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WS

THE WHITE HOUSE
WASHINGTON

April 26, 1983

Dear Mr. Garvin:

Nancy and I would like to salute the Keebler Corporation for its generous contribution and support in the national campaign against drug abuse. Private sector involvement in this effort through projects like the "Teen Titans Comic Book" will definitely have an impact on our youth.

Four surveys taken in the last few months show that use of drugs by our young people is continuing to decrease. It seems clear that this decline results from a heightened educational program for our youth.

To use a sports analogy, I like to think we are putting a "full court press" on drug abuse in this nation. We intend to keep the pressure on, and with your help, we can build a drug-free future for our youth.

Sincerely,

A

Ronald Reagan

Mr. Thomas Garvin
President
The Keebler Company
1 Hollow Tree Lane
Elmhurst, Illinois 60126

Letter also to Ms. Benette Kahn,
President DC Comics Inc. attached

830426

07325950

THE WHITE HOUSE

WASHINGTON

April 26, 1983

Dear Ms. Kahn:

I would like to thank DC Comics Inc., for its generous contribution and assistance in the campaign against drug abuse. The talent and artwork DC Comics provided for the Teen Titans comic book greatly contributes to the battle against the drug problem.

The comic book carries the message that drugs are harmful to our youth, corrosive to the family structure, and a danger to our whole society.

Since drug education is one of the keys to resolving our national drug abuse crisis, Nancy and I are deeply grateful for your personal support and dedication to this cause.

Sincerely,

Ronald Reagan

Ms. Jenette Kahn
President
DC Comics Inc.
666 Fifth Avenue
New York, New York 10103

07325950

830426

THE WHITE HOUSE
WASHINGTON

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ME001

April 18, 1983

MEMORANDUM FOR ED HARPER

FROM:

ST
CARLTON TURNER by sl

SUBJECT: The White House - Private Sector Drug Abuse
Awareness Program

For your information, a press conference is scheduled for 10:30am, Monday, April 25, in room 450 OE0B to announce the release of the Teen Titans drug abuse awareness comic book, the results of the Weekly Reader poll and kick-off the private sector response to the national campaign against drug abuse.

I will host the event and be joined by the Secretary of Education; Thomas Garvin, president of the Keebler Company; Jenette Kahn, president of DC Comics and Terry Borton, Editor-in-Chief of Weekly Reader.

Attached are two draft Presidential letters to the presidents of the Keebler Company and DC Comics thanking them for their participation in the White House - Private Sector drug abuse awareness program. The letters are in lieu of the photo opportunity with the President and I would like to present the letters at the press conference.

Also attached is a draft press release on the Program which we would like to distribute during the press conference. The press release will be part of a package which will include a copy of the comic book and a fact sheet with the results of the Weekly Reader poll. The press release could go out as a Drug Abuse Policy Office, Office of Policy Development release instead of Office of the Press Secretary if that is desirable.

Please submit these for clearance. If you have any questions, let me know.

cc: Roger Porter ✓

OFFICE OF
POLICY DEVELOPMENT

1983 APR 18 P 4: 12

THE WHITE HOUSE

WASHINGTON

April 18, 1983

MEMORANDUM FOR RICHARD G. DARMAN

FROM: EDWIN L. HARPER

SUBJECT: The White House - Private Sector Drug Abuse
Awareness Program

Attached are two draft Presidential letters for the presidents of DC Comics and the Keebler Company and a press release prepared by Carlton Turner.

A press conference is scheduled for Monday, April 25, 1983 at 10:30am to announce the release of the drug abuse awareness comic book, prepared by DC Comics with a grant from the Keebler Company, and the results of the Weekly Reader poll on drug use.

Please process these for clearance.

April 18, 1983

Dear Mr. Garvin:

I would like to thank the Keebler Corporation for its generous support for our national effort to raise our young people's awareness of drug abuse.

Your assistance to the joint White House/private sector project comes at a time when our activities in this area are beginning to pay off. Four surveys taken in the last few months show that use of drugs by our young people is beginning to decrease. It seems clear that this decline results from a heightened educational program for our youth.

To use a sports analogy, I like to think we are putting a "full court press" on drug abuse in this nation. We intend to keep the pressure on and I appreciate your help in pitching in.

