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THE WHITE HOUSE

WASHINGTON

30 March 1983

SCHEDULE PROPOSAL

TO: FREDERICK J. RYAN, JR., Director  
Presidential Appointments and Scheduling

FROM: EDWIN L. HARPER, Assistant to the President  
for Policy Development

REQUEST: Photo Opportunity

PURPOSE: For the President to be presented with the first copy of Teen Titans drug abuse education comic book package by executives of the Keebler Company and Warner Communications/D.C. Comics, to recognize the private sector response to his call for help with the Campaign Against Drug Abuse and to kick-off the release of the program.

BACKGROUND: To attain the goal of creating a generation of Americans free from drug abuse, strong prevention and education efforts, geared at elementary school children, are essential. Comic books are shared and saved and were therefore chosen as a medium for reaching these children.

The Keebler Company was the first to respond to the President and First Lady's call for private sector support of drug abuse prevention and education efforts. They have funded the development of a drug abuse education comic book package for distribution to Fourth grade students. The initial distribution will involve over 80% of the nation's elementary schools and reach over half of the Fourth graders nationwide. Keebler has expressed a desire for a multi-year commitment and plans to make this an annual event.

Due to the emphasis placed on prevention and education by the President and the First Lady, it is important to recognize significant contributions by the private sector and this comic book includes the support of the White House, the private sector, the Department of Education, the National Institute on Drug Abuse and the National Federation of Parents for Drug Free Youth. The major media has expressed a desire to promote the comic book once it is formally released. Additionally, DC Comics and Keebler will be sponsoring a commercial version of the comic book for release later in the year. The proceeds from the commercial distribution will be donated to charity.

Other corporations have followed Keebler's lead; both IBM and the National Soft Drink Association have funded the development of similar packages for third and sixth graders. These packages will be ready for distribution in September.

PREVIOUS  
PARTICIPATION:

Throughout his Administration, the President has stressed the need for prevention and education efforts in the campaign against drug abuse. On June 24, 1982, in addition to calling for a major campaign against drug abuse, the President stated his intention to "let kids know the truth, to erase the false glamour that surrounds drugs, and to ban drugs such as marijuana exactly for what they are -- dangerous, and particularly to school-age youth."

The First Lady has written a letter to the students which is included in the Keebler comic book package. She intends to send a letter to each school district superintendent encouraging their support of the program.

DATE AND TIME:

April 13 ~~or 19~~, 1983

DURATION: 5 minutes

LOCATION:

Oval office

PARTICIPANTS:

Carlton Turner, Thomas Garvin (President, The Keebler Company) and Jennette Kahn (President, DC Comics)

OUTLINE OF EVENT:

Carlton Turner will introduce Thomas Garvin and Jennette Kahn to President Reagan. They will make brief remarks and present the President with the first copy of the Teen Titans drug abuse education comic book package. The President will thank them and they will be photographed.

REMARKS REQUIRED:

Talking points will be provided

MEDIA COVERAGE:

White House Photographer

RECOMMENDED BY:

Ed Meese, Mike Barody, Carlton Turner

OPPOSED BY:

None

PROJECT OFFICER:

Ed Harper

THE WHITE HOUSE  
WASHINGTON

March 30, 1983

MEMORANDUM FOR BOB CARLESON

FROM: CARLTON <sup>CT</sup>TURNER

SUBJECT: Methadone Treatment Regulations


For your information, attached is memorandum Dan gave me regarding the regulations we discussed over lunch.

If you have any questions or would like additional information, please let me know.

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

March 30, 1983

FOR: CARLTON TURNER  
FROM: DAN LEONARD   
SUBJECT: Regulations Pertaining to Methadone

Dr. Newman lists two (2) items that he claims restrict the ability of treatment programs to service their clientele:

1. 21CFR 291.505 (b)(ii) which states that in addition to providing medication, a program "shall provide, as a minimum, counselling, rehabilitative, and other social services which will help the patient become a well functioning member of society."
2. 21CFR 291.505 (d)(7)(iii) regulates the counselor/patient ratio in the clinic.

Dr. Newman agrees that under ideal conditions, the regulations are necessary. But, in the absence of sufficient facilities, staff, etc., the regulations force centers to turn clients away.

