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THE WHITE HOUSE

WASHINGTON

May 3, 1983

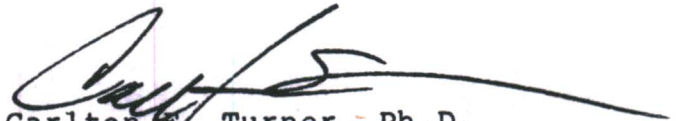
Dear Colly:

Thank you for your letter of April 28 and invitation to both a dinner and luncheon of the 39th Annual Washington Confernece Committee of The Advertising Council.

I am delighted that my schedule will permit me to attend both functions. Maury Walle has advised that it is permissable for my wife to attend the dinner. Mary Ann and I look forward to seeing you on May 11th.

Thanks again and please let me know if this office can be of any assistance.

Sincerely,



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

Mr. Collingwood Harris  
Vice President  
The Advertising Council  
1730 Rhode Island Ave., N.W.  
Suite 402  
Washington, D.C. 20036

THIRTY · NINTH  
  
**W · A N N U A L · E**  
WASHINGTON CONFERENCE  
MAY 11 & 12 · 1983

28 April 1983

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Dear Carlton

On behalf of the 39th Annual Washington Conference Committee and the Officers and Board of Directors of The Advertising Council, I am pleased to extend to you this cordial invitation to join us for dinner in the Grand Ballroom of the L'Enfant Plaza Hotel here in Washington from 6:30 to 10:00 pm on the evening of May 11, 1983, to meet with Council supporters and to review the latest in Council campaign activity.


Our featured speaker for the evening will be The Honorable Samuel R Pierce, Jr, Secretary of Housing and Urban Development.

If your schedule permits, we would also like to invite you to join us the following day, May 12, at 12 Noon for luncheon in the Benjamin Franklin Dining Room at the State Department, where our host will be the Honorable John Hughes, Assistant Secretary of State for Public Affairs.

In order to insure proper seating on your behalf, please telephone Mrs Maury Walle at 331-9153 at your earliest convenience.

Please feel welcome to attend one or both functions. We look forward to seeing you.

Sincerely



Collingwood Harris  
Vice President

Carlton Turner MD  
Director  
Drug Abuse Policy Office  
The White House  
Old Executive Office Building, #220  
Washington DC 20500

OK

THE WHITE HOUSE

WASHINGTON

March 14, 1983

Dear Collingwood:

Thank you so much for the picture you sent of me and "a friend," Smokey the Bear. My family really has enjoyed it!

Many thanks.

Sincerely,

  
Carlton E. Turner, Ph.D.  
Director  
Drug Abuse Policy Office

Mr. Collingwood Harris  
The Advertising Council  
1730 Rhode Island Avenue, N.W.  
Washington, D.C. 20036

Collingwood Harris  
Vice President and Director  
Washington Office

# The Advertising Council Inc

1730 Rhode Island Avenue, N.W.  
Washington, D.C. 20036  
202-331-9153



New York  
Washington  
Los Angeles

*Thanks*

07 February 1983

Dr Carlton Turner  
Director  
Drug Abuse Policy Office  
The White House  
Old Executive Office Building  
Room 220  
Washington DC 20500

Dear Carlton

We thought that you might like to have the  
accompanying picture of you and a friend  
for your scrapbook.

Best personal regards.

Sincerely

*Colly*  
CH/mcw

Enclosure

*Mr. William Rhatigan  
10/3/84  
in row 48*

THIRTY · NINTH  
  
W · A N N U A L · E  
WASHINGTON CONFERENCE  
MAY 11 & 12 · 1983



Collingwood Harris  
Vice President and Director  
Washington Office

08 February 1983

Ms Ann Wrobleski  
Projects Director  
Office of the First Lady  
The White House  
Washington DC 20500

Dear Ann

Our Thirty-Ninth Annual Washington Conference will be held on 11 and 12 May of this year. It will commence with a reception and dinner at L'Enfant Plaza on the evening of the 11th. On the morning of the 12th we will have a session in the Loy Henderson Conference Room at State, to be followed by luncheon once again in the Benjamin Franklin Dining Room.

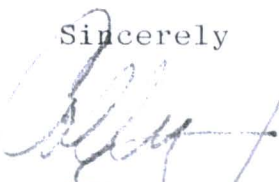
Meanwhile, our Drug Abuse Prevention campaign is advancing into the creative development stage, although it would not be fair to say that we will be releasing anything to the media by May. In fact, we are looking at a September release.

As you know, we are most appreciative to the First Lady for speaking at our 38th Annual Conference luncheon last April. We are wondering if perhaps she would want to use any of the occasions of our 1983 Conference to speak out further on America's drug abuse problems. Or to reaffirm her interest and support of the Ad Council's anti-drug abuse campaign.