FOR THE SIGNATURE OF THE PRESIDENT

Mr. Thomas Garvin
President
The Keebler Company
1 Hollow Tree Lane
Elmhurst, Illinois

April 18, 1983

Dear Ms. Kahn:

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Nancy tells me that drug education is one of the keys to resolving our national drug abuse crisis. I am happy that DC Comics Inc. is contributing so generously and imaginatively to this cause.

FOR THE SIGNATURE OF PRESIDENT REAGAN

Ms. Jenette Kahn
President
DC Comics Inc.
666 Fifth Avenue
New York, New York
10103

Draft Press Release

April 18, 1983

WHITE HOUSE - PRIVATE SECTOR DRUG ABUSE AWARENESS PROGRAM

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DC Comics donated the talent and artwork for the comic books, and production was made possible by a grant from The Keebler Company. A million copies of the comic book package are being mailed this month to elementary schools for distribution to fourth grades. The Department of Education assumed mailing and distribution responsibilities.

The comic book project is part of a White House campaign to enlist the private sector in the national campaign against drug abuse. The Keebler Company and DC Comics accepted the sponsorship of the first comic book project for the fourth grade; a similar project for fifth and sixth graders is being developed. The fifth grade project is being sponsored by IBM, the National Federation of Parents for a Drug Free Youth, and DC Comics Inc. The sixth grade project is being made possible by the National Soft Drink Association and DC Comics.

The First Lady wrote a letter to the students which has been included in each comic book. She also sent a letter to the principals of each school encouraging their support of the program.

A related project for the development of a drug abuse awareness coloring book for kindergarten through third grades is also planned.

Also joining in the announcement was Dr. Terry Borton, Editor-in-Chief of the classroom publication The Weekly Reader. Dr. Borton released the findings of a readership poll from the fourth thru twelfth grades. The poll, comprising responses from 500,000 school children, makes clear the case for early education in drug abuse awareness. The grade school children report peer pressure to try drugs and alcohol is evident as early as the fourth grade.

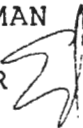
THE WHITE HOUSE
WASHINGTON

April 18, 1983

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MEMORANDUM FOR RICHARD G. DARMAN

FROM:

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SUBJECT:

The White House - Private Sector Drug Abuse
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April 18, 1983

Dear Mr. Garvin:

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April 18, 1983

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THE WHITE HOUSE

WASHINGTON

April 18, 1983

MEMORANDUM FOR ED HARPER

FROM:

ST
for CARLTON TURNER *by cal*

SUBJECT:

The White House - Private Sector Drug Abuse
Awareness Program

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Attached are two draft Presidential letters to the presidents of the Keebler Company and DC Comics thanking them for their participation in the White House - Private Sector drug abuse awareness program. The letters are in lieu of the photo opportunity with the President and I would like to present the letters at the press conference.

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Please submit these for clearance. If you have any questions, let me know.

cc: Roger Porter

913

THE WHITE HOUSE
WASHINGTON

April 26, 1983

MR. PRESIDENT:

Attached for your approval are
letters to the Presidents of
D.C. Comics and Keebler Company
and a draft press release re
the Drug Abuse Awareness Program.

These letters and press release
have the approval of the Offices
of Cabinet Affairs, Policy
Development and Public Liaison
and Fred Fielding.

ou/nw

Richard G. Darman

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THE WHITE HOUSE
WASHINGTON

April 26, 1983

NOTE FOR THE RECORD

Per Sue in Carlton Turner's Office, they no longer need the Press Release -- so although this has been cleared through the system, it is not to be released.

Jan

Biff / Terry -

Please date today 4/26
and mail. Thanks

Jan

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

PRIVATE SECTOR DRUG ABUSE AWARENESS PROGRAM

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The comic book project is part of a White House campaign to enlist the private sector in the national campaign against drug abuse. The Keebler Company and DC Comics sponsored the first comic book project for the fourth grade; a similar project for fifth and sixth graders is being developed. The fifth grade project is being sponsored by IBM, the National Federation of Parents for a Drug Free Youth, and DC Comics Inc. The sixth grade project is being made possible by the National Soft Drink Association and DC Comics.

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#

THE WHITE HOUSE

WASHINGTON

April 25, 1983

MEMORANDUM FOR RICHARD G. DARMAN

FROM: ROGER B. PORTER *RBP*
SUBJECT: Draft Letters - Drug Abuse Awareness Program

The Office of Policy Development recommends approval of the changes made by the Justice Department.