THE WHITE HOUSE

WASHINGTON

March 31, 1983

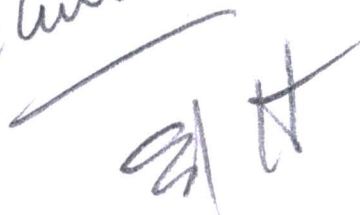
MEMORANDUM FOR ED HARPER

FROM:  CARLTON TURNER

SUBJECT: Analysis of Press Releases

Mr. Meese asked me to prepare an analysis of two press releases concerning the drug effort: (1) "Drug Crusade," Associated Press, February 22, 1983 and (2) "More Pot Than Believed to Exist Burned Last Year," The Washington Post, March 12, 1983.

I am enclosing the analysis and articles for your information.

*Thanks*  


cc: Roger Porter

THE WHITE HOUSE

WASHINGTON

March 31, 1983

MEMORANDUM FOR EDWIN MEESE III

FROM: CARLTON TURNER

SUBJECT: Analysis of Press Releases

Attached are two press releases which do not contribute to our efforts to reduce drug abuse: (1) "Drug Crusade," Associated Press, February 22, 1983 and (2) "More Pot Than Believed to Exist Burned Last Year," The Washington Post, March 12, 1983.

Both releases emphasize the large size of our drug problem. "The problem is too widespread to control" has long been a mainstay of pro-drug forces and the subtle difference between this and our "epidemic" statements is an important difference.

ATTACHMENT ONE: "Drug Crusade," Associated Press, February 22, 1983. This story appeared in USA Today ("Drug War Hasn't Cut Trafficking") and The Baltimore Sun ("Hard Drugs Cheaper and Purer").

The central point of the release: "Top federal drug officials concede that narcotics traffickers battled them to a virtual draw during the first year of the Reagan Administration's campaign against drugs." In 1982, data indicated that heroin and cocaine were cheaper and purer, therefore more plentiful. Marijuana prices remained stable. Despite significantly increased drug seizures in 1982, "lower street prices and higher purities mean the supply of illicit drugs is up."

Specific comments:

- Drug traffickers have been making significant gains in delivering drugs to the street for the past decade. If we "battled them to a virtual draw" in 1982, we have turned around 10 years of increasing trends in 18 months. This is a major accomplishment.
- The AP uses a faulty logic as the basis for the release because they conclude that lower street prices and higher purities mean that the supply has increased. However, lower demand also produces the same price/purity situation. The articles ignore recent releases indicating that use is down. The AP suggests DEA officials agreed that consumption did not decline, which is untrue. A technically accurate observation

is that the amount available for consumption remains sufficient to meet current demand, as was stated by DEA officials.

- The price and purity theory is even less useful regarding cocaine. We are dealing with more experienced and well-connected users who buy the drug purer and in larger quantities, thus at lower prices. The supply of cocaine appears adequate to meet the needs of these users.
- Between 1979 and 1982, 2.4 million Americans stopped using marijuana, a direct result of the national education and prevention effort. This reversal of a long upward trend takes a significant bite out of the market. With marijuana prices remaining stable, we could claim an equivalent decrease in supply due to the South Florida Task Force and the Domestic Eradication Program.
- Approximately 50,000 Americans also stopped using cocaine on a regular basis between 1979 and 1982. The number is small, but the trend is significant.
- The high level of cocaine-related deaths and injuries is not a valid indicator of increased demand. Due to changing use patterns, it is becoming common to smoke or inject cocaine, or to take it in combination with other drugs. Richard Pryor and John Belushi have demonstrated the results. The same amount of drug has gotten a lot more deadly.
- There may be an increase in the heroin statistics. More heroin from Mexico is on the market in some areas. The De La Madrid Administration is pursuing the eradication program.
- The reformulation of Talwin has recently eliminated its use in "T's and Blues," a popular substitute for heroin. Thus, we expect many of these addicts to return to heroin.
- The South Florida Task Force has undoubtedly increased the cost of doing business. No longer do traffickers have a smooth avenue to the U.S. market.
- The National Narcotics Border Interdiction System will ensure a rocky road for drug smugglers wherever and however drugs are smuggled.
- Our long-term investments will begin paying big dividends in 1983-1984. Foreign policy initiatives, the Organized Crime/Drug Enforcement Task Forces, the Domestic Cannabis Eradication Program, and Education and Prevention efforts are off and running.