This is not so much a request as it is our offer to place our agenda at Mrs Reagan's disposal should it suit her purposes.

Your early advice would be appreciated.

Sincerely



CH/mew

cc: Karna Small, Carlton Turner

Collingwood Harris  
Vice President and Director  
Washington Office

*Ch. H.* *T-10*  
**The Advertising Council Inc**

17 DEC 1982

1730 Rhode Island Avenue, N.W.  
Washington, D.C. 20036  
202-331-9153



New York  
Washington  
Los Angeles

10 December 1982

Ms Jean Westler  
Office of Communications  
and Public Affairs  
National Institute on Drug Abuse  
Room 10-A-56  
5600 Fishers Lane  
Rockville Maryland 20857

Dear Jean

We thought you might find the accompanying Redbook listing on Needham, Harper & Steers Inc to be of interest.

As previously mentioned, NH&S has stepped forward for the volunteer agency assignment on the NIDA program.

Sincerely

A handwritten signature in blue ink, appearing to be "Ch. H.", written over the word "Sincerely".

CH/mcw

cc: Nate Kelne  
Robert Keim  
Gordon Kinney  
Elenore Hangley  
Norma Kramer

bcc: Karna Small  
Carlton Turner



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 Wayne Plunkett ..... Mgr. Acctg. Services  
 Cathy Robertson ..... Acct. Supvr.

(Continued next page)

Collingwood Harris

The Advertising Council Inc



04 January 1982

Dear Carlton

Because of an earlier  
volunteer ad agency tobacco  
client conflict, we had to  
find a new agency, but at  
last have gotten under way,  
as accompanying report attests.

Colly

*Call Him  
ASAP*

1730 Rhode Island Avenue, N.W., Suite 402  
Washington, D.C. 20036, 202-331-9153

CONFERENCE REPORT  
National Institute on Drug Abuse

Prepared by: Collingwood Harris  
Date: 29 December 1982

*OK*

Date of Meeting: 22 December 1982  
Place of Meeting: The Advertising Council  
New York, New York  
Attendees: New York Life Insurance

① Called Colley on  
1-5-83 @ 9:27  
Not in left  
message on  
Harlan + Addot  
P. 3

Nathan Kelne  
Vice President

Needham Harper & Steers/USA, Inc

Keith Reinhard  
Chairman of the Board & CEO

Richard C Anderson  
Executive Vice President  
Corporate Director of Media & Programming

② Called B. J.  
Poulin  
He Agreed!  
1-5-83  
9:46 AM

Joel Baumwoll  
Vice Chairman of the Board  
& President, NH&S/New York

Needham Harper & Steers/New York

David Cantor  
Vice President, Associate Creative Director

Bob Cox  
Executive Vice President, Executive  
Creative Director

Joseph P Landy  
Executive Vice President  
Director of Account Services

Neil Leinwohl  
Vice President  
Associate Creative Director

Erica Jo Mann  
Account Supervisor

Conference Report - Page Two

Jacqueline Silver  
Senior Vice President & Executive  
Director of Strategic Planning & Research

Louis A Tripodi  
Senior Vice President & Corporate  
Director of Public Relations

National Institute on Drug Abuse

Dr William Pollin  
Director

Jean Westler  
Chief, Communication Services Branch

Susan Lachter  
Assistant Director for Communications

The Advertising Council

Robert P Keim  
President

Collingwood Harris  
Vice President & Director  
Washington Office

Elenore Hangley  
Vice President, Campaign Administration

Distribution: All Attendees  
Mr Kinney  
Mr Dwan  
Ad Council Staff

PURPOSE

The purpose of this meeting was to enable the campaign task force members to become acquainted with each other and to lay the groundwork for future program creative planning.

DISCUSSION

Agency Briefing

Prior to the arrival of the NIDA members of the task force, The Advertising Council briefed Needham Harper & Steers on how an

Conference Report - Page Three

Advertising Council campaign is structured. The elements of the campaign task force were described and the responsibilities of the client, the volunteer coordinator, the volunteer advertising agency and the Ad Council were delineated.

Drug Abuse Problem

Trends - There is evidence that there is a continuing reversal of attitudes concerning the self-perceived health risks vis-a-vis the use of drugs with such usage thus on the decrease. However, it must be recognized that the problem remains, with the US first in illicit drug usage among the industrialized nations of the world. Indeed, in the nation's highschools there are more recent users of marijuana than there are cigarettes. The importance of this derives from empirical data showing that delaying such usage reduces the extent of further use of harder drugs. Meanwhile, peer modeling and delivery of messages on the importance of saying 'no' remain important influences.

Legislative Trends - There have been no legislative initiatives to decriminalize marijuana since 1978. Similarly, the once much-touted British model of legalized drug usage has now been recognized as a failure.