'83 APR 25 P5:46

THE WHITE HOUSE

WASHINGTON

April 25, 1983

MEMORANDUM FOR RICHARD G. DARMAN
ASSISTANT TO THE PRESIDENT

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: Letter to Presidents of D.C. Comics
and Keebler Company Re: Drug Abuse
Awareness Program (Revised)

Counsel's Office has reviewed the revised drafts of the above-referenced letters submitted by the Department of Justice. Consistent with the approach detailed in our memorandum of April 20 on these letters, we suggest the following changes in the Justice Department drafts:

In the letter to Ms. Kahn, "contribution and assistance to" in the first sentence should be changed to "assistance in." In the last sentence, "campaign" should be "cause," as in the original version.

In the letter to Mr. Garvin, "contribution and support to" in the first sentence should be changed to "support in." The second sentence should be changed to "Private sector involvement in this effort through projects like the "Teen Titans Comic Book" will definitely have an impact on our youth," or something similar.

'83 07 25 00:03

RPS
4/26/83

Document No. _____

WHITE HOUSE STAFFING MEMORANDUM

DATE: April 25 ACTION/CONCURRENCE/COMMENT DUE BY: c.o.b. TODAY
SUBJECT: LETTER TO PRESIDENTS OF DC COMICS AND KEEBLER COMPANY RE
DRUG ABUSE AWARENESS PROGRAM. (REVISED)

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☐	GERGEN	☐	☐
MEESE	☐	☐	HARPER	☐	☒
BAKER	☐	☐	JENKINS	☐	☐
DEAVER	☐	☐	MURPHY	☐	☐
STOCKMAN	☐	☐	ROLLINS	☐	☐
CLARK	☐	☐	WHITTLESEY	☐	☐
DARMAN	☐ P	☐ SS	WILLIAMSON	☐	☐
DUBERSTEIN	☐	☐	VON DAMM	☐	☐
FELDSTEIN	☐	☐	BRADY/SPEAKES	☐	☐
FIELDING	☒	☐	ROGERS	☐	☐
FULLER	☐	☐	_____	☐	☐

Remarks:

Justice has edited the attached draft letters re the drug abuse program. Do you have any problems?

Richard G. Darman
Assistant to the President
(x2702)

Response:

Draft Press Release

~~April 18, 1983~~

WHITE HOUSE - PRIVATE SECTOR DRUG ABUSE AWARENESS PROGRAM

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April 21, 1983

Dear Mr. Garvin:

Nancy and I would like to salute the Keebler Corporation for its generous contribution and support ⁱⁿ to the national campaign against drug abuse. With the ^{private sector and involvement} ~~White House joining forces to curb drug abuse in this country,~~ ^{in this effort through projects} ~~projects~~ like the "Teen Titans Comic Book" will definitely have an impact on our youth.

Four surveys taken in the last few months show that use of drugs by our young people is ^{continuing} ~~beginning~~ to decrease. It seems clear that this decline results from a heightened educational program for our youth.

To use a sports analogy, I like to think we are putting a "full court press" on drug abuse in this nation. We intend to keep the pressure on, and with your help, we can build a drug-free future for our youth.

FOR THE SIGNATURE OF THE PRESIDENT

Mr. Thomas Garvin
President
The Keebler Company
1 Hollow Tree Lane
Elmhurst, Illinois

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Sincerely,

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The Keebler Company
1 Hollow Tree Lane
Elmhurst, Illinois 60126

RR/RD/emu

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The Keebler Company
1 Hollow Tree Lane
Elmhurst, Illinois 60126

RR/RD/emu

April 21, 1983

Dear Ms. Kahn:

I would like to thank DC Comics Inc., for its generous contribution and assistance ^{in the} ~~to our~~ campaign against drug abuse. The talent and artwork DC Comics provided for the Teen Titans comic book greatly contributes to the battle against the drug problem.

The comic book carries the message that drugs are harmful to our youth, corrosive to the family structure, and a danger to our whole society.

Since drug education is one of the keys to resolving our national drug abuse crisis, Nancy and I are deeply grateful for your personal support and dedication to this ^{cause} ~~campaign~~.

