James Parkel
President, American Society of Personnel
Administrators and Director of Personnel, IBM
"Drug-Free Workplaces"

Mr. Thomas A. Hedrick
Executive Director, Media-Advertising Partnership
for a Drug-Free America
"Unselling Illegal Drugs"

5:00pm

White House Reception

DRAFT

WORKING PAPER - 2/11/88-7:00am

EVENT: MEDIA EXECUTIVES DRUG ABUSE BRIEFING
DATE: March 7, 1988
TIME: 1:30pm-4:30pm
PLACE: OEOB 474 (Indian Treaty Room)
THEME: Toward A Drug-Free America -- The Challenge for the Nineties

PROPOSED SCHEDULE:

1:15pm Guests are in place.

1:25pm Marlin Fitzwater briefly welcomes guests and introduces the President.

1:30-1:45pm The President enters and gives statement on national crusade and the tremendous response by individuals across the nation, including media representatives. Enlists continued support of publishers/broadcast executives in carrying the national crusade for a drug-free America into the next decade and departs.

1:45-1:50pm Donald Ian Macdonald, M.D. makes briefing introductory remarks and introduces the Attorney General (5 minutes).

1:50-2:00pm Attorney General Edwin Meese III on the federal effort -- progress and future directions. (10 minutes)

2:00-2:10pm *Sec. Ben*
Secretary Pierce on drug-free public housing initiative. (10 minutes)

2:10-2:20pm Grant Tinker or David Hartman or Dan Burke on "how far we've come" vis-a-vis media and drugs. (10 minutes)

2:20-2:30pm William Raspberry on subject of his choice.

2:30-2:45pm Break

2:45pm Guests are in place

3:00-3:15pm Mrs. Reagan

3:15-3:25pm Secretary Bennett on youth and drug-free schools. Importance of adults setting the example and special importance of the media. (10 minutes)

DRAFT

3:30-4:30pm

Panel consisting of moderator + 4-5 panelists, each speaking for 5-6 minutes before 30 minute Q & A period.

Suggested Moderator:

Edward O. Fritts on the challenge for the 1990's.

Suggested Panelists:

Thomas A. Hedrick on Media-Advertising Partnership for a Drug-Free America (or Pat Purcell on media initiatives)

Jack

Bob Stuttman on Drug-Free Cities, e.g., stockbrokers and drugs, Washington Heights, etc.

Beny Primm on treatment and AIDS.

~~IBM Representative on Corporate Prevention Initiatives.~~

David Stern on Drug-Free Sports.

~~Jim Burke on Drug-Free Workplace~~

5:00pm

White House Reception

DRAFT

EVENT: MEDIA EXECUTIVES DRUG ABUSE BRIEFING
DATE: March 7, 1988
TIME: 1:30pm-4:30pm
PLACE: OEOB 474 (Indian Treaty Room)
THEME: Toward A Drug-Free America -- The Challenge for the Nineties

PROPOSED SCHEDULE:

1:15pm Guests are in place.

1:25pm Marlin Fitzwater briefly welcomes guests and introduces the President. →

1:30-1:45pm The President enters and gives statement on national crusade and the tremendous response by individuals across the nation, including media representatives. Enlists continued support of publishers/broadcast executives in carrying the national crusade for a drug-free America into the next decade and departs.

1:45-1:50pm Donald Ian Macdonald, M.D. makes briefing introductory remarks and introduces the Attorney General (5 minutes).

1:50-2:00pm Attorney General Edwin Meese III on the federal effort -- progress and future directions. (10 minutes)

2:00-2:10pm Secretary Pierce on drug-free public housing initiative. (10 minutes)

2:10-2:20pm Grant Tinker or David Hartman or Dan Burke on "how far we've come" vis-a-vis media and drugs. (10 minutes)

2:20-2:30pm William Raspberry on subject of his choice.

2:30-2:45pm Break

2:45pm Guests are in place

3:00-3:15pm Mrs. Reagan ←

3:15-3:25pm Secretary Bennett on youth and drug-free schools. Importance of adults setting the example and special importance of the media. (10 minutes)

3:30-4:30pm

Panel consisting of moderator + 4-5 panelists, each speaking for 5-6 minutes before 30 minute Q & A period.

Suggested Moderator:

Eddie Fritts

~~Donald Ian Macdonald, M.D., on changing public attitudes, knowledge and behavior and on the challenge for the 1990's.~~

Suggested Panelists:

Thomas A. Hedrick on Media-Advertising Partnership for a Drug-Free America (or Pat Purcell or Eddie Fritts on media initiatives)

Jack Lawn or Bob Stuttman on Drug-Free Cities, e.g., stockbrokers and drugs, Washington Heights, etc.