Target Audiences - For the purposes of this program, the 12-14 year age group plus parents and educators are considered to be the primary targets for campaign messages. It was acknowledged that this is a difficult group to reach. NH&S describes this group as 'the tweens.' Parents especially, must be given reason to believe that they can do something about the problem. Educators must be encouraged to take more assertive roles in combatting the problem in schools. Other segments of society must be similarly encouraged.

Geographic/Demographic Considerations - It was agreed that the problem is homogenous and pervades all demographic and geographic segments of the population.

Psychological Aspects - While the problem is peer pressure sensitive, a key threshold event in the life of a potential teenage addict is that of finding the drug experience as the centrally compelling experience of his life. Campaign messages subsequent to such experience are not likely to be effective.

NEXT STEPS

It was agreed that NIDA would provide NH&S with in-depth background material on the nature of the problem supplementing preliminary material already provided.

Conference Report - Page Four

Upon receipt of such material, NH&S will undertake to develop a preliminary point of view which they will share with the group within the next 2-3 weeks.

Erica Jo Mann will serve as the primary point of contact for NH&S. Collingwood Harris will serve in a similar capacity for The Advertising Council. Jean Westler will be the lead representative for NIDA. Materials for NH&S from NIDA will be routed through The Advertising Council.

CH/mcw

Collingwood Harris  
Vice President and Director  
Washington Office

# The Advertising Council Inc

1730 Rhode Island Avenue, N.W.  
Washington, D.C. 20036  
202-331-9153



New York  
Washington  
Los Angeles

16 November 1982

*File*

Dr Carlton E Turner  
Director  
Drug Abuse Policy Office  
The White House  
Washington DC 20500

Dear Carlton

This is to acknowledge with thanks your letter of 10 November concerning The Advertising Council's Salute to Volunteers and Awards Luncheon. We were indeed honored to have you present with us. Your comments there did much to enhance support for the Council's commitment to the NIDA program.

As soon as we have something more substantive to report, we will, indeed, "stop by and have lunch."

Sincerely

CH:la

cc: Mr Keim  
Mr Kinney  
Ms Hangley

*Call Emily Crump of Ad Council*  
*12/21 WCB out today*  
*+ see if she can call & discuss lunch or breakfast*

*Emily Crump*



William F. Rhatigan  
Senior Vice President - Public Affairs

# The Advertising Council Inc

1730 Rhode Island Avenue, N.W., Suite 402  
Washington, D.C. 20036  
Tel. 202-331-9153

*Attending  
with  
M.A.*



May 6, 1985

Dr. Carlton E. Turner  
Director  
Drug Abuse Policy Office  
The White House OEOP, Room 220  
Washington, D.C. 20500

Dear Dr. Turner:

On behalf of the Board of Directors of The Advertising Council, I am pleased to invite you and your spouse to join us for a pleasant dinner-cruise down the Potomac River on board "The First Lady" on Wednesday evening, May 22, 1985.

The cruise is the social highlight of the Council's 41st Washington Conference, which annually attracts many of the nation's leading communications executives. Also joining us that evening will be more than 60 members of Congress and their spouses who already have accepted our invitation.

"The First Lady" will sail at 6:30 p.m., Wednesday, May 22, from Pier 4 at 6th and Water Streets, S.W. We will return at 9:30 p.m. Ample parking is available at the marina.

Please call my office at 331-9153 as soon as possible to let us know if you will be able to join us on May 22. I sincerely hope you will be able to participate in our delightful evening on the river.

Sincerely,

*Bill*

Collingwood Harris  
Vice President and Director  
Washington Office

## The Advertising Council Inc

1730 Rhode Island Avenue, N.W.  
Washington, D.C. 20036  
202-331-9153



New York  
Washington  
Los Angeles

05 August 1983

8 AUG 1983

Dr Carlton E Turner  
Director, Drug Abuse Policy Office  
Office of Policy Development  
The White House  
Washington DC 20500

Dear Carlton

As matters now stand, our NIDA Drug Abuse Prevention campaign will be announced on 26 September, at a luncheon here in Washington under the auspices of the National Federation of Parents For A Drug-Free Youth.

The First Lady will participate in the announcement program. Also participating will be Dr William Pollin, Director of NIDA.

The involvement of the First Lady derives from her ongoing leadership in drug abuse prevention and, more specifically, from her request of a year ago at the State Department for the Council to consider such a campaign.

Please call if you would like more details.

Meanwhile, best personal regards.

Sincerely

A handwritten signature in dark red ink, appearing to be "CH:go". The signature is written in a cursive, flowing style.