FOR THE SIGNATURE OF PRESIDENT REAGAN

Ms. Jenette Kahn
President
DC Comics Inc.
666 Fifth Avenue
New York, New York
10103

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President
DC Comics Inc.
666 Fifth Avenue
New York, New York 10103

RR/RD/emu



THE WHITE HOUSE
WASHINGTON

April 22, 1983

Handwritten initials: JH and a large stylized 'G' or 'S'.

NOTE FOR CRAIG L. FULLER

FROM: Adele Gonzalez

RE: Letters to Presidents
of DC Comics and Keebler
Company - 073259CA

Billie Cassil (245-2927), HHS
Executive Secretariat, has the
following suggestions:

- 1) Letter to Garvin: 2d paragraph,
fourth line, change "beginning"
to "continuing."
- 2) WH Draft Release: ~~2nd~~ paragraph,
fourth line, add "across the
nation" after "schools."

Roger Clegg, Special Assistant to the
Attorney General, approved the press
release. Attached are revised letters
to Garvin and Kahn prepared by DOJ.

Attachment

'83 APR 25 A9:01

SPECIAL ASSISTANT TO
THE ATTORNEY GENERAL



4/21/83

TO: Craig L. Fuller
FROM: Roger Clegg **RC**
Special Assistant to the
Attorney General

Attached are the comments of the Department of Justice on the letters and press release (in draft form) we were sent on the private sector drug awareness program. The press release was fine; however, we have made some revisions in the letters.

WHITE HOUSE STAFFING MEMORANDUMDATE: April 19 ACTION/CONCURRENCE/COMMENT DUE BY: April 21SUBJECT: LETTERS TO PRESIDENTS OF DC COMICS AND KEEBLER COMPANY
RE DRUG ABUSE AWARENESS PROGRAM

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☐	GERGEN	☒	☐
MEESE	☐	☒	HARPER		☐
BAKER	☐	☒	JENKINS	☐	☐
DEAVER	☐	☒	MURPHY	☐	☐
STOCKMAN	☐	☐	ROLLINS	☐	☐
CLARK	☐	☐	WHITTLESEY	☒	☐
DARMAN	☐ P	☒ SS	WILLIAMSON	☐	☐
DUBERSTEIN	☐	☐	VON DAMM	☐	☐
FELDSTEIN	☐	☐	BRADY/SPEAKES	☒	☐
FIELDING	☒	☐	ROGERS	☐	☐
FULLER	☒	☐	HIGGINS (for edits)	☒	☐

Handwritten notes:
 - Above GERGEN: 4/22 no comment
 - Next to WHITTLESEY: good stuff 4/21
 - Next to FIELDING: see comments 4/21
 - Below HIGGINS: see attached 4/21

Remarks:

Please provide any comments/edits by April 21st.

Thank you.

Richard G. Darman
Assistant to the President
(x2702)Response:

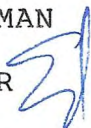
THE WHITE HOUSE

WASHINGTON

April 18, 1983

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FROM:

EDWIN L. HARPER 

SUBJECT:

The White House - Private Sector Drug Abuse
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Please process these for clearance.

'83 APR 19 P3:47

April 18, 1983

Dear Mr. Garvin:

I would like to thank the Keebler Corporation for its generous support for our national effort to raise our young people's awareness of drug abuse.

Your assistance to the joint White House/private sector project comes at a time when our activities in this area are beginning to pay off. Four surveys taken in the last few months show that use of drugs by our young people is beginning to decrease. It seems clear that this decline results from a heightened educational program for our youth.

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FOR THE SIGNATURE OF PRESIDENT REAGAN

Ms. Jenette Kahn
President
DC Comics Inc.
666 Fifth Avenue
New York, New York
10103

THE WHITE HOUSE

WASHINGTON

April 20, 1983

MEMORANDUM FOR RICHARD G. DARMAN
ASSISTANT TO THE PRESIDENT

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: Letter to Presidents of D.C. Comics
and Keebler Company Re: Drug Abuse
Awareness Program

Counsel's Office has reviewed the above-referenced draft letters, as well as the draft press release to be issued at the April 25 press conference. We have several minor editorial suggestions. The purpose of our suggested changes is to present the comic book project as a private sector activity with guidance from the White House, rather than as a White House project supported by private companies or a formal "joint venture" between the companies and the White House. We believe this approach will minimize any potential legal difficulties.

In the letter to Mr. Garvin, we suggest changing "our national effort" to "the national effort" in the second line, and deleting "to the joint White House/private sector project" in the fourth line. In the letter to Ms. Kahn we recommend changing "our" to "the" in the second line.