ATTACHMENT TWO: "More Pot Than Believed to Exist Burned Last Year," The Washington Post, March 12, 1983.

In this article, the results of the Domestic Eradication Program are used to discredit the government and reinforce NORML's position: "It is now clear, in [the] last year or two, that growing it is so out of control....the only sensible thing to do to control it is to regulate and tax marijuana."

Our comments:

- NORML's position has as much logic as legalizing murder and property crime because they are so widespread. NORML also used to claim that marijuana was harmless because of alleged lack of proof of health hazards. Now, all that NORML can claim with credibility is the ruined lives of the young Americans who believed NORML.
- The Domestic Cannabis Eradication Program was initiated as a priority by the Reagan Administration. In 1982, the Program expanded from seven to 25 States and it is being expanded even further in 1983. We totally reject the contention that we cannot eliminate cannabis production in the United States; we are reducing it. No national effort existed prior to this Administration.
- The Domestic Cannabis Program, by design, is giving us our first real look at domestic cannabis production. We are continuing our efforts to improve our estimate. We are calling in all the experts on this one. We want the best estimate possible.
- The quoted estimate of 18,000 tons appeared in no report and is believed to be the result of amateurish calculation by the reporter.
- The \$10.4 billion used by NORML assumes that every cannabis plant reaches maturity and yields a maximum amount of marijuana which is then sold at a maximum price -- a false assumption to support the NORML approach.
- We have many programs underway to make our information as accurate and current as possible. We need this information for our operations. We have promised credible information as fundamental to our drug program.

# The Associated Press

Attachment 1

DATE: FEBRUARY 22, 1983

1.

NO17

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## DRUG CRUSADE

BY MICHAEL J. SNIFFEN

WASHINGTON (AP) -- TOP FEDERAL DRUG OFFICIALS CONCEDE THAT NARCOTICS TRAFFICKERS' BATTLED THEM TO A VIRTUAL DRAW DURING THE FIRST YEAR OF THE REAGAN ADMINISTRATION'S CAMPAIGN AGAINST DRUGS.

EVEN THOUGH DRUG SEIZURES WERE UP SHARPLY IN 1982, THE DRUG ENFORCEMENT ADMINISTRATION'S OWN FIGURES SHOW THAT HEROIN AND COCAINE BECAME SLIGHTLY MORE PLENTIFUL, CHEAPER AND PURER ON U.S. STREETS AND MARIJUANA PRICES REMAINED STABLE.

IN RECENT INTERVIEWS, ACTING DEA ADMINISTRATOR FRANCIS MULLEN AND ASSISTANT ADMINISTRATOR FOR INTELLIGENCE GARY LIVING ACKNOWLEDGED THE EFFORT WAS A DRAW BECAUSE OVERALL AVAILABILITY AND CONSUMPTION OF ILLEGAL DRUGS DID NOT DECLINE. "I CAN'T ARGUE WITH THAT JUDGMENT," MULLEN SAID.

"DRUG TRAFFICKERS PAID A HIGHER PRICE TO OPERATE IN 1982," LIVING SAID. "BUT THE AMOUNT AVAILABLE FOR CONSUMPTION REMAINS SUFFICIENT TO MEET DEMAND."

BUT MULLEN WAS CONFIDENT THAT THE ADDITION OF MORE THAN 1,000 NEW AGENTS AND PROSECUTORS THIS YEAR IN 12 INTER-AGENCY DRUG TASK FORCES THROUGHOUT THE NATION WILL REDUCE THE DRUG PROBLEM.

THE DEA MEASURES THE SUPPLY OF DRUGS PRIMARILY BY TRACKING THEIR STREET PRICE AND PURITY. LOWER PRICES AND HIGHER PURITIES INDICATE THE SUPPLY IS UP.

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FOR HEROIN, THE AVERAGE COST OF ONE MILLIGRAM FELL FROM \$2.33 IN 1981 TO \$2.13 IN 1982, WHILE PURITY ROSE FROM 3.9 PERCENT TO 5 PERCENT. AND, HOSPITALS REPORTED MORE HEROIN-RELATED INJURIES.

THE RETAIL PRICE OF A POUND OF COLOMBIAN COMMERCIAL GRADE MARIJUANA REMAINED BETWEEN \$450 AND \$600 AND THE AVERAGE PRICE OF HIGH-GRADE NORTHERN CALIFORNIA MARIJUANA REMAINED IN THE \$1,500-\$1,900 RANGE. NO FIGURES ARE KEPT ON THE PURITY OF MARIJUANA.

