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Collection: Turner, Carlton E.: Files
Folder Title: ACTION Films
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ACTION

WASHINGTON, D.C. 20525

June 8, 1982

MEMORANDUM

TO : Tom Pauken
FROM : Angie Hammock *Angie*
SUBJECT: Drug-related Films

1. "Reading, Writing and Reefer"
Produced by: NBC
Hosted by : Edwin Newman

Contact: Available via Inter-library loan
5600 Fishers Lane
Room 10A - 54
Rockville, Maryland 20857
(301) 443-6614

2. "For Parents Only"
Produced by: NIDA

Contact: Available via Inter-library loan
NIDA Resource Center
5600 Fishers Lane
Room 10 A - 54
Rockville, MD 20857

3. "Danger Ahead: Marijuana on the Road"
Produced by: National Association
of Independent Insurers

Contact: American Council on Marijuana
6193 Executive Boulevard
Rockville, MD 20852
(301) 984-5700

Purchase \$195.00
Rent \$ 20.00

4. "Marijuana: What Impact is it
Having on our Youth"
Produced by: PRIDE

(Slide show) Purchase \$85.00
Rent \$20.00

Contact: PRIDE
Ga. State Univesity
University Plaza
Atlanta, Georgia 30303

5. "Breaking Free"
Produced by: PRIDE
(16mm) Purchase only \$195.00
(3/4", 1/2" Betamax)

Purchase: \$110.00
Rent : \$ 20.00

Contact: PRIDE
Georgia State University
University Plaza
Atlanta, GA 30303

6. "Epidemic: Kids, Drugs & Alcohol"
Produced by: Gannett Broadcast Group

Purchase: 16mm. \$450.00
Purchase Video Tape \$400.00
Rent 70.00

Contact: MTI Teleprograms, Inc.
3710 Commercial Avenue
Northbrook, Illinois 60062

Toll free: 1/800 323-5343
For Illinois, Alaska, Hawaii Call
Collect: (312) 291-9400



OFFICE OF
THE DIRECTOR

ACTION

WASHINGTON, D.C. 20525

June 10, 1982

MEMORANDUM

To: Dr. Carlton Turner

From: Tom Pauken *Tom*

Attached is some information concerning the cost of materials we are sending out to parents groups and local agencies.

We really need another agency to pick up the cost of these materials as we have nothing in our communications budget to cover these costs between now and the end of the fiscal year. I would welcome your advice on how we could get the government materials paid for.

In terms of available films, this information is also attached.

Books and Phamphlets on Drug Prevention

1. Parents, Peers, and Pot, a NIDA publication is available in bulk for \$155 per 100 copies from:

Superintendent of Documents
U.S. Government Printing Office
Washington, DC. 20402

The GPO cost comes to \$1.55 per copy; Buddy Gleaton at PRIDE reprints it at GSU for an average of \$1.25 per copy so it may be possible to get it for less.

2. What You Should Know About Marijuana costs \$6.00 per 100 copies and is available from:

American Academy of Pediatrics
Publications Department
Post Office Box 1034
Evanston, Illinois 60204

3. How to Form a Families in Action Group in Your Community costs \$10.00 each, 2 to 5 copies cost \$9.00 each, and 6 or more copies cost \$8.00 each from:

DeKalb Families in Action
P.O. Box 15053
Atlanta, GA 30333

4. Marijuana Update, a reprint of several articles originally printed in Reader's Digest costs \$1.25 for a single copy, \$7.00 for 10 copies, \$15.00 for 25 copies, \$40.00 for 100 copies, \$150.00 for 500 copies and \$250.00 for 1,000 copies.
5. Cocaine: Some Questions and Answers cost \$1,712 for 15,000 copies and was done by GPO for ACTION.
6. Drug Free Youth cost an estimated \$300.00 for 3,000 copies and was printed by GPO for ACTION.

7. The NFP Starter Kit costs \$2.00 per copy, \$1.50 for up to 200 copies and \$1.25 per copy for 201 or more copies and is available from:

National Federation of Parents
for Drug Free Youth
9805 Dameron Drive
Silver Spring, MD 20920

8. Drug Use in America was printed originally by NIDA for the White House Briefing and they will not print more copies. However, they have given us permission to duplicate it. It will cost \$5,500 for 55,000 and can be printed by GPO for ACTION.

Cost per 55,000 copies based on a desire for 1,000 copies per state and an extra 5,000 for ACTION Headquarters to be handed out on special request:

1) <u>Parents, Peers, and Pot</u>	\$82,250
2) <u>What You Should Know About Marijuana</u>	\$3,300
3) <u>How to Form a Families in Action Group in Your Community</u>	\$440,000
4) <u>Marijuana Update</u>	\$13,750
5) <u>Cocaine: Some Questions and Answers</u>	\$6,278*
6) <u>Drug Free Youth</u>	\$5,500*
7) <u>NFP Starter Kit</u>	\$55,000*
8) <u>Drug Use in America</u>	<u>\$5,500</u>
	Total cost \$611,578

* These estimates are pro-rated from figures that were quoted from significantly smaller numbers of copies. Thus, these estimates would be the upper limit of the actual estimates. In fact, the actual estimates would probably be lower. However, GPO requires a day or so to prepare an estimate and would have to see the copy in order to accurately do this.