With respect to the press release, we advise deleting the last sentence of the first paragraph, and changing "accepted the sponsorship of" to "sponsored" at lines 3-4 of the third paragraph.

Finally, those who have been dealing with the representatives of D.C. Comics and Keebler should make certain that it is well understood that the letters from the President may under no circumstances be used in connection with any commercial promotion of the companies or their products.

'83 APR 21 AM 10:09

THE WHITE HOUSE

WASHINGTON

Dear Ms. Kahn:

I am writing to thank DC Comics for its generous assistance to ~~our~~ ^{the} campaign against drug abuse.

The talent and art-work your company provided for the Teen Titans comic book will contribute greatly to the battle against our ~~N~~ Nation's drug problem. The young people who read this small book will have a graphic idea of the damage that drug abuse causes.

Nancy tells me that education about drugs is one of the keys to resolving our national drug abuse crisis. I am happy that DC Comics is contributing so generously and imaginatively to this cause.

Sincerely,

Ms. Jenette Kahn
President
DC Comics Inc.
666 Fifth Avenue
New York, New York 10103

THE WHITE HOUSE

WASHINGTON

Dear Mr. Garvin:

I am writing to thank the Keebler Corporation for generously supporting ~~our~~^{the} national effort to raise young people's awareness of drug abuse.

Your assistance ~~to the joint White House/private sector project~~ comes at a time when our activities in this area are beginning to pay off. Four surveys taken in the last few months show that use of drugs by young people is ~~beginning~~^{continuing} to decrease. It seems clear that this decline results from a heightened educational program for our youth.

To use a sports analogy, we are putting a "full court press" on drug abuse in America. We intend to keep the pressure on, and I appreciate your help.

Sincerely,

Mr. Thomas Garvin
President
The Keebler Company
1 Hollow Tree Lane
Elmhurst, Illinois 60126

WHITE HOUSE STAFFING MEMORANDUMDATE: April 19ACTION/CONCURRENCE/COMMENT DUE BY: April 21SUBJECT: LETTERS TO PRESIDENTS OF DC COMICS AND KEEBLER COMPANY
RE DRUG ABUSE AWARENESS PROGRAM

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☐	GERGEN	☒	☐
MEESE	☐	☒	HARPER		☐
BAKER	☐	☒	JENKINS	☐	☐
DEAVER	☐	☒	MURPHY	☐	☐
STOCKMAN	☐	☐	ROLLINS	☐	☐
CLARK	☐	☐	WHITTLESEY	☒	☐
DARMAN	☐	☒	WILLIAMSON	☐	☐
DUBERSTEIN	☐	☐	VON DAMM	☐	☐
FELDSTEIN	☐	☐	BRADY/SPEAKES	☒	☐
FIELDING	☒	☐	ROGERS	☐	☐
FULLER	☒	☐	HIGGINS (for edits)	☒	☐

Remarks:

Please provide any comments/edits by April 21st.

Thank you.

Richard G. Darman
Assistant to the President
(x2702)Response:*Good stuff - Respond. m*

92:26 12 APR 83

WHITE HOUSE STAFFING MEMORANDUMDATE: April 19 ACTION/CONCURRENCE/COMMENT DUE BY: April 21SUBJECT: LETTERS TO PRESIDENTS OF DC COMICS AND KEEBLER COMPANY
RE DRUG ABUSE AWARENESS PROGRAM

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BAKER	☐	☒	JENKINS	☐	☐
DEAVER	☐	☒	MURPHY	☐	☐
STOCKMAN	☐	☐	ROLLINS	☐	☐
CLARK	☐	☐	WHITTLESEY	☒	☐
DARMAN	☐ P	☒ SS	WILLIAMSON	☐	☐
DUBERSTEIN	☐	☐	VON DAMM	☐	☐
FELDSTEIN	☐	☐	BRADY/SPEAKES	☒	☐
FIELDING	☒	☐	ROGERS	☐	☐
FULLER	☒	☐	HIGGINS (for edits)	☒	☐

Remarks:

Please provide any comments/edits by April 21st.

Thank you.

