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ACTION

THE WHITE HOUSE
WASHINGTON

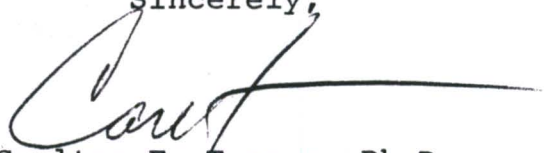
July 15, 1985

Dear Angie:

Attached is a letter from the Prince George's County Elks Lodge No. 1778. I would appreciate it if you could give them assistance in setting up their program.

Thanks,

Sincerely,



Carlton E. Turner, Ph.D.
Deputy Assistant to the President
for Drug Abuse Policy

Ms. Angie Hammock
Director, Drug Prevention Programs
ACTION
806 Connecticut Avenue, N.W.
Room 606-H
Washington, D.C. 20525

25 JUN 1985

Angie

Carlton E. Turner
 Deputy Assistant - Drug Abuse
 % White House
 1600 Pennsylvania Avenue, N.W.
 Washington, D. C. 20500

June 24, 1985

Dear Sir:

As the Drug Awareness Chairman this year for the Prince Georges County Elks Lodge No. 1778 I am asking for your assistance in setting up guidelines for our first initial meeting. My committee and I are very anxious to get under way with our Drug Awareness Program. We would like to know what is expected of Elks in our community without over stepping our boundaries as a community service organization. Any information will be helpful and greatly appreciated.

Regrettably, our Lodge has never really "sunk its teeth" into this Program, we now are, with much fervor ready to begin.

Respectfully and Fraternally,
 Richard E. Hall, P.E.R.
 Drug Awareness Chairman
 Prince Georges County Lodge #1778
 6700 Kenilworth Avenue,
 Riverdale, Maryland 20737

File Action

PSA'S
ACTION

SCRIPTS TO BE WRITTEN UPON COMMITMENT OF THE FOLLOWING STARS:

1. Sylvester Stallone
2. Gremlins
3. Harrison Ford

This brings our total number of PSA scripts to choose from to thirteen. We are all in agreement on the three top PSAs... Mrs. Reagan, David Hasslehoff and Pam Holcomb from Atlanta.

- ① Enley
Lacey + Associates
Will do THIS
- ② Production - ASAP
Kitt + David August 10.
- ③ NO TAG - Locals will get Tag
Placed on SPOT
- ④ ACTION - Will be selective
about groups.
- ⑤ Reproduction rights to be
given to organizations.

4-5 graders
MT #1

MR. T.

STAR: Mr. T.

Mr. T. is sitting in a coffee shop munching on a sandwich. He looks up, straight into camera. Spot is shot fairly wide angle.

Mr. T.

"You know I get angry... just thinking about it gets me MAD! Kids doing drugs... It gets me really MAD!"

He puts the sandwich down in disgust.

Mr. T.

"It turns my stomach it gets me so mad!"

He crushes the glass of water in his hand to smithereens.

Mr. T.

"That stuff hurts you. It stops you from living up to your potential. It holds you back."

He advances to camera.

Mr. T.

"It hurts the user! It hurts his family! It hurts his friends!"

Mr. T. grabs the camera and begins to shake it like he's shaking some sense into it. The wide angle lens accentuates the foreground action making us feel like we are the camera as Mr. T. shakes us.

Mr. T.

"I just want to shake some sense into kids who are using drugs and prevent you kids that aren't using from messing with it in the first place!"

He wrestles the camera to the ground. We are looking up at the ceiling as Mr. T. bends down and peers into the lens.

Mr. T.

"So don't do 'em or else..."

He snarls and makes a threatening fist, then lets loose the biggest smile you've ever seen from ear to ear.

Mr. T.

"Okay?"

Slow fade out on Mr. T.'s friendly smile.

THE LETTER

STAR: Nancy Reagan

Dark amber red background. Dramatic side lighting. Slow fade up to EXTREME CLOSEUP. Mrs. Reagan looks straight into camera...

"I want to share with you a letter I recently received... (Mrs. Reagan quotes excerpts from letter of her choice from a child telling of his or her personal drug problem)." The second to last line should be the age of the child which you have not been previously told. She ends the spot with "Drugs... the only way to stop abusing them is to stop using them."

Slow fade out.