Beny Primm on treatment and AIDS.

~~IBM Johnson (IBM) on Corporate Prevention Initiatives.~~

*Drug-Free
Workplaces*

~~David Stern on Drug-Free Sports.~~

~~Jim Burke on Drug-Free Workplace~~

5:00pm

White House Reception

DRAFT

WORKING PAPER - 2/9/88

EVENT: NEWSPAPER PUBLISHERS BRIEFING

DATE: March 7, 1988

TIME: 1:30PM-4:00PM

PLACE: OEOB 474 (Indian Treaty Room)

THEME: A Drug-Free America -- The Challenge for the Nineties

PROPOSED SCHEDULE:

1:15pm Guests are in place.

1:25pm Marlin Fitzwater briefly welcomes guests and introduces the President.

1:30-1:45pm The President enters and gives statement on national crusade and the tremendous response by individuals across the nation, including media representatives. Enlists continued support of publishers/broadcast executives in carrying the national crusade for a drug-free America into the next decade and departs.

1:45-1:50pm Donald Ian Macdonald, M.D. makes briefing introductory remarks and introduces the Attorney General.

1:50-2:00pm Attorney General Edwin Meese III on the federal effort -- progress and future directions.

2:00-2:10pm Secretary Bennett on youth and drug-free schools. Importance of adults setting the example and special importance of the media.

2:10-2:20pm Secretary Pierce on drug-free public housing initiative.

2:20-2:30pm Grant Tinker or David Hartman or Dan Burke on "how far we've come" vis-a-vis media and drugs.

2:30-2:40pm William Raspberry on subject of his choice.

ALT Charles Wick on international media.

2:45-3:00pm Break

3:00-4:00pm Panel consisting of moderator + 4-5 panelists, each speaking for 5 minutes before 30 minute Q & A period.

DRAFT

DRAFT

Suggested Moderator:

Donald Ian Macdonald, M.D., on changing public attitudes, knowledge and behavior and on the challenge for the 1990's.

Suggested Panelists:

- * Youth Representative (Just Say No)
- * Jack Lawn or Bob Stuttman on Drug-Free Cities, e.g., stockbrokers and drugs, Washington Heights, etc.
- * Beny Primm on treatment and AIDS.
- * IBM Representative on Corporate Prevention Initiatives.

Ed Wiehenmayer on Drug-Free Workplace.

Frank Deford or David Winfield on Drug-Free Sports.

Entertainment Industry Representative

Pat Purcell or Eddie Fritts on media initiatives.

Mrs. Reagan**

400-415pm
~~3:35-3:45pm~~

5:00pm

White House Reception

**If possible.

DRAFT

EVENT: MEDIA EXECUTIVES DRUG ABUSE BRIEFING
DATE: March 7, 1988
TIME: 1:30pm-4:30pm
PLACE: OEOB 474 (Indian Treaty Room)
THEME: Toward A Drug-Free America -- The Challenge for the
Nineties

PROPOSED SCHEDULE:

1:15pm Guests are in place.

1:25pm Marlin Fitzwater briefly welcomes guests and introduces the President.

1:30-1:45pm The President enters and gives statement on national crusade and the tremendous response by individuals across the nation, including media representatives. Enlists continued support of publishers/broadcast executives in carrying the national crusade for a drug-free America into the next decade and departs.

1:45-1:50pm Donald Ian Macdonald, M.D. makes briefing introductory remarks and introduces the Attorney General (5 minutes).

1:50-2:00pm Attorney General Edwin Meese III on the federal effort -- progress and future directions. (10 minutes)

2:00-2:10pm Secretary Bennett on youth and drug-free schools. Importance of adults setting the example and special importance of the media. (10 minutes)

2:10-2:20pm Secretary Pierce on drug-free public housing initiative. (10 minutes)

2:20-2:40pm Grant Tinker or David Hartman or Dan Burke on "how far we've come" vis-a-vis media and drugs. (10 minutes)

2:40-2:50pm William Raspberry on subject of his choice.

2:50-3:00pm Break

3:00-4:10pm Panel consisting of moderator + 4-5 panelists, each speaking for 5-6 minutes before 30 minute Q & A period.

Suggested Moderator:

Donald Ian Macdonald, M.D., on changing public attitudes, knowledge and behavior and on the challenge for the 1990's.