Lewis W. Shollenberger  
Vice President

## The Advertising Council Inc

1730 Rhode Island Avenue, N.W., Suite 402  
Washington, D.C. 20036  
Tel. 202-331-9153



New York  
Washington  
Los Angeles

17 June 1983

Carlton E Turner PHD  
Special Assistant to the President  
for Drug Abuse Policy  
Office of Drug Abuse Policy Development  
The White House OEOB Room 220  
Washington DC 20500

Dear Carlton

This is to acknowledge with thanks your letter of 13 June concerning the availability of the initial Teen Titans drug awareness comic book.

Many thanks for your interest and response.

Best personal regards.

Sincerely

OK 3-17-83

The Advertising Council Inc

See

CONFERENCE REPORT  
Drug Abuse Prevention

Prepared by: Collingwood Harris  
Date: 07 March 1983

CH

Date of Meeting: 04 March 1983  
Place of Meeting: Needham Harper & Steers  
New York New York  
Attendees: Needham Harper & Steers

David Cantor  
Joe Landy  
Neil Leinwohl  
Erica Mann  
Marjorie Moshier  
John O'Brien  
Jackie Silver

National Institute on Drug Abuse

Susan Lachter  
Curt Pospisil  
Jean Westler

The Advertising Council

Collingwood Harris

Distribution: All Attendees  
Mr Kelne  
Mr Keim  
Mr Kinney  
Mr Dwan  
Ms Hangle  
Mr Burke  
Ms Crump  
Ad Council Staff

PURPOSE

cc: Carlton Turner

The purpose of this meeting was to review preliminary creative direction for the Drug Abuse Prevention program.

DISCUSSION

Research

As an adjunct to its preparatory efforts on the Drug Abuse project, NH&S presented summaries encapsulating interpretations of past research conducted for and provided by NIDA. Studies focused on drug behavior rather than attitude or motivations. In addition to the studies, NH&S included certain key points

pertaining to the 'addictive personality' from a wide-ranging article which appeared in the 18 January 1983 issue of The New York Times. The article concludes that while there is no single set of psychological characteristics that embrace addictions, there are significant personality factors that can contribute to addiction.

In addition to the foregoing, NH&S summarized its findings derived from recent meetings with Herb Goldberg from Odyssey House and Dr Herb Tanenbaum, a leading researcher in the psychological aspects of drug addiction. On the basis of these meetings, NH&S concludes that the most common motivators in drug abuse include peers, narcissistic indulgence (a need to feel good), denial (running away from problems), rationalized omnipotence (I won't get hooked; it won't be harmful to me). In addition, underlying these motivators are a sense of low self-esteem and alienation. NH&S noted certain similarities in the consequences of parental denial as manifested in work it has done in the nutritional area and that of drug abuse prevention.

#### Creative Strategies

NH&S presented three tentative creative strategies for recommended implementation:

GRADE SCHOOL CHILDREN. Encompasses children grade school ages 9 to 11 years old.

Purpose - To educate them about drugs so that they will resist trying marijuana when it is first offered.

Strategy - To convince them that marijuana is bad for them; create an aversion to marijuana.

TEENS. Encompasses teens 12 to 14 years old (who are on the brink of drug involvement).

Purpose - To delay first use of drugs.

Strategy - Destroy the illusion that drug taking is 'cool, hip, etc.'

PARENTS. Encompasses parents of children who range in age from 9 to 18 years old.

Purpose - To create awareness among parents of how to recognize their children are using drugs and, to convince parents to get involved.

Strategy - To sensitively provide parents with a list of signs that signal drug involvement and to present steps parents can take to get involved, thus helping their children and themselves.

## Conference Report - Page Three

There was some concern expressed by NIDA vis-a-vis the parental strategy which appears to be pegged toward intervention rather than prevention, contrary to earlier expressed objectives. While acknowledging the validity of these concerns, NH&S expressed strong conviction that parental denial would tend to limit parental reaction a preventative message and that an intervention message particularly within the context of the dynamics of public service advertising would probably achieve greater and more productive impact.

### Media

Three basic media strategies were proposed by NH&S:

GRADE SCHOOL CHILDREN: Radio school programs.

TEENS: TV (network, cable), print, radio, transit, collateral.

PARENTS: Print, television (undecided), collateral.

### Costs

NIDA Procurement agreed to a revision in the payment provisions of the Ad Council/NIDA contract that would permit greater flexibility in the application of research, creative and media expenditures.

### Timing

All deliverables specified under the contract were reviewed by all parties. There were no problems concerning the quantity and content of these deliverables. NH&S is to review developmental requirements of these deliverables to insure adequate review by NIDA for proper approval. NH&S will submit revised deliverables due dates to Ad Council for further transmission to NIDA.

### FUTURE RESEARCH

It was agreed that NH&S would undertake limited focus group research to investigate children's reactions to alternative advertising executions before proceeding with final creative developments. Basic concepts are to be approved by NIDA before actual research implementation.