Richard G. Darman
Assistant to the President
(x2702)Response:

WHITE HOUSE STAFFING MEMORANDUMDATE: April 19 ACTION/CONCURRENCE/COMMENT DUE BY: April 21SUBJECT: LETTERS TO PRESIDENTS OF DC COMICS AND KEEBLER COMPANY
RE DRUG ABUSE AWARENESS PROGRAM

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☐	GERGEN	☒	☐
MEESE	☐	☒	HARPER		☐
BAKER	☐	☒	JENKINS	☐	☐
DEAVER	☐	☒	MURPHY	☐	☐
STOCKMAN	☐	☐	ROLLINS	☐	☐
CLARK	☐	☐	WHITTLESEY	☒	☐
DARMAN	☐	☒	WILLIAMSON	☐	☐
DUBERSTEIN	☐	☐	VON DAMM	☐	☐
FELDSTEIN	☐	☐	BRADY/SPEAKES	☒	☐
FIELDING	☒	☐	ROGERS	☐	☐
FULLER	☒	☐	HIGGINS (for edits)	☒	☐

Remarks:

Please provide any comments/edits by April 21st.

Thank you.

*recd 4-19 4:45**gB*Richard G. Darman
Assistant to the President
(x2702)Response:*No comments
D. G. 190*

88 APR 22 PM 5:38

'83 APR 22 P5:48

April 18, 1983

Dear Ms. Kahn:

I would like to thank DC Comics Inc. for its generous assistance to our campaign against drug abuse.

The talent and art-work DC Comics provided for the Teen Titans comic book greatly contribute to the battle against the drug problem. The young people who read this small book will have a graphic idea of the damage that drug abuse causes.

and I believe
Nancy ~~tells me~~ that drug education is one of the keys to resolving our national drug abuse crisis. I am happy that DC Comics Inc. is contributing so generously and imaginatively to this cause.

FOR THE SIGNATURE OF PRESIDENT REAGAN

Ms. Jenette Kahn
President
DC Comics Inc.
666 Fifth Avenue
New York, New York
10103

THE WHITE HOUSE
WASHINGTON

1) #1
2) suspense

CABINET AFFAIRS STAFFING MEMORANDUM

DATE: April 19, 1983 NUMBER: 073259CA DUE BY: 5 pm Thursday
April 21
SUBJECT: Letters to Presidents of DC Comics and Keebler Company
concerning Drug Abuse Awareness Program

	ACTION	FYI		ACTION	FYI
ALL CABINET MEMBERS	☐	☐	Baker	☐	☐
Vice President	☐	☐	Deaver	☐	☐
State	☐	☐	Clark	☐	☐
Treasury	☐	☐	Darman (For WH Staffing)	☐	☐
Defense	☐	☐	Harper	☐	☐
✓ Attorney General	☒	☐	Jenkins	☐	☐
Interior	☐	☐		☐	☐
Agriculture	☐	☐		☐	☐
Commerce	☐	☐		☐	☐
Labor	☐	☐		☐	☐
✓ HHS <i>concern Billie</i>	☒	☐		☐	☐
HUD	☐	☐		☐	☐
Transportation	☐	☐		☐	☐
Energy	☐	☐		☐	☐
Education	☐	☐		☐	☐
Counsellor	☐	☐		☐	☐
OMB	☐	☐		☐	☐
CIA	☐	☐		☐	☐
UN	☐	☐		☐	☐
USTR	☐	☐		☐	☐
CEA	☐	☐	CCCT/Gunn	☐	☐
CEQ	☐	☐	CCEA/Porter	☐	☐
OSTP	☐	☐	CCFA/Boggs	☐	☐
	☐	☐	CCHR/Carleson	☐	☐
	☐	☐	CCLP/Uhlmann	☐	☐
	☐	☐	CCMA/Bledsoe	☐	☐
	☐	☐	CCNRE/Boggs	☐	☐

REMARKS:

Please provide any comments/edits by 5 pm, Thursday, April 21.

Thanks.

OK use for comment
CE

RETURN TO:

☒ Craig L. Fuller
Assistant to the President
for Cabinet Affairs
456-2823

☐ Becky Norton Dunlop
Director, Office of
Cabinet Affairs
456-2800

WHITE HOUSE STAFFING MEMORANDUMDATE: April 19 ACTION/CONCURRENCE/COMMENT DUE BY: April 21SUBJECT: LETTERS TO PRESIDENTS OF DC COMICS AND KEEBLER COMPANY
RE DRUG ABUSE AWARENESS PROGRAM

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☐	GERGEN	☒	☐
MEESE	☐	☒	HARPER		☐
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DUBERSTEIN	☐	☐	VON DAMM	☐	☐
FELDSTEIN	☐	☐	BRADY/SPEAKES	☒	☐
FIELDING	☒	☐	ROGERS	☐	☐
FULLER	☒	☐	HIGGINS (for edits)	☒	☐

Remarks:

Please provide any comments/edits by April 21st.