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DATE: FEBRUARY 22, 1983

# Drug war hasn't cut trafficking

## Special for USA TODAY

The USA's yearlong war on drugs has been, at best, a draw.

Heroin and cocaine are slightly more plentiful on the nation's streets than in 1982, and marijuana supplies are stable, according to the government's own figures.

A year ago, the Reagan administration announced with considerable fanfare its attack

on drug dealers. The FBI joined the fight, opening more than 1,000 investigations during the year.

Top-level officials of the Drug Enforcement Administration acknowledge there was no decline in the overall availability and consumption of illegal drugs in 1982.

Acting DEA Administrator Francis Mullen conceded in an interview with the Associated

Press the stepped-up federal effort hasn't cut into the business of drug traffickers.

But he said that the addition of more than 1,000 new agents and prosecutors this year will reduce the drug problem.

While drug levels weren't declining, the government made some progress:

■ Cocaine seizures nearly tripled, going from 4,353 pounds in 1981 to 12,535.

■ Heroin seizures nearly doubled, going from 332 pounds in 1981 to 608 pounds last year.

■ Marijuana seizures were up more than 45 percent: In 1981, 1,935,206 pounds were seized; last year, 2,814,787.

Mullen said the government had its best year ever in destroying domestic marijuana fields, eradicating about 1,650 metric tons.

The government has put particular emphasis on controlling drugs entering the USA through South Florida. This has forced some drug traffickers to alter methods. More drugs are now being smuggled into the USA along the Gulf Coast, the Carolinas, Virginia and even by plane into Tennessee.

"They have to find new outlets now, and this is going to help us," Mullen said.

# Hard drugs cheaper and purer

Washington (AP) — After one year of the Reagan administration's war on drugs, the government's own figures show that on U.S. streets heroin and cocaine are slightly more plentiful, cheaper and purer, and marijuana prices have remained stable.

Top-level officials of the Drug Enforcement Administration acknowledge there was no decline in the overall availability or consumption of illegal drugs in the United States in 1982.

Acting Administrator Francis Mullen conceded in a recent interview that the stepped-up federal effort basically produced a draw in the battle with drug traffickers during its first year. But he remains confident that the addition of more than 1,000 new agents and prosecutors this year will produce a detectable reduction in the drug problem.

Gary Liming, assistant administrator for intelligence, said, "Drug traffickers paid a higher price to operate in 1982, but we haven't hurt them bad enough for them to make major changes. They've just made adjustments so far, but that day will come."

The agency measures the avail-

ability of drugs primarily through tracking the street price and purity of drugs. Lower prices and higher purities mean more drugs are available.

In 1982, Drug Enforcement Administration figures show the average price of cocaine was 62 cents per milligram, down from 69 cents in 1981. Average street purity was 13 percent in 1982, up from 11.6 percent in 1981.

For heroin, the average cost of 1 milligram fell from \$2.33 in 1981 to \$2.13 in 1982, while purity rose from 3.9 percent to 5 percent. In addition, hospitals reported a rising number of heroin-related injuries and overdoses.

For marijuana, the retail price of a pound of Colombian commercial grade remained in the range of \$450 to \$600, and the average price of sensemilla, primarily grown in Northern California, remained in the \$1,500-\$1,900 range.

Mr. Mullen said that the retail supply was maintained at increasing cost to drug suppliers as federal seizures of all three drugs surged.

Cocaine seizures nearly tripled from 4,353 pounds in 1981 to 12,535 in 1982. Heroin seizures nearly doubled

from 332 pounds in 1981 to 608 pounds in 1982. And marijuana seizures rose more than 45 percent, from 1,935,206 pounds in 1981 to 2,814,787 pounds in 1982.

Mr. Mullen said the government had its best year ever in destroying domestic marijuana fields, eradicating about 1,650 metric tons.

With considerable fanfare, the administration took several major steps in 1982. The FBI joined the drug fight, opening more than 1,000 investigations during the year.

Vice President Bush supervised a permanent joint task force in South Florida to seize cocaine and marijuana coming from Latin America. Coast Guard cutters watch the Caribbean straits through which drug ships pass, and the military was authorized to help gather intelligence on drug ships and planes as part of that effort.