BIG BROTHER, LITTLE BROTHER

STAR: none

Scene opens on two boys, obviously brothers. Steve, the older, handsome, self-assured teenager of 16 and Johnny the young adorable six year old. During the narration we see a variety of scenes between Steve and Johnny. First, Steve showing Johnny how to hold a baseball bat standing on home-plate at some baseball park. (In all scenes, Johnny looks up to Steve with adoring, admiring eyes) Cut to Johnny struggling, trying to carry a big bundle of magazines, toys, shoes, etc. as if cleaning his room. As he stumbles and starts to drop everything, Steve rushes to the rescue, grabbing the load and with his free hand, affectionately mussing Johnny's hair. Narration should be done by a very "folksy", elderly Yul Brenner type as if he were telling the story of the WALTONS or the DUKES OF HAZARD.

NARRATOR

"You know, Steve, always seems to watch out for his little brother. Why I've often heard him say proudly... he taught him everything he knows. And I don't have to tell you that little Johnny there thinks his older brother can do no wrong, 'cept o' course when they fight over whose turn it is to wash the supper dishes. There's only one thing that's got me worried... and that drug abuse. Some of Steve's closest friends been after him to get involved. I'm not only concerned about him but the affect it might have on little Johnny, there."

Cut to scene in front of suburban house with Steve and Johnny sitting on the front porch "shooting the breeze". A convertible car drives up with five or six teenagers (approximately 16 years old) all of whom are drinking, smoking pot and obviously high. As they pull in front of the house...

KIDS IN CAR (Simultaneously)

"Hey, Steve, let's go party! Come on Steve, let's boogie! We got the stuff, etc. etc." (ad-lib)

Steve gets up from porch and starts towards the car as if to go with them. As he approaches the car Johnny slowly stands and shows a pitiful, disappointed look...

JOHNNY

"Steve?"

Camera closes in on Steve who is obviously looking from the car to Johnny as if making a decision. After a silent second of obviously painful decision making, he starts walking back towards Johnny...

STEVE

"Nay... you guys go on without me. I don't need that stuff."

Johnny imitates Steve...

JOHNNY

"Yeah... we don't need that stuff."

Steve musses Johnny's hair, then picks him up in an affectionate bear hug...

NARRATOR

"I guess I should have known... some things are just more important than drugs."

CONFESSIONS OF A FORMER DRUG USER

STAR: Pam Holcomb from Atlanta

Dark amber red background. Dramatic side lighting. Slow fade up to EXTREME CLOSEUP. It is our intention not to script this particular spot in order to capture some of the raw emotion that Pam has when she talks about her previous experiences with drugs. She is 18 now but her experiences started at age 11. It is interesting to note that she admittedly comes from a very loving family and has never blamed her parents for her problems. She has gone through a whole spectrum of different drugs beginning with marijuana and ending with heroin, cocaine and LSD. At the end of her presentation she tells how she realized that she was willing to give up everything she ever loved for drugs. Additionally, she feels that even though she's clean today, she'll never totally recover from the damage she has done to her family and her body. We will let her simply tell her story in her own words and we'll edit to 58 seconds. Closing with...

NARRATOR

"Drugs... the only way to stop abusing them is to stop using them."

HANDICAPPED CHILDREN

STAR: Melissa Gilbert

Camera opens to wide angle in an institution for handicapped children. We see and hear a great deal of activities and clatter... everything from finger painting to watching T.V. Also seen are several children in wheel chairs. Star walks through the room towards the camera, acknowledging kids as she proceeds with a smile or a pat on the back...

MELISSA

"You know, I really enjoy coming here to visit my friends. I've had the opportunity to work with alot of handicapped kids and I've learned alot from them. One thing I've learned is just how lucky I really am. For instance, most of these kids would give anything in the world to have a healthy body like you and me. They would give anything just to be able to see or hear or get up out of their wheel chair and simply walk across this room. We take so much for granted. That's why it makes me sick when I think about some kids out there taking drugs and ruining their bodies. Please don't mess up a good thing."

Back up

HEALTHY BODY

STAR: Brooke Shields

Star is seen in health club working out with weights...

BROOKE

"You know, it's hard work... keeping in shape. But it's important to me to be the best that I can be..."

She stops exercising and wraps towel around her neck, wiping brow.

BROOKE

"To look the best that I can look."

