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40

NAME

Macdonald, Donald Ian (Dr.)
Mapes, Lynn (Mr.)
Matthews, Leonard S. (Mr.)
McLoughlin, Richard F. (Mr.)
Moll, William (Mr.)

A Romano, Neil (Mr.)
A
A Schultz, Ernest (Mr.)
A Smith, Fred W. (Mr.)
A Stakelin, William L. (Mr.)
Stern, David J. (Mr.)
A Stickel, Fred A. (Mr.)

A Stickel Fred A. (Mr.)
A Verbitsky Nicholas (Mr.)
A Wooden Ruth (Ms.)

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SEQUENCE OF EVENTS:

RECEPTION

Publishers and Media Executives
Following Drug Abuse Briefing
Monday, March 7, 1988

TIME:

4:45 p.m. - 6:00 p.m.

LOCATION:

Blue Room

NUMBER OF GUESTS:

50

FROM:

Linda Faulkner *L.F.*

4:45 p.m.

Guests arrive North Portico from Old Executive Office Building following briefing. (Coat check in China Room.)

Guests are directed into Blue Room. Refreshments are passed. Guests may also walk through the State Floor.

5:00 p.m.

THE PRESIDENT and MRS. REAGAN arrive State Floor via elevator and take their places just inside Cross Hall doors in Blue Room for receiving line.

Guests are lined up in semi-circle around room.

5:12 p.m.

At end of receiving line, THE PRESIDENT and MRS. REAGAN mix and mingle with guests.

5:30 p.m.

THE PRESIDENT and MRS. REAGAN depart Blue Room enroute elevator to Residence.

6:00 p.m.

All guests depart State Floor via North Portico, Northeast Gate.

THE WHITE HOUSE

WASHINGTON

RECEPTION FOR MEDIA CHIEF EXECUTIVES

DATE: March 7, 1988
LOCATION: Residence (Blue Room)
TIME: 5:00 p.m. (30 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

This reception with Mrs. Reagan ends an afternoon of drug abuse briefings for media chief executives. You opened the briefing with your address at 1:30 p.m. Mrs. Reagan addressed the group at 3:00 p.m.

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.

III. PARTICIPANTS

The President
Mrs. Reagan

Guests (see Attachment A)

V. PRESS PLAN

White House Photographer

V. SEQUENCE OF EVENTS

SEE SOCIAL OFFICE SCENARIO.

Attachment A: Guest List

RECEPTION FOR MEDIA CHIEF EXECUTIVES

March 7, 1988

The Honorable Edwin Meese III
Attorney General

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

The Honorable Howard H. Baker, Jr.
Chief of Staff to the President

The Honorable Kenneth M. Duberstein
Deputy Chief of Staff to the President

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

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

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

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. Bruce L. Christensen
President
Public Broadcasting Service

Mr. Virgil Fassio
Publisher
Seattle Post-Intelligencer

Mr. Richard Frank
President
Walt Disney Pictures

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

Mr. Austin Furst
Chief Executive Officer
Vestron Video

Mr. Donald Graham
Publisher
The Washington Post

Mr. Howard D. Gutin
Chairman
Corporation for Public Broadcasting

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

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

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

The Honorable John C. Lawn
Administrator
Drug Enforcement Administration

Mr. Donald Ledwig
President
Corporation for Public Broadcasting

Mr. Erich Linker
Executive Vice President
The New York Times

Ms. Sharyn Lumpkins
Senior Policy Analyst
Drug Abuse Policy Office

Mr. Jerry R. Lyman
President
RKO Radio

The Honorable Donald Ian Macdonald
Special Assistant to the President for Drug Abuse Policy

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

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. James Parkel
Chairman
American Society of Personnel Administrators

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

Dr. Beny Primm
Executive Director
Addiction Research & Treatment Corporation

Mr. Patrick Purcell
Publisher
The Boston Herald

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. David Stern
Commissioner
National Basketball Association

Mr. Fred A. Stickel
Publisher
The Oregonian

Mr. Nicholas Verbitsky
President
United Stations Radio Network

Ruth Wooden
President
The Advertising Council, Inc.