Suggested Panelists:

Thomas A. Hedrick on Media-Advertising Partnership for a Drug-Free America (or Pat Purcell or Eddie Fritts on media initiatives)

Jack Lawn or Bob Stuttman on Drug-Free Cities, e.g., stockbrokers and drugs, Washington Heights, etc.

Beny Primm on treatment and AIDS.

Bill Johnson (IBM) on Corporate Prevention Initiatives.

David Stern on Drug-Free Sports.

Jim Burke on Drug-Free Workplace

4:10-4:15pm Youth Representative (Just Say No)

4:15-4:30pm Mrs. Reagan (to be coordinated with OFL)

5:00pm White House Reception

Executive Office of the President

CONFERENCE ROOM RESERVATION REQUEST

NAME OF INDIVIDUAL HOSTING/ATTENDING EVENT:		EXTENSION:	
OFFICE/AGENCY:		DATE OF MEETING:	
STAFF PERSON RESPONSIBLE FOR CLEARANCE:		HOURS: From: To:	
TYPE OF EVENT: <input type="checkbox"/> Meeting <input type="checkbox"/> Reception Other _____			Official: Private:
PURPOSE OF MEETING:			
NUMBER OF ATTENDEES:	IN ATTENDANCE: <input type="checkbox"/> President <input type="checkbox"/> First Lady <input type="checkbox"/> Vice President		
ROOM(s) REQUESTED: <input type="checkbox"/> 22 OEOB <input type="checkbox"/> 274 OEOB <input type="checkbox"/> 450 OEOB <input type="checkbox"/> 474 OEOB <input type="checkbox"/> 476 OEOB <input type="checkbox"/> Roosevelt Room West Wing Other _____			
GSA REQUIREMENTS: <input type="checkbox"/> NO <input type="checkbox"/> YES (fill out TYPE OF SERVICE below)			
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>TYPE OF SERVICE:)</p> <p><input type="checkbox"/> Elevator Service Time Reserved _____ Floors Reserved _____</p> <p><input type="checkbox"/> Podium</p> <p><input type="checkbox"/> Coat Rack</p> <p><input type="checkbox"/> Flags</p> </div> <div style="width: 50%;"> <p>SPECIAL ROOM ARRANGEMENTS (Rooms 22 and 474 OEOB Only)</p> <p><input type="checkbox"/> Theatre: Number of Chairs _____</p> <p><input type="checkbox"/> Reception: Number of Table(s) _____ 6ft _____ 8ft _____ 10ft</p> <p><input type="checkbox"/> Other _____</p> </div> </div>			
<p>WHITE HOUSE STAFF MESS REQUIRED:</p> <p style="text-align: center;"><input type="checkbox"/> NO <input type="checkbox"/> YES Estimated Cost \$ _____</p> <p style="text-align: center;">Funding to be Provided by: _____</p> <p style="text-align: center;">Counsel's Approval: _____</p>			
REMARKS:			
OFFICIAL USE ONLY			
DATE OF REQUEST:	APPROVED BY:		

RETURN TO: White House Administrative Office
Room 1, OEOB

January 19, 1988

MEMORANDUM FOR DONALD IAN MACDONALD

FROM: SHARYN LUMPKINS *SL*

SUBJECT: Publishers' Briefing



*Sharyn -
Great -
I need
to talk to
Jack C
before next
step*

Attached is the first cut at the Publishers' Briefing scheduled for March 7, 1988.

We have been approved for the Indian Treaty Room. I will make arrangements for a set-up like Mrs. Reagan's Forum in July. We are shooting for about 50 top-level media executives.

Issues to be resolved:

1. Do we want to expand the guest list beyond newspaper publishers, i.e., invite representatives from magazines and television? Rae and I both recommend "yes."

Your call: *Yes*

(See Attachment A for preliminary guest list. Media Relations will provide us with names and addresses once we have determined the type of guests.)

2. Does Mrs. Reagan wish to participate? If so, in what way? (She could accompany the President, make presentation of her own, or host a reception afterwards -- whatever she wants.)
3. Should/could there be a reception afterwards?

Option A: White House Reception?

It would be extremely desirable to follow the briefing with a White House reception hosted by either the President or Mrs. Reagan. A White House reception gives tremendous prestige to the event and would help a lot with the attendance.

A reception was not included in the original Schedule Proposal so you would have to request approval in a Revised Schedule Proposal. Perhaps you could get Elizabeth Board and/or Jack Courtemanche to help support it.

Do you want me to prepare a Revised Schedule Proposal? _____

If so, do we want the President or the First Lady to host the reception? _____

*As per our conversation
Letter me to
J. Courtemanche*

Option B: Outside Reception?