And Attorney General William French Smith visited Thailand and Pakistan to enlist additional cooperation in stemming the flow of heroin.

Mr. Mullen and Mr. Liming said the South Florida effort has forced drug traffickers to alter their methods.

Attachment 2

# More Pot Than Believed to Exist Burned Last Year

By Philip J. Hilts  
Washington Post Staff Writer

The government's effort to wipe out marijuana growing was so successful last year that more pot was burned than officials thought existed.

"Obviously, our estimates of how much [marijuana] is growing in the U.S. will have to be revised," said a spokesman for the Drug Enforcement Administration, which worked with 25 states last year to find and burn marijuana crops.

"In 1982, 38 percent more domestic marijuana was eradicated than was previously believed to exist," a new DEA report said. The program exterminated 2,590,388 marijuana plants, or about 1,818 tons, in 4,657 plots.

The government once estimated that only 900 to 1,200 tons were grown here. The DEA report has now raised that estimate to at least 18,000 tons.

For years the government's estimates have been criticized as being far too low. The current report acknowledges that pre-

vious estimates were low, raising the new estimate spectacularly and making them far higher than other groups estimate.

The National Organization for the Reform of Marijuana Laws (NORML) estimates that 8,000 to 10,000 tons of marijuana, worth about \$10.4 billion is grown in the United States.

"We think the DEA numbers are high, but we are glad to see that our numbers have finally been confirmed by the government," said George Farnham, president of NORML.

"The NORML position always has been that with emergence of domestic growing of marijuana in such quantities it has become futile to continue even to try to eradicate it . . . It is now clear, in last year or two, that growing it is so out of control and continues to spread at such an alarming rate, the only sensible thing to do to control it is to regulate and tax marijuana."

Bills have been introduced in two states, Oregon and Pennsylvania, to do that, and Farnham said three other states may follow.

The amount of marijuana destroyed varies from state to state, and the DEA report states that in some states as much as 50 percent of the marijuana believed to be growing was wiped out.

Virginia, with about two tons of marijuana destroyed, was said to have had 50 percent of its crop destroyed. California and Oregon crops were said to be 40 percent destroyed.

THE WHITE HOUSE

WASHINGTON

March 31, 1983

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FROM: CARLTON TURNER

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Specific comments:

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## DRUG CRUSADE

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AP-WY-02-22-83 095555CT



2.

DATE: FEBRUARY 22, 1983

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Washington (AP) — After one year of the Reagan administration's war on drugs, the government's own figures show that on U.S. streets heroin and cocaine are slightly more plentiful, cheaper and purer, and marijuana prices have remained stable.

Top-level officials of the Drug Enforcement Administration acknowledge there was no decline in the overall availability or consumption of illegal drugs in the United States in 1982.

Acting Administrator Francis Mullen conceded in a recent interview that the stepped-up federal effort basically produced a draw in the battle with drug traffickers during its first year. But he remains confident that the addition of more than 1,000 new agents and prosecutors this year will produce a detectable reduction in the drug problem.

Gary Liming, assistant administrator for intelligence, said, "Drug traffickers paid a higher price to operate in 1982, but we haven't hurt them bad enough for them to make major changes. They've just made adjustments so far, but that day will come."

The agency measures the avail-

ability of drugs primarily through tracking the street price and purity of drugs. Lower prices and higher purities mean more drugs are available.

In 1982, Drug Enforcement Administration figures show the average price of cocaine was 62 cents per milligram, down from 69 cents in 1981. Average street purity was 13 percent in 1982, up from 11.6 percent in 1981.

For heroin, the average cost of 1 milligram fell from \$2.33 in 1981 to \$2.13 in 1982, while purity rose from 3.9 percent to 5 percent. In addition, hospitals reported a rising number of heroin-related injuries and overdoses.

For marijuana, the retail price of a pound of Colombian commercial grade remained in the range of \$450 to \$600, and the average price of sensemilla, primarily grown in Northern California, remained in the \$1,500-\$1,900 range.

Mr. Mullen said that the retail supply was maintained at increasing cost to drug suppliers as federal seizures of all three drugs surged.