THE WHITE HOUSE
WASHINGTON

2/17/88

Looks
good

Dr. Macdonald:

This is the agenda as it stands now. After we do some fine-tuning, I would like to take a copy to Jim Manning for any comments they may have. Then we need to send it (with a letter from you which I am drafting) to the participants.

Shayne

P.S. I will also make a package for you to use in inviting Martin Fitzwater.

THE WHITE HOUSE

WASHINGTON

January 22, 1988

MEMORANDUM FOR JACK *Jack* COURTEMANCHE

FROM: DONALD IAN *MacDonald* MACDONALD

SUBJECT: Publishers' Drug Abuse Forum, March 7, 1988

As you know, we are preparing for a drug abuse briefing for media chief executives on March 7, 1988. The President will make a statement at 1:30 p.m., to be followed by speakers and a panel from 1:45-3:30 p.m., much like Mrs. Reagan's Drug Abuse Prevention Forum last summer. Our intent is both to thank the media for their coverage of the issue over the past several years and to re-emphasize, to these very important opinion-makers, the national leadership role of the President and Mrs. Reagan.

We would be honored if Mrs. Reagan would participate in any way she deemed appropriate: co-host the event with the President, close the briefing with a short statement, or participate in any other way she desires. Mrs. Reagan truly represents the heart of the drug abuse issue and her always-powerful message will have a significant impact on the media executives.

Also, I would like your endorsement of a White House reception following the event.

Attached are (A) a draft Revised Schedule Proposal; (B) a list of possible speakers; and (c) a preliminary list of publications we would like to have represented. I will appreciate any comments or suggestions you might have.

Attachments

DRAFT

REVISED

DRAFT - January 22, 1988

SCHEDULE PROPOSAL

TO: FREDERICK J. RYAN, JR.

FROM: DONALD IAN MACDONALD

REQUEST: Presidential Address at briefing for media chief executives on the issue of illegal drug use. White House reception for the media executives to follow briefing.

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; providing an update on the progress made in the crusade for a drug-free America; and re-emphasizing the national leadership role of President and Mrs. Reagan.

BACKGROUND: A major goal of the President's crusade for a drug-free America is expanded public awareness and education. In a televised address on September 14, 1986, the President called on all media to address this 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 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.

The President's comments at this briefing will signal his continuing personal commitment to the goal of a drug-free America.

DATE: March 7, 1988

TIME: 1:30 pm: Presidential Remarks
3:45-4:30 pm: White House reception

DRAFT

DRAFT

DURATION: 15 minutes (Presidential Remarks)

LOCATION: Briefing: Indian Treaty Room (OEOB 474)
White House Reception: (as appropriate)

PARTICIPANTS: The President and Mrs. Reagan, drug experts from the public and private sector, 50 publishers and other media chief executive officers.

MEDIA COVERAGE: To be coordinated with Press Office

REMARKS: To be provided by speechwriters

OUTLINE OF EVENTS: 1:30-1:45 pm: The President to arrive, deliver remarks and depart.
1:45-3:30 pm: Briefing
3:45-4:30 pm: White House reception

RECOMMENDED BY:

OPPOSED BY: None known

PROJECT OFFICER: Donald Ian Macdonald

Attachment A: Memorandum of Approved Presidential Activity

DRAFT

THE WHITE HOUSE
WASHINGTON

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MEMORANDUM

TO: DONALD IAN MACDONALD

FROM: FREDERICK J. RYAN, JR. *FR*

SUBJECT: APPROVED PRESIDENTIAL ACTIVITY

MEETING: Address Briefing for Newspaper Publishers
on the issue of illegal drug use

DATE: March 7, 1988

TIME: 1:30 pm

DURATION: 15 minutes

LOCATION: 450 OEOB

BACKUP LOCATION:

REMARKS REQUIRED: Yes

MEDIA COVERAGE: Coordinate with Press Office

FIRST LADY
PARTICIPATION: Optional

NOTE: PROJECT OFFICER, SEE ATTACHED CHECKLIST

M. Archambault
W. Ball
J. Courtemanche
E. Crispen
R. Dawson
F. Donatelli
D. Dellinger
A. Dolan
J. Erkenbeck
L. Faulkner
C. Fuller
M. Fitzwater
T. Griscom

Advance Office
J. Hooley
J. Kuhn
J. Lamb
J. Manning
J. McKinney
N. Risque
D. Johnson
R. Shaddick
G. Walters
WHCA Audio/Visual
WHCA Operations

EVENT: NEWSPAPER PUBLISHERS BRIEFING

DATE: March 7, 1988

TIME: 1:30PM-3:30PM

PLACE: OEOB 474 (Indian Treaty Room)

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.

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.

Marlin Fitzwater

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.

***NOTE: Mrs. Reagan participation to be added if possible.

Suggested Panelists:

Youth Representative (Just Say No)

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 & 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.

PRELIMINARY GUEST LIST (54)
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. St. Petersburg Times
27. San Diego Union
28. San Francisco Chronicle
29. Seattle Post-Intelligencer
30. USA Today
31. Wall Street Journal
32. Washington Post

Magazines:

1. Newsweek
2. Time
3. U.S. News and Work 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

MEMORANDUM
OF CALL

Previous editions usable

TO:

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

OF (Organization)

☐ PLEASE PHONE ► ☐ FTS ☐ AUTOVON

☐ WILL CALL AGAIN ☐ IS WAITING TO SEE YOU

☐ RETURNED YOUR CALL ☐ WISHES AN APPOINTMENT

MESSAGE

Pat Webber
2755
See Rich

RECEIVED BY DATE TIME

63-110 NSN 7540-00-634-4018 STANDARD FORM 63 (Rev. 8-81)

Prescribed by GSA
FPMR (41 CFR) 101-11.6

★ U.S.GPO: 1985-0-461-274/20008

MEMORANDUM
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Previous editions usable

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☐ WILL CALL AGAIN ☐ IS WAITING TO SEE YOU

☐ RETURNED YOUR CALL ☐ WISHES AN APPOINTMENT

MESSAGE

429-5446

RECEIVED BY DATE TIME

63-110 NSN 7540-00-634-4018

STANDARD FORM 63 (Rev. 8-81)
Prescribed by GSA
FPMR (41 CFR) 101-11.6

★ U.S.GPO: 1985-0-461-274/20008

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WASHINGTON

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MEMORANDUM
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Previous editions usable

TO:

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OF (Organization)

☐ PLEASE PHONE ► ☐ FTS ☐ AUTOVON

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MESSAGE

Pat Webber
2755
See Rich

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429-5446

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from J & J

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THE WHITE HOUSE
WASHINGTON

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2/23/88

MEMORANDUM

TO: DONALD MACDONALD (Coordinate with Jack Courtemanche)
FROM: FREDERICK J. RYAN, JR. *FJR*
SUBJECT: APPROVED PRESIDENTIAL ACTIVITY

MEETING: Reception for Publishers and other Media Chief Executives here for Briefings on Drug Abuse

DATE: March 7, 1988

TIME: 5:00 pm

DURATION: 30 minutes

LOCATION: Residence

BACKUP LOCATION:

REMARKS REQUIRED: Yes

MEDIA COVERAGE: Coordinate with Press Office

FIRST LADY
PARTICIPATION: Yes

NOTE: PROJECT OFFICER, SEE ATTACHED CHECKLIST

- | | |
|-----------------|-------------------|
| M. Archambault | Advance Office |
| W. Ball | J. Hooley |
| J. Courtemanche | J. Kuhn |
| E. Crispen | J. Lamb |
| R. Dawson | J. Manning |
| F. Donatelli | J. McKinney |
| D. Dellinger | N. Risque |
| A. Dolan | D. Johnson |
| J. Erkenbeck | R. Shaddick |
| L. Faulkner | G. Walters |
| C. Fuller | WHCA Audio/Visual |
| M. Fitzwater | WHCA Operations |
| T. Griscom | |