Thank you.

Richard G. Darman
Assistant to the President
(x2702)Response:See DAR
Comments
CB

'83 APR 19 P4:45

THE WHITE HOUSE

WASHINGTON

April 18, 1983

MEMORANDUM FOR RICHARD G. DARMAN

FROM:

EDWIN L. HARPER 

SUBJECT:

The White House - Private Sector Drug Abuse
Awareness Program

Attached are two draft Presidential letters for the presidents of DC Comics and the Keebler Company and a press release prepared by Carlton Turner.

A press conference is scheduled for Monday, April 25, 1983 at 10:30am to announce the release of the drug abuse awareness comic book, prepared by DC Comics with a grant from the Keebler Company, and the results of the Weekly Reader poll on drug use.

Please process these for clearance.

April 18, 1983

Dear Mr. Garvin:

I would like to thank the Keebler Corporation for its generous support for our national effort to raise our young people's awareness of drug abuse.

By joining
Your assistance to the ~~joint~~ White House/private sector project comes at a time when our activities in this area are beginning to pay off. Four surveys taken in the last few months show that use of drugs by our young people is beginning to decrease. It seems clear that this decline results from a heightened educational program for our youth.

To use a sports analogy, I like to think we are putting a "full court press" on drug abuse in this nation. We intend to keep the pressure on and I appreciate your help in pitching in.

FOR THE SIGNATURE OF THE PRESIDENT

Mr. Thomas Garvin
President
The Keebler Company
1 Hollow Tree Lane
Elmhurst, Illinois

April 18, 1983

Dear Ms. Kahn:

I would like to thank DC Comics Inc. for its generous assistance to our campaign against drug abuse.

The talent and art-work DC Comics provided for the Teen Titans comic book greatly contribute to the battle against the drug problem. The young people who read this small book will have a graphic idea of the damage that drug abuse causes.

Nancy tells me that drug education is one of the keys to resolving our national drug abuse crisis. I am happy that DC Comics Inc. is contributing so generously and imaginatively to this cause.

FOR THE SIGNATURE OF PRESIDENT REAGAN

Ms. Jenette Kahn
President
DC Comics Inc.
666 Fifth Avenue
New York, New York
10103

Draft Press Release

April 18, 1983

WHITE HOUSE - PRIVATE SECTOR DRUG ABUSE AWARENESS PROGRAM

Dr. Carlton Turner, Special Assistant to the President for Drug Abuse Policy, today announced the release of the first in a series of drug abuse awareness comic books. Joining Dr. Turner were representatives of DC Comics, a division of Warner Communications, and the Keebler Company. The comic books were produced under a White House - private sector cooperative program.

DC Comics donated the talent and artwork for the comic books, and production was made possible by a grant from The Keebler Company. A million copies of the comic book package are being mailed this month to elementary schools for distribution to fourth grades. The Department of Education assumed mailing and distribution responsibilities.

across the Nation

The comic book project is part of a White House campaign to enlist the private sector in the national campaign against drug abuse. The Keebler Company and DC Comics accepted the sponsorship of the first comic book project for the fourth grade; a similar project for fifth and sixth graders is being developed. The fifth grade project is being sponsored by IBM, the National Federation of Parents for a Drug Free Youth, and DC Comics Inc. The sixth grade project is being made possible by the National Soft Drink Association and DC Comics.

The First Lady wrote a letter to the students which has been included in each comic book. She also sent a letter to the principals of each school encouraging their support of the program.

A related project for the development of a drug abuse awareness coloring book for kindergarten through third grades is also planned.

Also joining in the announcement was Dr. Terry Borton, Editor-in-Chief of the classroom publication The Weekly Reader. Dr. Borton released the findings of a readership poll from the fourth thru twelfth grades. The poll, comprising responses from 500,000 school children, makes clear the case for early education in drug abuse awareness. The grade school children report peer pressure to try drugs and alcohol is evident as early as the fourth grade.