Cocaine seizures nearly tripled from 4,353 pounds in 1981 to 12,535 in 1982. Heroin seizures nearly doubled

from 332 pounds in 1981 to 608 pounds in 1982. And marijuana seizures rose more than 45 percent, from 1,935,206 pounds in 1981 to 2,814,787 pounds in 1982.

Mr. Mullen said the government had its best year ever in destroying domestic marijuana fields, eradicating about 1,650 metric tons.

With considerable fanfare, the administration took several major steps in 1982. The FBI joined the drug fight, opening more than 1,000 investigations during the year.

Vice President Bush supervised a permanent joint task force in South Florida to seize cocaine and marijuana coming from Latin America. Coast Guard cutters watch the Caribbean straits through which drug ships pass, and the military was authorized to help gather intelligence on drug ships and planes as part of that effort.

And Attorney General William French Smith visited Thailand and Pakistan to enlist additional cooperation in stemming the flow of heroin.

Mr. Mullen and Mr. Liming said the South Florida effort has forced drug traffickers to alter their methods.

# More Pot Than Believed to Exist Burned Last Year

By Philip J. Hilts  
Washington Post Staff Writer

The government's effort to wipe out marijuana growing was so successful last year that more pot was burned than officials thought existed.

"Obviously, our estimates of how much [marijuana] is growing in the U.S. will have to be revised," said a spokesman for the Drug Enforcement Administration, which worked with 25 states last year to find and burn marijuana crops.

"In 1982, 38 percent more domestic marijuana was eradicated than was previously believed to exist," a new DEA report said. The program exterminated 2,590,388 marijuana plants, or about 1,818 tons, in 4,657 plots.

The government once estimated that only 900 to 1,200 tons were grown here. The DEA report has now raised that estimate to at least 18,000 tons.

For years the government's estimates have been criticized as being far too low. The current report acknowledges that pre-

vious estimates were low, raising the new estimate spectacularly and making them far higher than other groups estimate.

The National Organization for the Reform of Marijuana Laws (NORML) estimates that 8,000 to 10,000 tons of marijuana, worth about \$10.4 billion is grown in the United States.

"We think the DEA numbers are high, but we are glad to see that our numbers have finally been confirmed by the government," said George Farnham, president of NORML.

"The NORML position always has been that with emergence of domestic growing of marijuana in such quantities it has become futile to continue even to try to eradicate it . . . It is now clear, in last year or two, that growing it is so out of control and continues to spread at such an alarming rate, the only sensible thing to do to control it is to regulate and tax marijuana."

Bills have been introduced in two states, Oregon and Pennsylvania, to do that, and Farnham said three other states may follow.

The amount of marijuana destroyed varies from state to state, and the DEA report states that in some states as much as 50 percent of the marijuana believed to be growing was wiped out.

Virginia, with about two tons of marijuana destroyed, was said to have had 50 percent of its crop destroyed. California and Oregon crops were said to be 40 percent destroyed.

THE WHITE HOUSE

WASHINGTON

March 31, 1983

MEMORANDUM FOR KARNA SMALL

FROM: CARLTON TURNER

SUBJECT: CBS Interview and News Articles

For your information, attached are the two recent news articles, one from the New York Daily News issued Monday, March 28, 1983, and the other from the Washington Times issued Tuesday, March 29, 1983.

In addition, Mr. Arden Ostrander and Mr. Ed Rabel were the two CBS Evening News correspondents that interviewed me on Monday, March 28.



Dan Rather: he'll ruffle some feathers

**NOT EVERYBODY** is so pleased with Nancy Reagan's anti-drug splash on "Different Strokes" recently. Leaders in the drug treatment field are upset by the First Lady's activities in the media. This week, Dan Rather will air a piece on the CBS Evening News including angry interviews with Msgr. William O'Brien, president of Daytop Village, and Julio Martinez, head of the N.Y. State Division of Substance Abuse Services. Msgr. O'Brien introduced Nancy Reagan to the problem during the presidential campaign, but now claims her interest is focused only on drugs in the middle and upper classes. According to O'Brien, the First Lady is obsessed with the issue of marijuana while the real crisis is heroin and other drugs among the nation's youth.

Martinez, for his part, believes Mrs. Reagan's posture misleads the public into thinking something is being done. He says the Reagan administration has cut the federal drug treatment budget by one-third.

This segment of the CBS News is guaranteed not to improve relations between the Reagans and Dan Rather.