As an alternative, Rae mentioned that Pat Purcell might, if asked, host a reception at the Willard. While this would be a nice finish, it is a distant second to a White House reception. We could not, moreover, include the invitation to the reception with the invitation to the briefing (it would have to be arranged separately.)

- 4.. Please meet with Elizabeth Board, Media Relations. We will need their help.

At minimum, we need their advice regarding program and guests (they can provide a printout of names and addresses for almost any guest scheme we desire). In addition, it would be good to get her support for a White House reception.

5. What do we want to accomplish at the briefing?

- o Give the media a pat on the back for their coverage over the past several years.
- o Re-emphasize the private-public partnership aspects of the national crusade. i.e., demonstrate the range of activity throughout society.
- o Provide an update on the progress being made.
- o Other ideas?

Post focus on user ← Workplace
schools
R
done ✓

- 6.. Speakers and Program????

Attachment B is the first draft.

7. Handouts

I am awaiting a return call from Angie on this matter.

A

PRELIMINARY GUEST LIST (53)

PUBLISHERS' DRUG ABUSE BRIEFING

March 7, 1988

Newspapers:

1. Atlanta Constitution
2. Baltimore Sun
3. Binghamton Press
4. Boston Globe
5. Boston Herald-New York Post (Pat Purcell)
6. Chicago Tribune
7. Chicago Sun Times
8. Christian Science Monitor
9. Cleveland Plain Dealer
10. Dallas Morning News
11. Denver Post
12. Detroit News
13. Hartford Courant
14. Houston Post
15. Idaho Statesman
16. Kansas City Star
17. Los Angeles Times
18. Miami Herald
19. New York Times
20. Philadelphia Inquirer
21. Orlando Sentinel
22. Phoenix Gazette
23. Portland Oregonian
24. Richmond Times-Dispatch
25. Sacramento Union
26. San Diego Union
27. San Francisco Chronicle
28. Seattle Post-Intelligencer
29. USA Today
30. Wall Street Journal
31. Washington Post

St. Pete Times

Magazines:

1. Newsweek
2. Time
3. U.S. News and World Report

Networks:

1. ABC
2. CBS
3. CNN
4. Fox
5. NBC

Broadcast Services:

1. Associated Press
2. Copley News Service
3. Cox Broadcasting
4. Group W Radio
5. Hearst Newspapers
6. Knight-Ridder
7. Newhouse News Service
8. Scripps-Howard
9. UPI

Foreign Press:

- 5 Through Foreign Press Center

B

EVENT: NEWSPAPER PUBLISHERS BRIEFING

DATE: March 7, 1988

TIME: 1:30PM-3:30PM

PLACE: OEOB 474 (Indian Treaty Room)

PURPOSE: To encourage continued media coverage of the drug abuse issue by recognizing the contribution of many elements of the media in the national drug abuse awareness and prevention campaign and providing an update on the progress made in the crusade for a drug-free America.

PROPOSED SCHEDULE:

1:15PM Guests are in place.

1:30PM-1:40 President enters and gives 5 minute statement on national crusade and the tremendous response by individuals across the nation, including media representatives. Enlists continued support of publishers/broadcast executives and departs.

Marlin Fitzwater could introduce the President and speak for a few minutes after the President, if he wished.

1:40-2:30 4 speakers (2 government + 2 private sector) @10 minutes each (5-7 minute address + 3-5 minute Q&A). Suggestions:

Secretary Bennett on youth and drug-free schools. Importance of adults setting the example and things publishers can do.

Secretary Pierce on drug-free public housing initiative.

Grant Tinker or David Hartman or Dan Burke on "how far we've come" vis-a-vis media and drugs.

William Raspberry on subject of his choice.

Charles Wick on international media.

2:30-2:35 Break

2:35-3:30 Panel consisting of moderator + 4-5 panelists, each speaking for 5 minutes before 30 minute Q & A period.

Suggested Moderator:

Donald Ian Macdonald, M.D.

Suggested Panelists:

Ed Wiehenmayer or IBM Representative on Drug-Free Workplace

Jack Lawn or Bob Stuttman on Drug-Free Cities, e.g., stockbrokers and drugs, Washington Heights, etc.

Beny Primm on treatment. **4 AIDS.**

Frank Deford or David Winfield on Drug-Free Sports.

Donna Alvarado on private/public partnerships.

Pat Purcell or Eddie Fritts on media initiatives.

3:45-5:00

Possible White House reception.

NOTE:

Mrs. Reagan participation to be added if possible.