Cut to scene of star applying makeup. Talking with back to camera but addressing camera through the mirror.

BROOKE

"I don't go through all this to impress other people... I do it because I care about me... I care about my body, and my health... but more importantly I care about feeling good about myself. That's why I would never, ever take illegal drugs. You know, people who smoke marijuana seem to lose pride in their appearance... they lose their motivation to achieve. And let's face it, what goes in your body eventually shows up on the outside.

Cut to modeling session with star.

BROOKE

"The bottom line is... stay away from drugs. But don't do it for me... do it because you care about yourself."

KNIGHT RIDER

Star: David Hasslehoff and "Kit" (the computer car)

David

You know KITT, I really want to let kids know that illegal drugs are bad news.

KITT

Just remember that elementary rule, Michael, communicate to them in their own language. For example (in heavy Valley talk) "Drugs are like..... soooo bad for you!"

David (slightly annoyed)

Don't be ridiculous, I'm talking about kid's futures. Did you know that marijuana can affect your sexual and physical growth?

KITT (again in heavy valley talk)

Just say "You think drugs are awesomely gnarly and they're totally uncool."

David (more passionate)

No. This is important! I want to tell them that marijuana has more cancer-causing agents than tobacco and a lot of kids use drugs daily.

KITT

Just say "Fer sure it's like a drug a day can blow you away."

David

Fer sure (then catching himself) I mean right.

KITT

I mean drugs are totally bad.

ROCK STAR ON MOTORCYCLE

STAR: Cindy Lauper or other rock star (colorful spot)

She pulls up on a moped, dressed in new wave chic... blaring on the radio she carries you hear "Girls just wanna have fun". Removes helmet...

CINDY

"I mean, alot of people out there think that to be tough they gotta get wasted on drugs... Well, that's just what it is, a waste. I mean this guy comes up to me and goes, 'Cindy you are so hyper... you gotta be on cocaine.' No way! I mean, do you know you can become hooked on that drug? Not only that, but you can overdose and die!

You know, people that use cocaine get out of control... it gets more important to them than friends, family or rock n roll. But hey man, not me... I got the beat of the 80's."

She drives off on the moped with the radio blaring.

CEMETERY (Marijuana and Driving)

STAR: none

A teenage girl's bedroom. Brimming with the mementoes and possessions of a well-adjusted and happy teenager. Roller skates. A clarinet. Clothes. Curlers. Teddy bear. Frilly things and soft colors. We catch furtive glimpses of the girl who treasures these things. Never her full figure. Just a comb through her hair. Lipstick applied. Her shoes pulled on. Slipping into a coat with a high-school insignia on it. A narration carries us through these images...

NARRATOR

"Jane makes her parents very proud. She's on the honor roll, and plans to go to college. She plays clarinet in the school orchestra. Starred in her class's last play. Yes... Jane knows about drugs. She's lucky, she knows better."

Cut to shot of cemetery ...

NARRATOR

"Some people don't realize that marijuana and driving don't mix."

Camera locates Janes, previously unseen in cemetery shot, placing a flower on a grave.

NARRATOR

"But Jane's brother reminds her every day that some trips last forever."

HORROR MOVIE SPOT

STAR: Jamie Lee Curtis

First five seconds there is no narration but sinister music increasing in pitch and sound as the spot progresses. Star is walking down a deserted street on a deserted sidewalk in suburban America. There is fog, howling, lightening as if you were viewing a horror picture. As she walks down the sidewalk she glances over her shoulder as if someone or something were following her. We see her through the camera lens as if we were following her. As she increases her pace, so do we until we are both almost running. Star runs into the front door of one of the houses and slams the door behind her... fearful of what lurks on the other side. As she leans her back up against the door...

Jamie Lee

"There's something out there... it's after kids everywhere. It entices them, confuses them and can even kill them. That's right... illegal drugs are everywhere.

Cocaine coaxes you in and then, when you least expect it, it grabs you; you're hooked and it's hard to get away. And have you seen what marijuana does to some people? Oh yeah, you've seen them... total "burn outs." It slows you down... it softens your mind... And in my neighborhood you have to be able to move quickly and think fast."

Shadow moves across window outside as star fearfully looks towards window.

Jamie Lee

"Illegal drugs: It's a bloody shame."

566-2468

Peter Mackey